

How to Maximize Your Self-Publishing Profits

By

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How to Maximize Your Self-Publishing Profits

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How to Maximize Your Self-Publishing Profits

If you're reading this it's only for two reasons --

You want to write books and you want them all to be published

Or

You've already written a book (or two) and you want to self-publish it because you're sick and tired of getting rejections from agents and publishers. Or you just don't want to go that route at all because even if you do secure a publishing contract, it will be years before you see your book in print and you'll only receive small royalties for all your trouble anyway.

But if you haven't written a book already

Why Not?

Writing a Book

Too many writers spend their time procrastinating and using the number one favorite excuse big fat lie for not writing a book:

"I don't have enough time!"

Wrong.

Everyone has enough time to write a book.

We all have 24 hours in each day. The only difference is what we do with it. You never hear a TV addict complaining that they don't have enough time to watch their favorite TV show, or a golfing fanatic complaining that they don't have enough time to play golf. Everyone has time for what they want to do.

If you need time to write a book try getting up an hour earlier to write or go to bed an hour later than usual.

Or better still get rid of your TV set. They say that the average family spends 7 hours a day watching TV. That's nearly 50 hours a week! Just imagine how much writing you could do if you had 50 spare hours every week. You could be writing several books a year.

And if you don't believe me then how about this; Isaac Asimov, who is a well-known author and scientist, has written over 400 books. That means his writing averages one book a month.

And Charles Dickens wrote his classic book, A Christmas Carol in only 2 weeks. Dr Richard Carlson wrote his million dollar best-selling self-help book, Don't Sweat the Small Stuff in only 12 hours. Agatha Christie wrote all her books in under one month and said in an interview, "I find no reason why one month isn't adequate time to write a book".

So you have no excuse. If they can do it, so can you.

And with this ever-expanding age of digital printing it's easier than ever to self-publish as many books as you want and they can be available for sale all over the world.

It used to be that to sell a book in another country; you needed to obtain the services of a local publishing company to sell your book in their country. And no self-published author could afford to do that.

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But now there are thousands of international book stores all over the internet, and because they don't need to keep huge supplies of books, they're willing to advertise all the books that are available.

Not only that but you can help to boost sales by selling your books from your own web site or blog.

You can also diversify and make your books available as electronic downloads.

E-books (electronic books) are becoming increasingly popular as more and more people are downloading them to their e-book readers, such as Amazon.com's Kindle.

For self-published authors, the great thing about e-books is that they are 100% profit. There are no printing, packing and shipping costs involved because they are instantly downloadable.

And you can use companies such as MobiPocket (which is owned by the mighty Amazon.com) to sell your e-books.

MobiPocket sells downloadable e-books for almost all palm-held electronic devices (and computers) including Amazon's new Kindle e-book reader.

MobiPocket lets you upload your e-book to their web site for free and when you sign a publishing agreement with them they make your e-book available through hundreds of other online e-book stores, including Amazon.com, and they charge a commission on every sale.

Selling your book in print form as well as electronic form doubles its availability.

But having said all this, there's one thing that you **MUST** keep in mind.

Your book has to be well-written. Don't go thinking that you can publish sub-standard writing. No one wants to read a badly written book. Would you?

To be a successful self-published author, whether you write fiction or non-fiction, you must write books that hook the reader straight from the beginning and keep them enthusiastically turning pages right to the end. And even then, they need to be eager to read more of your work.

Readers are always loyal to their favorite authors and are happy to buy anything they write. So make sure all your books are your best work.

Book Marketing

Marketing is vital if you want to sell books. You need to let as many people know about our book as you possibly can. They need to know how great it is and where they can buy a copy.

Before you even write a book you should already have your target readers in mind and your marketing should be lasered in on them.

Don't waste time marketing to the wrong people.

I once knew a writer who'd published his book and promptly went onto a writers' forum he belonged to, to trumpet his achievement.

But instead of congratulations, he received an angry backlash from jealous writers with "So what?" "You're not a good writer anyway" ...and on and on it went.

His mistake was thinking that other writers were his target audience. He thought they would support him by buying a copy of his book. What he should have done was join a forum whose members might read books like his.

You can market your books to web site and blog owners whose niche is a good match to your book. But don't spam them.

Offer your book as a competition prize or ask for a review or offer to do an interview.

You could also pitch your book as a movie idea or an idea for a TV show.

There are also authors' online radio shows such as Authors on Air, where you can offer yourself as a guest author.

And market yourself for personal appearances on TV shows, radio shows or magazine interviews.

