



Independent Thinking Exciting times for indie authors!

JOANNA PENN @thecreativepenn



Booktrack
SOUNDTRACKS FOR BOOKS



Libraries
Nga Whare Mātauranga o Tāmaki Makaurau

Thanks for joining us!

10 - Welcome. Health & safety

*10:10 - Exciting times for
indies!*

10:40 - BookTrack Demo

10:50 - Q&A with Joanna

11.20 - Giveaways & coffee

12 - Finish



You can download the slides at:
TheCreativePenn.com/auckland14

J.F.Penn - NY Times & USA Today Bestselling Author



The Creative Penn Ltd



Over 250,000 copies sold in 61 countries. Ebook, print & audio format. German, Spanish & Italian.

- * Professional speaker
- * Non-fiction books, courses, audio programs
- * Entrepreneur



Left day-job as IT consultant in Sept 2011.

But back in 2008 ...





Who are you?

Indie New Releases



Only Lovers Left Alive



Fading Gigolo



Grand Piano (2013)



Blue Ruin



INDIE

ISN'T JUST A GENRE. IT MEANS

INDEPENDENT

ARTISTS, LABELS, RECORDING STUDIOS, PHOTOGRAPHERS.

KICKSTARTER

Kickstarter is the largest funding platform for creative projects in the world. Each and every month, tens of thousands of amazing people pledge millions of dollars to projects from the worlds of music, film, art, technology, design, food, publishing and other creative fields.

A NEW WAY TO

Fund & Follow Creativity

Funded!

Sea Monster: a 3-D stereoscopic web series exploring new film grammar.

by Gray Miller

Etsy Buy Handmade.



Amazon's physical books sales versus Kindle book sales



Ebook sales on Amazon overtook print in 2012

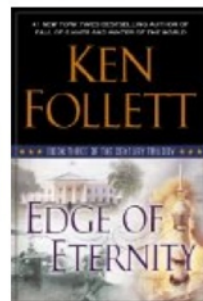
Expansion of **tablets, e-readers** and **cellphones** for reading

Readers are buying **print books online**



Fall Blockbusters

The Amazon Editors pick Fall's biggest books.



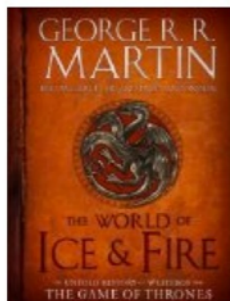
Edge of Eternity: Book Three of The...

> Ken Follett

★★★★☆ (88)

Hardcover: \$20.72

Kindle Edition: \$19.23



The World of Ice & Fire: The Untold...

> George R. R. Martin, Elio Garcia, Linda Antonsson

Hardcover: \$29.98

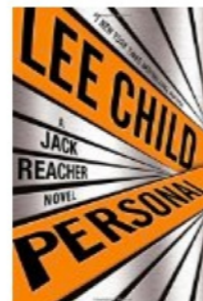


The Heroes of Olympus Book Five: The...

> Rick Riordan

Hardcover: \$11.35

Kindle Edition: \$8.99



Personal (Jack Reacher)

> Lee Child

★★★★☆ (2,009)

Hardcover: \$16.45

Kindle Edition: \$10.99

Big bookstores dying, **rise of indie bookstores** focusing on curation



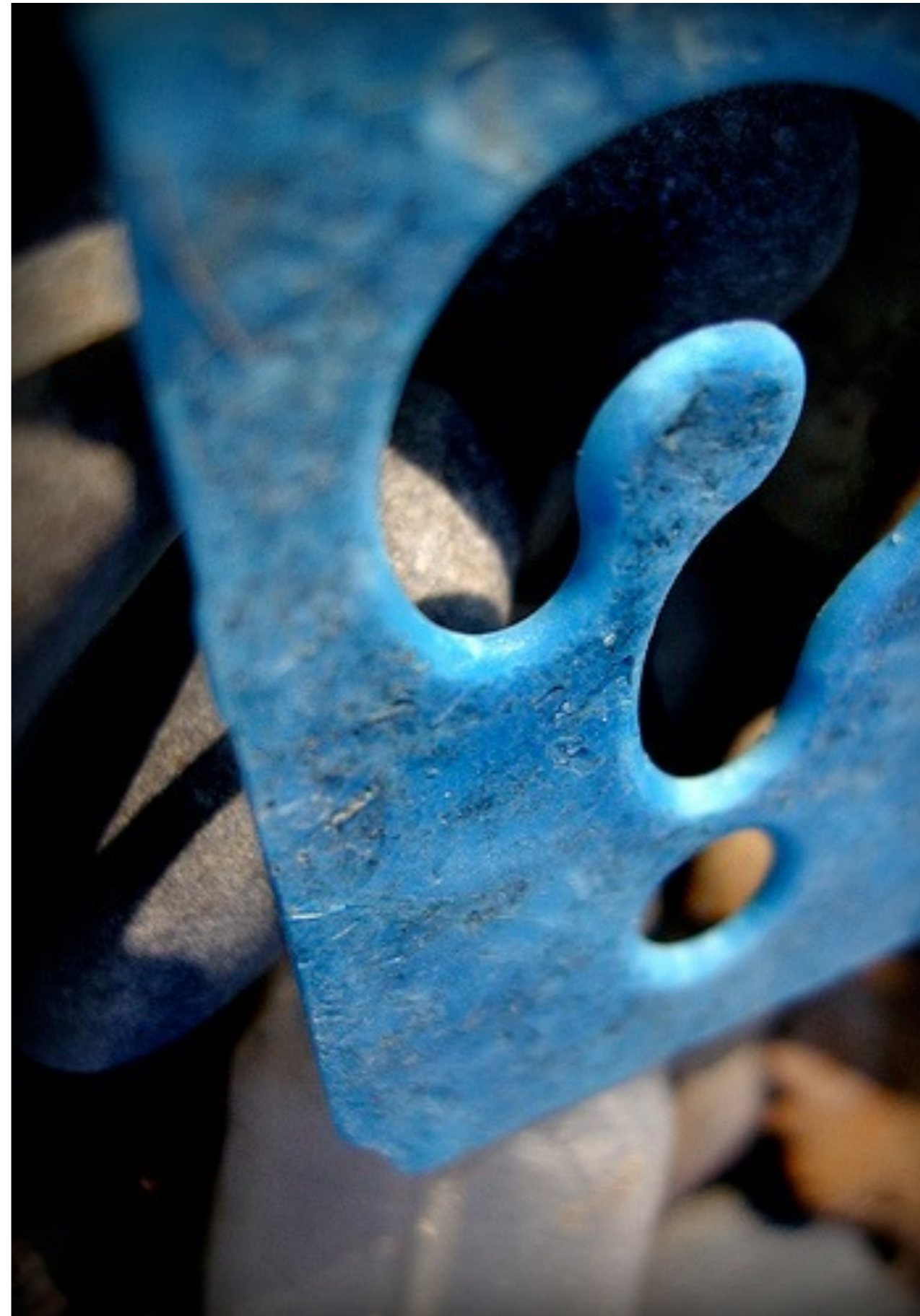
Think of your
favourite book.

What's the author's
name?

Who published the
book?

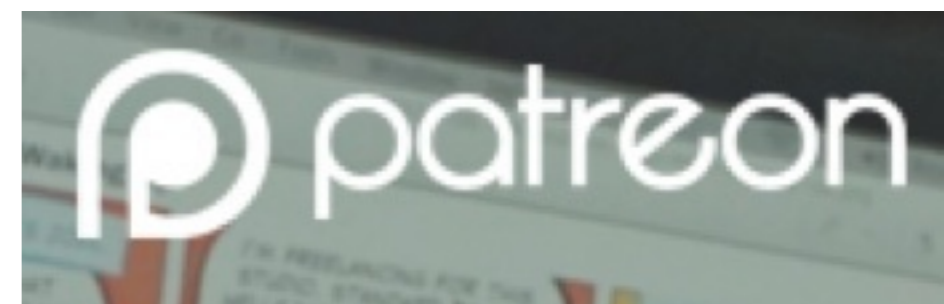
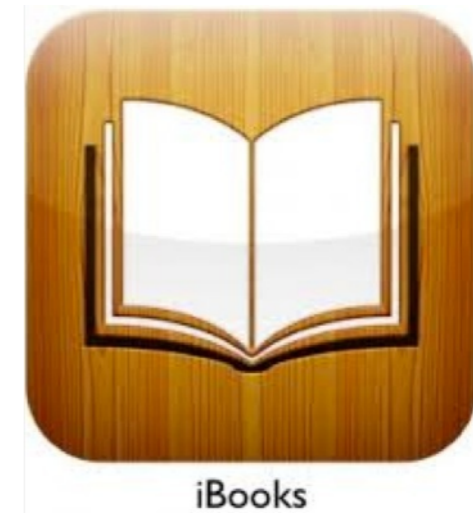
Readers don't care.

They just want to be
entertained,
educated or inspired!




What is an indie author?

- * In control
- * Going direct
- * Pro-active
- * Artisanal
- * Working with other creative professionals
- * Hybrid model



Being a creative
entrepreneur
means taking
control.

A 3D rendered metal chain is shown breaking apart. The chain is composed of several interlocking links. One link in the center is missing, creating a hole. The broken pieces of the chain are flying away from the hole, and a bright, glowing light emanates from the opening, suggesting a path forward or a breakthrough. The background is plain white.

Don't wait to be chosen.
Choose yourself.

@thecreativepenn

70%

royalty compared to
10 - 25%

Payable monthly so you
can do cash flow

Reconcilable to sales
reports



Finished, edited
manuscript



Ebook edition

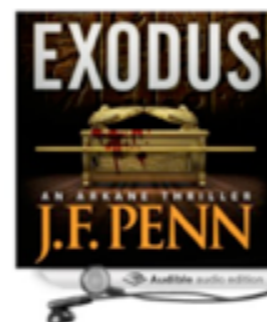


Country
markets
(territory)

Print edition



Audio
edition



by language

Plus/ other subsidiary rights

The magic of publishing

<http://www.thecreativepenn.com/2014/01/07/know-your-rights/>

Consider the global market



Use print on demand for global reach with print books

My Kobo sales globally
= 61 countries
(available in 190)

iBooks = 51 country stores

Amazon Kindle = 171 countries

Plus Google Play & Nook, Smashwords & other stores

NZ's mobile commerce market to reach nearly \$10 bn by 2019

Friday, 3 October 2014, 11:00 am

AUCKLAND, New Zealand, Sept. 30, 2014 /PRNewswire/ -- New Zealanders are increasingly using tablets or smartphones to purchase a wide range of goods, content and services, including physical goods, travel, insurance, cinema tickets, music, news and e-books. 45% of all New Zealand consumers aged between 15 and 65 have made at least one mobile commerce purchase in the last 12



Compare ebook pricing to expensive print books. People want both.

Ebook issues double in NZ libraries

Updated at 4:53 pm on 6 December 2014



TUESDAY, MAY 20, 2014

Smashwords and OverDrive to Bring 200,000+ Indie Ebooks to 20,000+ Public Libraries



Imagine if your indie ebook was purchasable by thousands of public libraries around the globe. Now more.



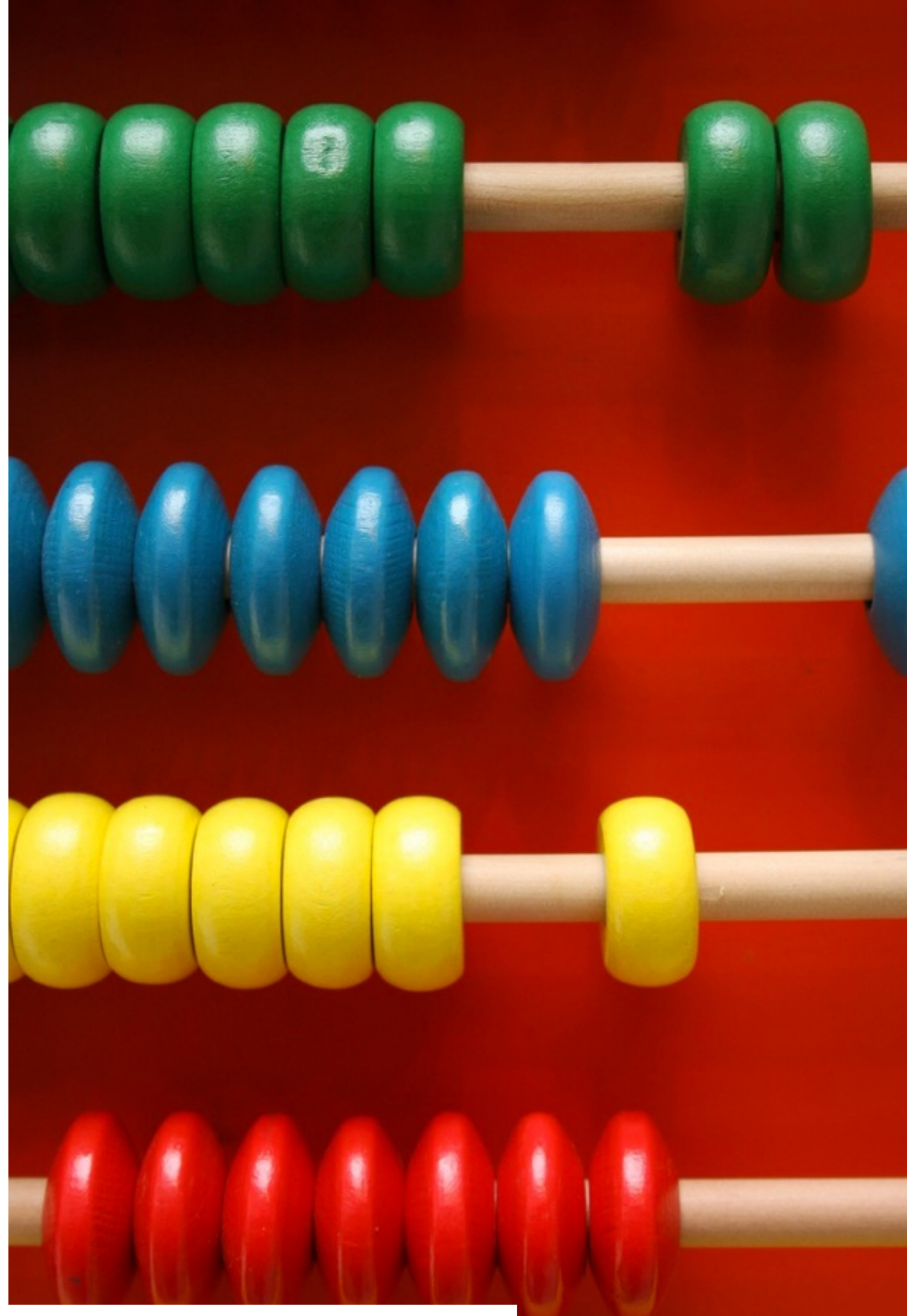
ent to supply more than 200,000 titles to OverDrive, the w