You can also market your book by offering an excerpt to appropriate magazines. Promoting your book this way can really help boost your sales **and** you get paid for allowing the magazine to publish an excerpt.

You can use online article directories to help promote your book. You just write an article on your book's subject matter, or write a review, and upload it to article directories such as ezinearticles.com or isnaare.com.

Include an author's resource box at the end of your article that includes a link to your book. Writing articles like this regularly, can really increase book sales.

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You can also write articles and send them to ezine publishers. You can search site such as bestezines.com to find suitable ezines. If your article gets accepted and published it can be great exposure because many of the ezine publishers have thousands of subscribers.

And as long as you always market to the right audience, your efforts will be successful.

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Self-Publishing Your Book

The best thing about self-publishing a book is that it leaves you completely in control of everything.

And this means that you can make more money.

If a large publishing company publishes your book (and very few authors even get this far), it usually takes 2 to 4 years before you actually see your book in print.

And even when it hits the book store shelves, you'll probably receive only small royalties of 8% to 10%.

Compare this to receiving 100% from self-publishing and you can easily see why more authors prefer it.

Publishing companies have a lot of overheads so they need to achieve large book sales.

They usually expect to sell a minimum of 40,000 copies a year of a newly published book. If not, the book will quickly be withdrawn and listed as "out of print" in only a few months.

Self-publishing on the other hand, means that you can go on selling your book for years. And because your profits is so much more per book, it doesn't matter if your sales are less than 40,000 per year - not when you're earning \$10 or more per book.

So there really is no excuse if you're serious about becoming a successful author.

You've already know it's possible to write several books every year.

And you know that EVERY book you write WILL be published.

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Self-Publishing Income

The one question that's always on every writers mind is "How much can I earn?"

So let's take a quick look at the income that's possible from self-publishing.

But remember that this is just a generalization, not an actual amount that you'll earn.

Although if you write really good books and market them correctly, then your income can be almost infinite.

But for now we're only going to look at small book sales, just to show you what can happen.

So to start with, there are nearly 200 countries in the world. So let's imagine that you only sell around 10 books a year in each country. That would mean sales of 2,000 books a year. And if you sold your books as e-books as well, you could double that to 4,000 sales.

So if you were earning \$10 per sales, then you 4,000 sales would mean an income of \$40,000.

But remember that these are incredibly low numbers I'm quoting here. But still, \$40,000 is not to be sneezed at. And with extremely targeted marketing and promoting, you could easily earn 10-times that amount.

There are plenty of authors who do successfully self-publish a book but they're too lazy to market it correctly. So they end up with virtually no sales. And instead of cranking up their marketing machine, they sit and whinge about not making enough money.

And this is why, before you even begin to write your book, you should already have a 10-point marketing plan. And make sure your marketing includes advertising your book to places where you can sell in bulk.

For instance, libraries are constantly buying new books. They buy tens of thousands a year. So focus part of your marketing efforts at companies that supply books to libraries.

Book clubs also buy in bulk and will purchase up to 20,000 copies of a book at a time. So find out which book clubs are in your book's niche/genre.

And if you can, try and write a book that's got a "hook".

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For instance, here in Australia there is a website called Simple Savings. It's all about saving money on the family budget. On their web site they have set up a regular thing called The \$21 Challenge. This basically means that for one week a family of four should only spend \$21 on groceries by using the food they already have and only buying necessary items such as bread or milk.

They then turned this idea into a book, and because it had the word "Challenge" in the title, it had a hook.

The author did several TV and radio interviews and "Challenged" people to try living on \$21 for a week. Of course people had to buy the book to take the challenge.

Bingo! Huge book sales.

I bet the book wouldn't have sold so well if it had a boring title like "How to Cook Budget Meals" or "Only Eat the Food in the Pantry".

The same thing happened with the 4 Ingredients cook book. The authors had to go on TV to prove that many dishes could be made with only 4 ingredients. (I think this also proves that cook books can be a gold mine.)

So once you have your marketing plan in place and your book is written; it's time to get it published and send it out into the world.

And you'll find all the help you need in [Self-Publish Worldwide](#).

This e-book tells you everything you need to know to self-publish your books and sell them worldwide.

You're going to learn the basics of the publishing and printing process, which companies you can use to automate the whole printing, packing and shipping process leaving you free to carry on writing your next book.

Of course if you want to oversee the whole printing and publishing process yourself, you're going to learn how to do that too.

This book will tell you absolutely everything you need to know to start publishing EVERY book you write.

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