and checkout systems for 20,000 public libraries around 1

Scalable income

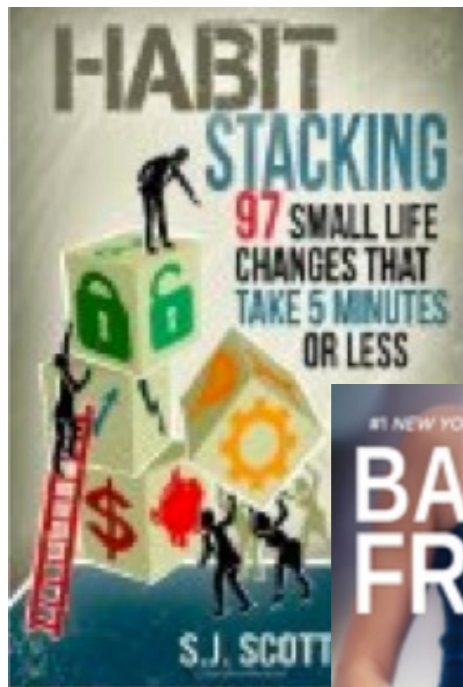
Create once
Sell forever

Create **assets** that
put income in your
pocket for years to
come.

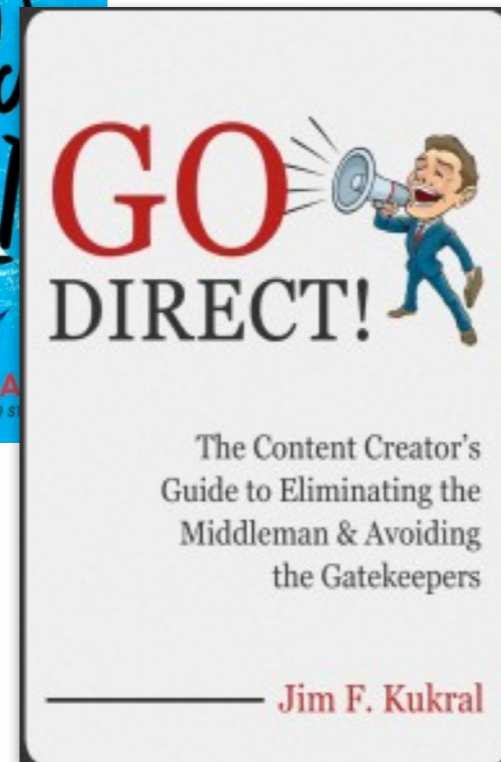
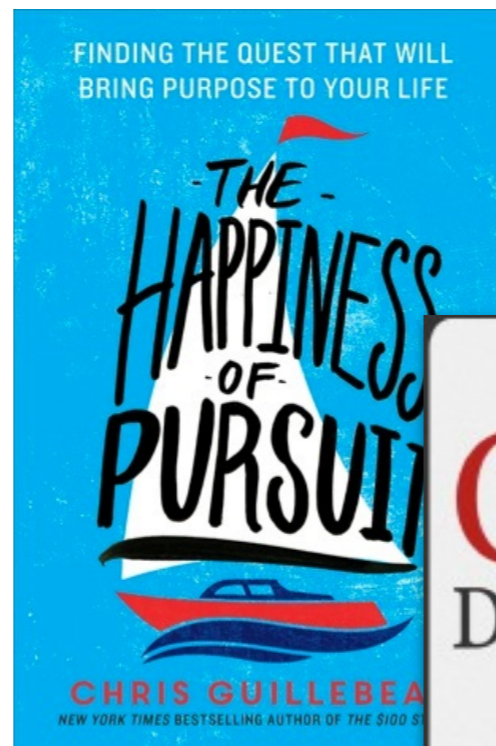


Business models related to books

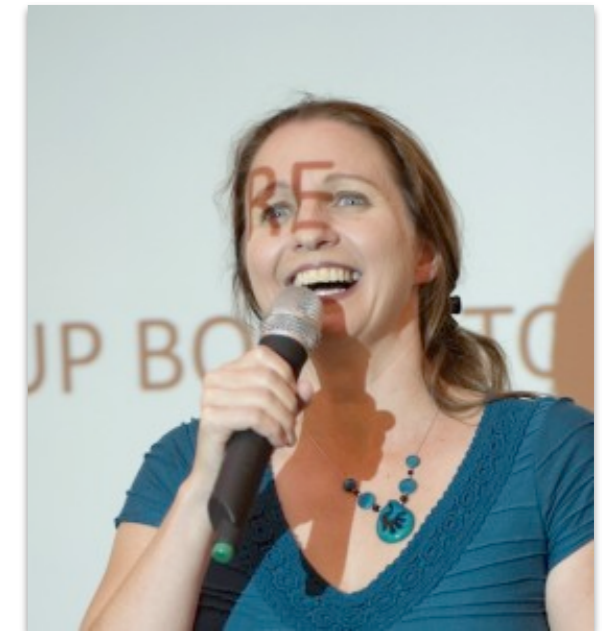
High volume production



Book as lead-gen to back end sales



Book as way into teaching/speaking



You can use them all - I do!

Define what you mean by success

- * It's my life goal to write a book
- * I want to be on every bookstore shelf in the country
- * Make 10,000 NZD per month
- * Win a literary prize
- * Give up my day job
- * Make readers happy

What you decide will shape the book you write, how you publish and market.

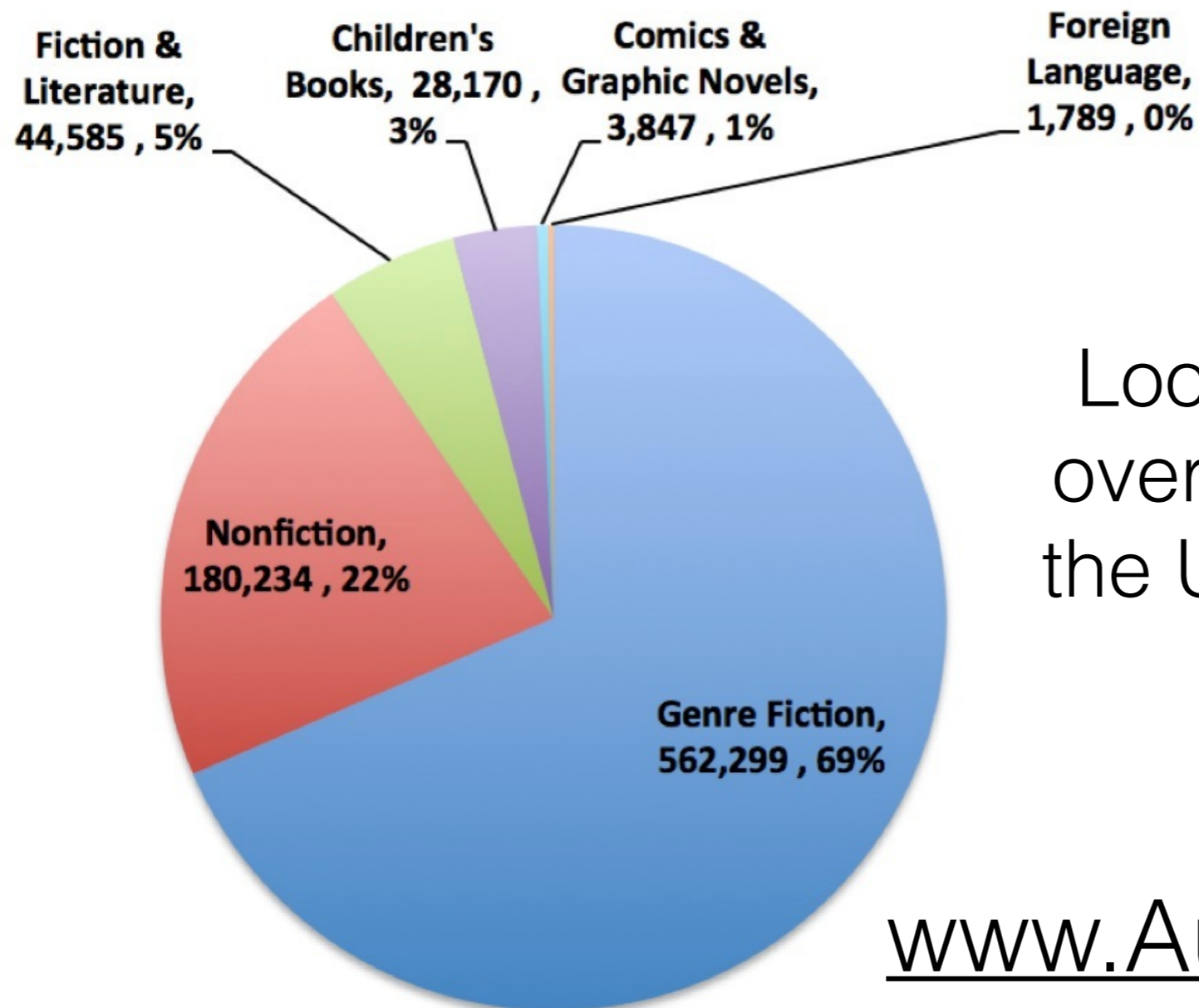
Write books that people want: genre

Romance

Mystery / Thriller

Sci Fi / Fantasy

**Daily Unit Sales by e-Book Category
(Top 50,000 Bestselling e-Books on Amazon)**



Look at the Amazon Top 100 overall or the NY Times List or the USA Today for wider reach

www.AuthorEarnings.com

Write books that people want: search

Kindle Store ▾ how to be a c

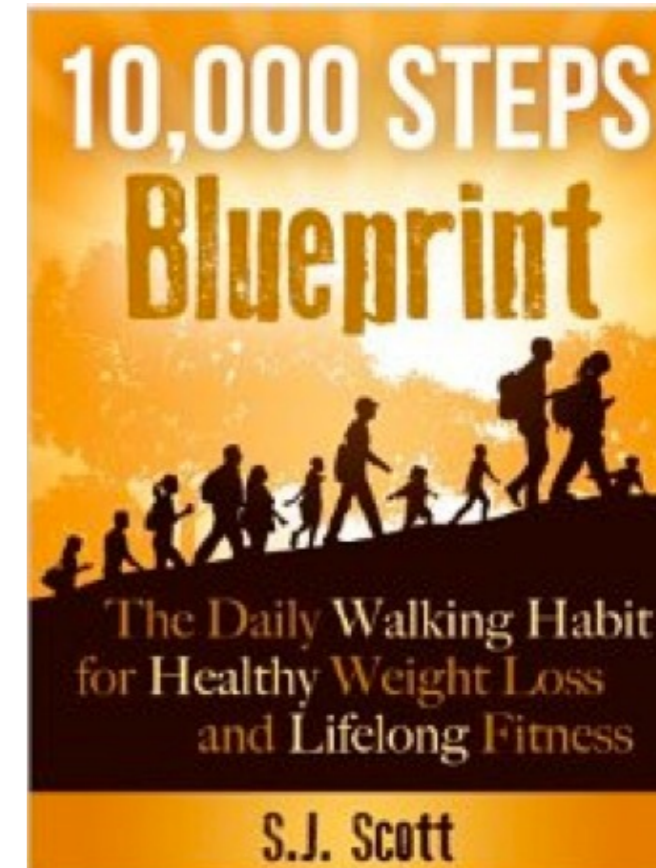
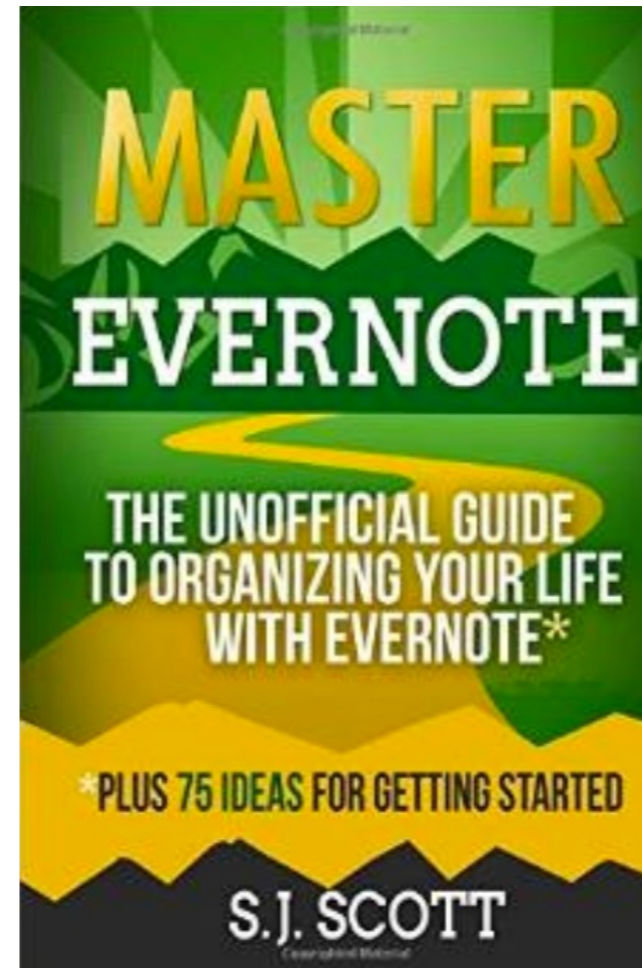
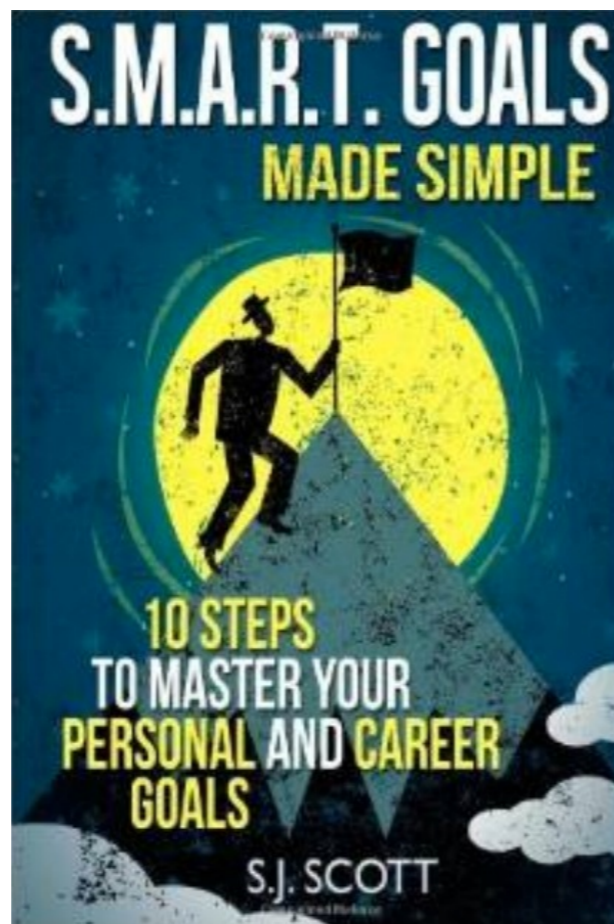
- how to be a conservative
- how to be a ceo
- how to be a christian without being religious
- how to be a carioca
- how to be a confident woman
- how to be a conscious parent
- how to be a christian
- how to be a cuckold
- how to be a comedian
- how to be a cool person

Global Monthly Searches ?

career change ▾	165,000
how to love your job ▾	14,800



For non-fiction ideas or for keyword optimisation for fiction/ non-fiction, think of Amazon as a **search engine**



Income 2nd Quarter 2014 (April through June): \$125,857.37

<http://www.thecreativepenn.com/2014/10/14/non-fiction-success/>

<http://www.developgoodhabits.com/>

Write a series & get people hooked

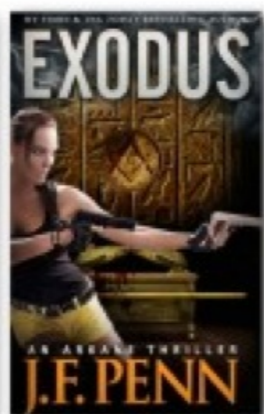
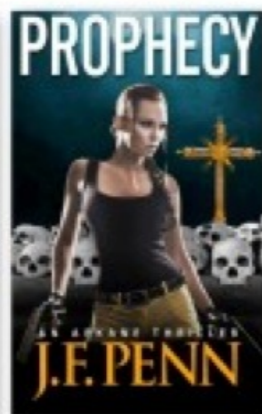
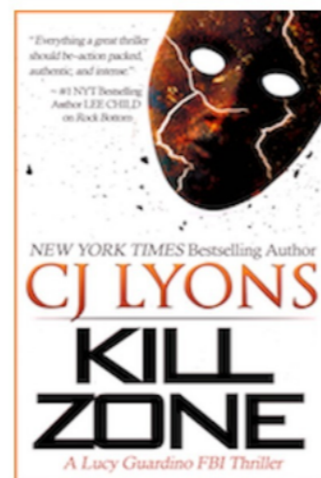
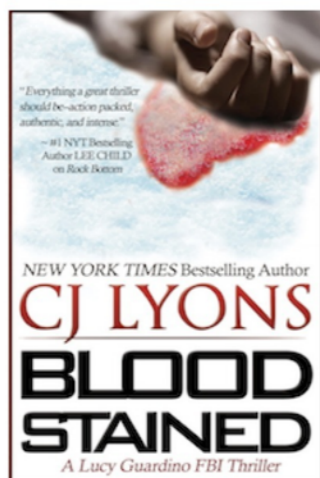
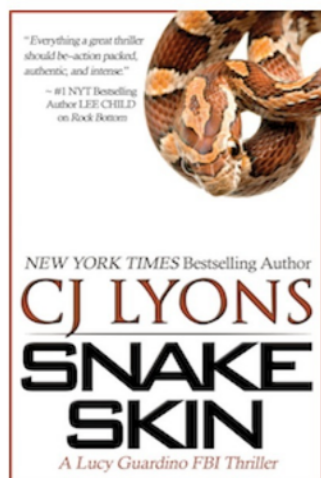
Over 4 million sold!



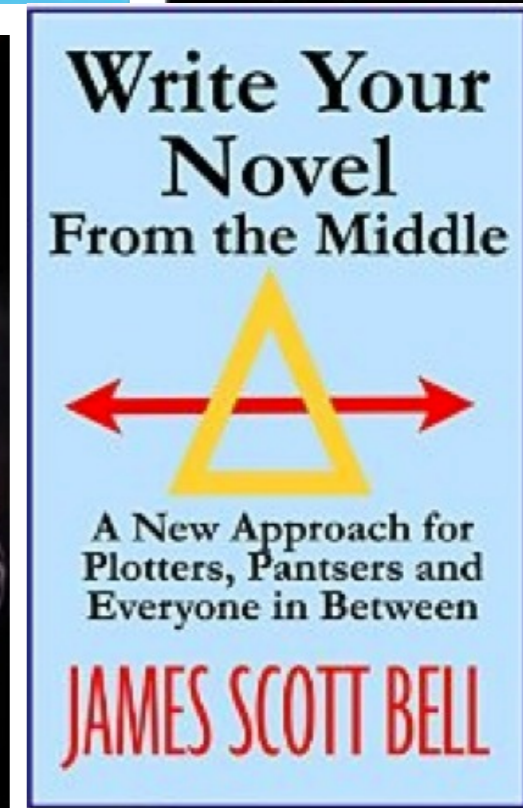
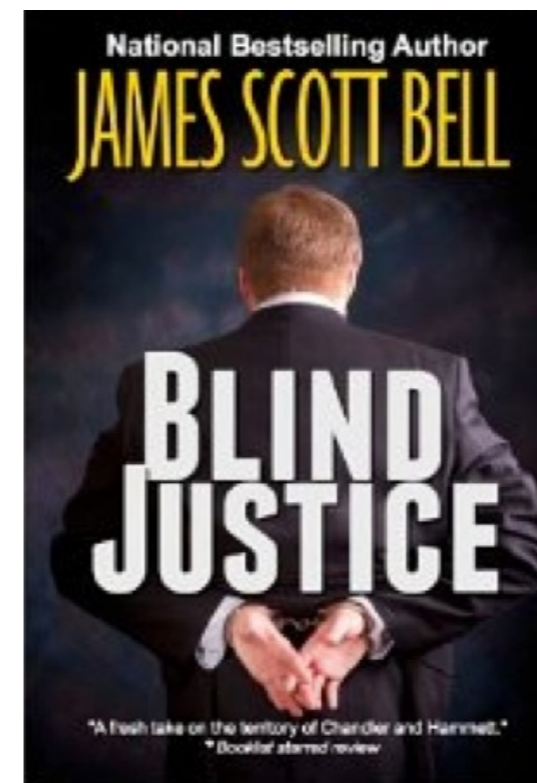
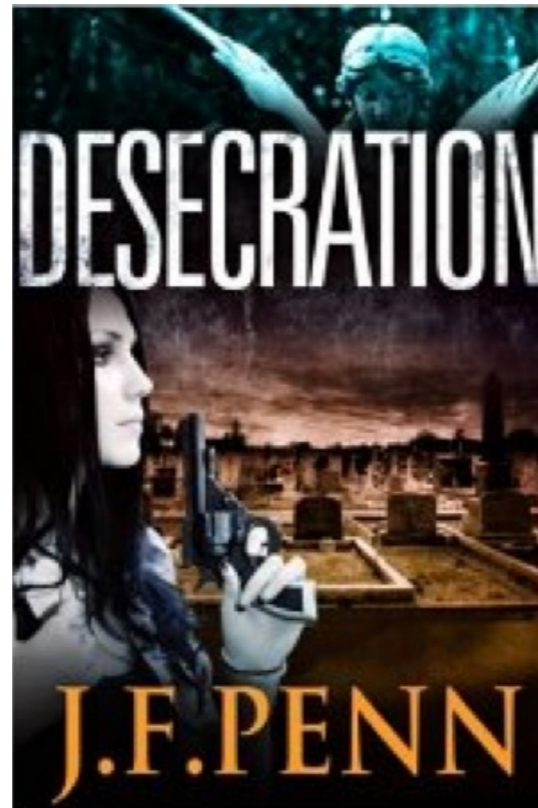
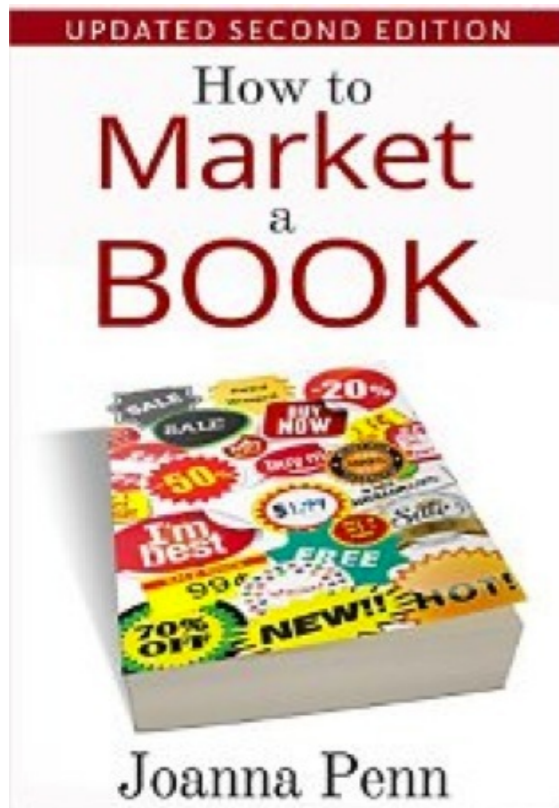
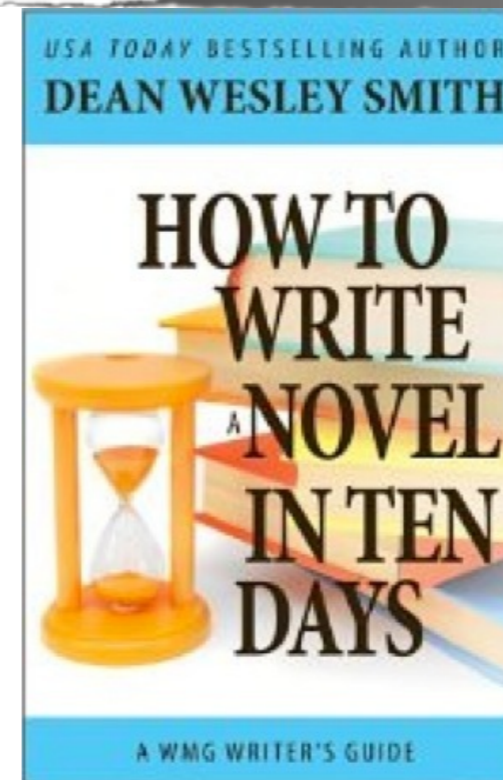
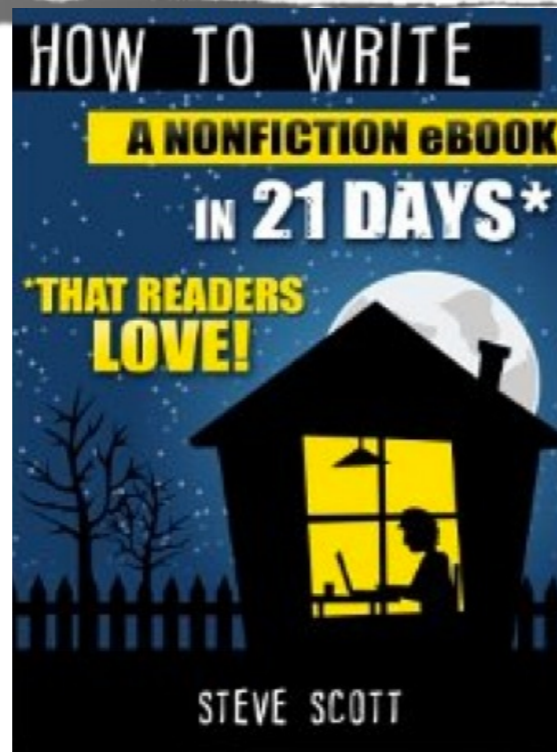
- **Binge** consumption culture
- People who find you at any point & love the books will **buy the backlist** & devour them all

You don't have to reinvent characters & world so you can **write faster**

- Many authors note an income jump at book 3 and book 5



Write across **multiple genres.**
Some use different author names.



Experiment with price & length



ARKANE Box-Set:
Pentecost, Prophecy,
Exodus
Action Adventure Box Set

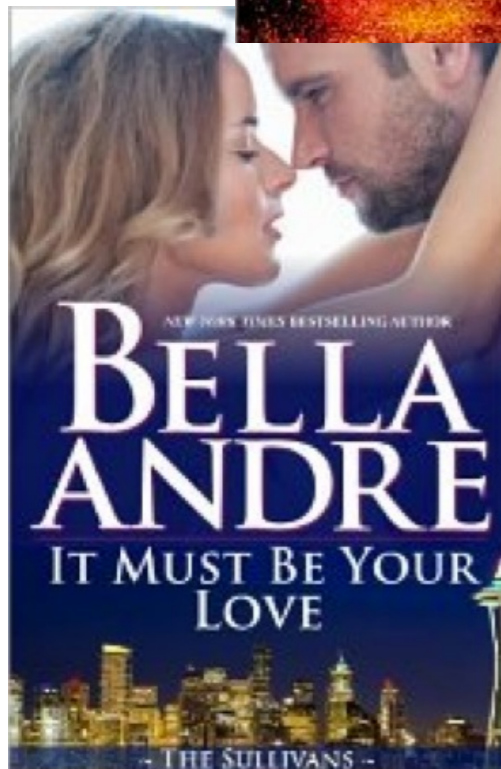
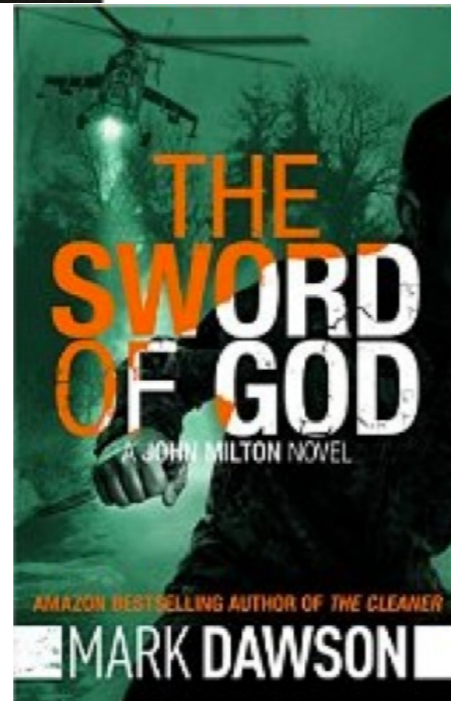
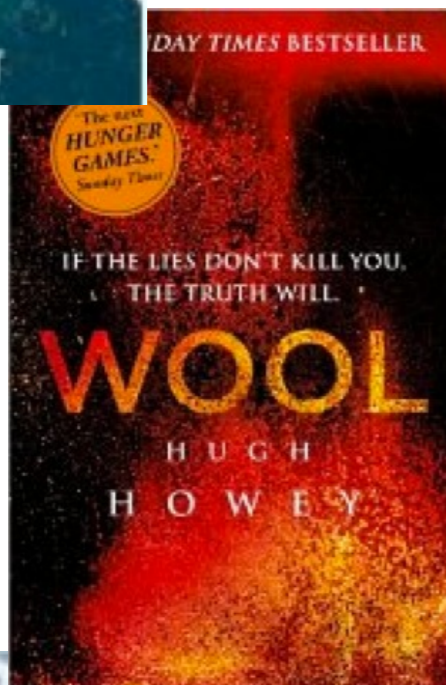
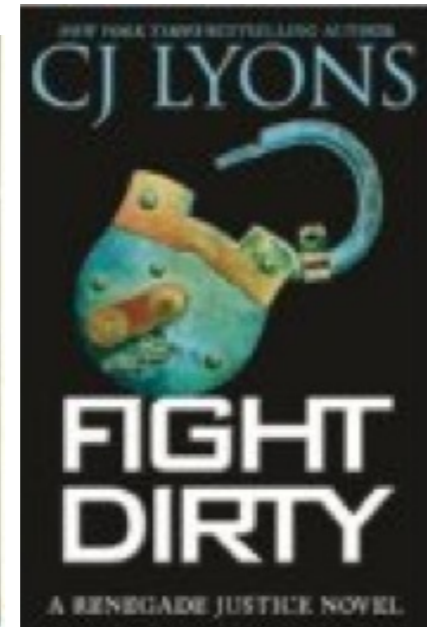


* Novella vs full-length
vs box-set

* Set higher price &
then discount in sale.
Kobo runs lots of
these opportunities!

* Non-fiction at higher
price

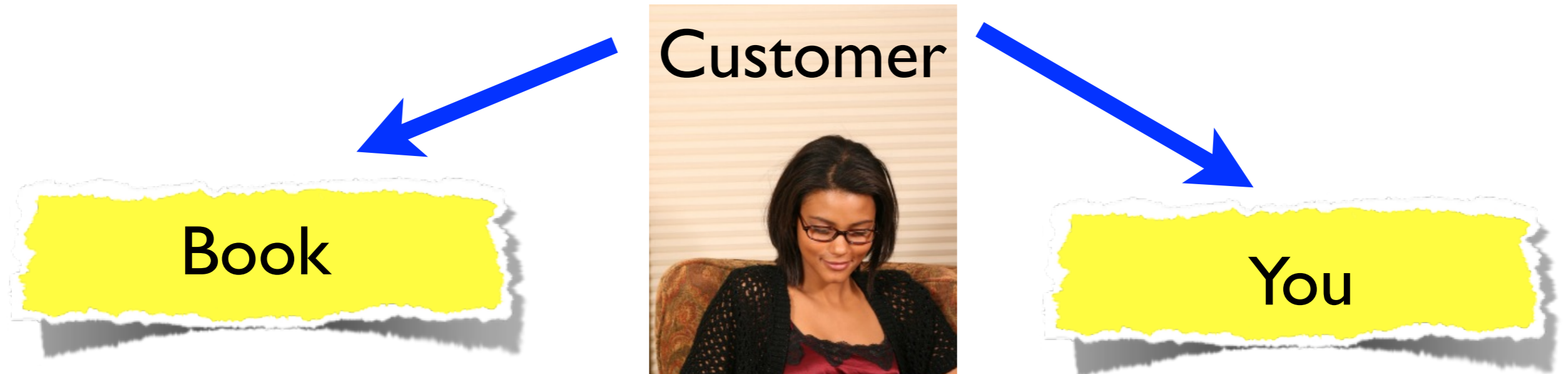
Use a great cover



- * **Resonate** with your target audience and genre. **Research** in your niche.
- * Work with **professional** designers
- * **Change** covers if they don't work
- * **Link** series books with similar branding

Discoverability:

People will find your book in two ways



- * Amazon/ Kindle / Nook/Kobo/iBooks
- * Browsing lists
- * Algorithms
- * Bookstores

You want a sale & an ongoing relationship

- * Articles/blog
- * Social media
- * PR
- * Speaking
- * Search



Attract & connect with your readers



WORDPRESS



Attention



They see a tweet, blog post, video, audio, FB pic, LinkedIn QA, Pinterest pin



They like it => follow you, subscribe to your blog, like your page, connect somehow

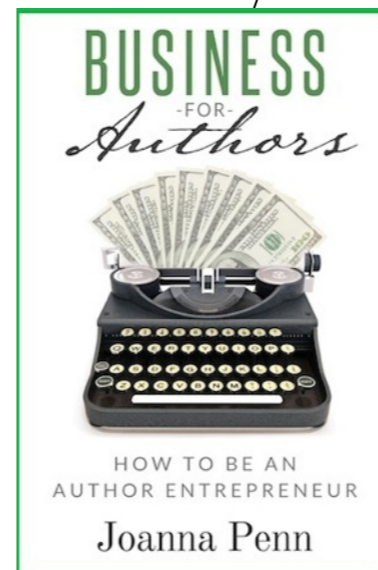
Interest

Desire

They've been reading your blog for a few months now, they've listened to an audio interview/ watched a video. Your book has just come out & sounds interesting. They know you, like you & trust you - **because you have earned it.**

Action

They buy your book/ product and recommend it to a friend



Own your hub, own your list

* Don't build your platform where it can be taken away, or disappear when the rules change

* Use a self-hosted Wordpress site, even for for static sites



Home

New York Times and USA Today bestselling thriller author

7
Tweet



Oxford educated, British born J.F. Penn has traveled the world in her study of religion and psychology. She brings these obsessions as well as a love for thrillers and an interest in the supernatural to her writing.

Her **fast-paced ARKANE thrillers** weave together historical artifacts, secret societies, global locations, violence, a kick-ass protagonist and a hint of the supernatural.

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Productivity Tips And Running Your Author Business With Jen Talty

September 6, 2014 by Joanna Penn / Leave a Comment



Podcast: Download (Duration: 58:49 – 47.1MB)

I love to talk about the business side of being an author, and helping creatives move into the entrepreneurial sphere is a key focus on the blog these days.

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author20
using web 2.0 tools to write, publish, sell and promote your book

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Stick with it!

[http://www.flickr.com/photos/hillarystein/
2751693052/](http://www.flickr.com/photos/hillarystein/2751693052/)

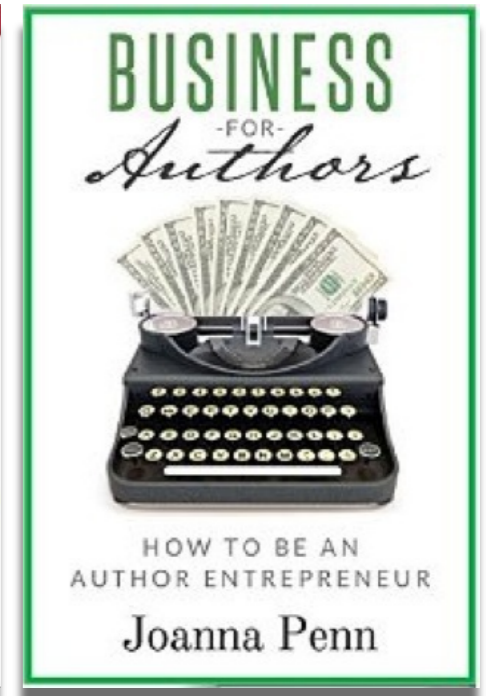
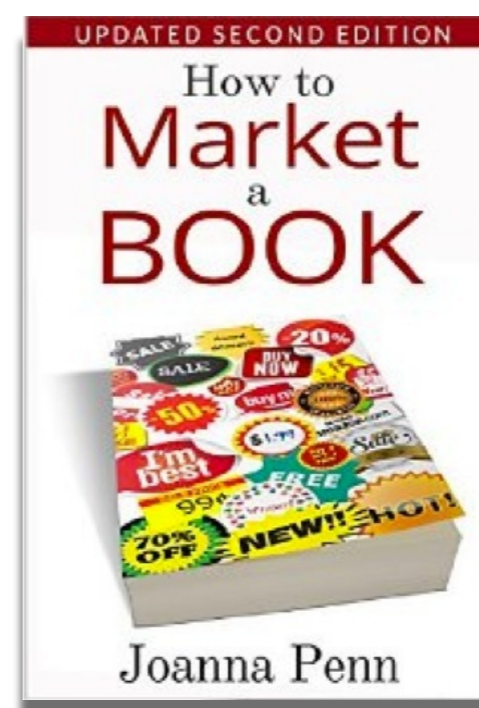
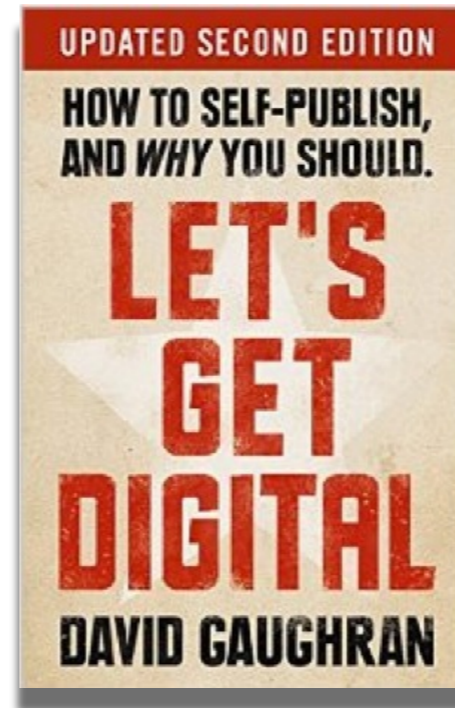
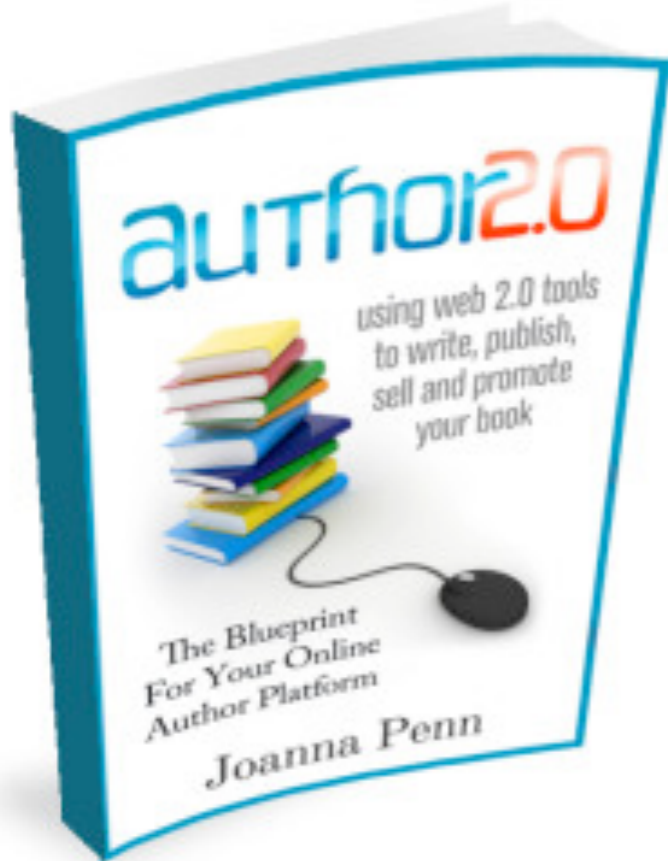




This is only the beginning!



Si; ~~~~~
HAVE YOU MADE
ART TODAY?
~~~~~  
Have you written 1000 words?  
Are you a step closer?



Slides are at:

[TheCreativePenn.com/auckland14](http://TheCreativePenn.com/auckland14)





**Booktrack**  
SOUNDTRACKS FOR BOOKS

[www.booktrack.com](http://www.booktrack.com)



Any questions for  
Joanna or  
BookTrack?

joanna@TheCreativePenn.com  
@thecreativepenn

Slides are at:

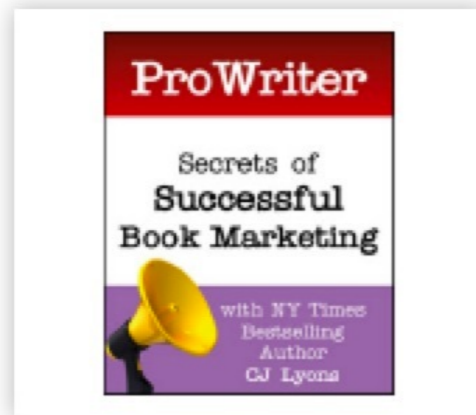
[TheCreativePenn.com/auckland14](http://TheCreativePenn.com/auckland14)

# Happy Christmas!

## Giveaways



Business for authors  
ebook and  
audiobook \$24.99



Secrets of successful  
book marketing  
\$149



Fiction books



Booktrack T-shirts



Booktrack Marketing  
pack



Slides are at:

[TheCreativePenn.com/auckland14](http://TheCreativePenn.com/auckland14)