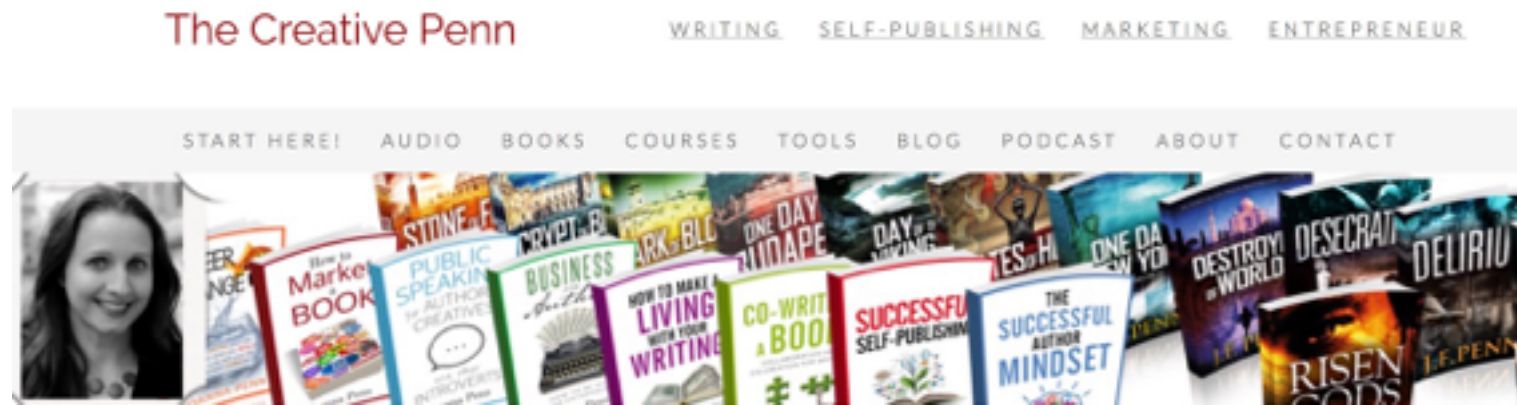




How to Make Money with Books with Joanna Penn.

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

The Creative Penn Ltd



- * International professional speaker
- * Non-fiction books, courses, audio programs
- * Award-winning entrepreneur

Over 500,000 copies sold
in 84 countries & 5
languages. Ebook, print &
audio format.

Left day-job as IT consultant in
Sept 2011.



Me in 2008 with
my first book!

It doesn't have to
take you as long
as me :)

- Mindset shift to entrepreneur and assets
- How to make money with books as products
- An overview of book marketing
- **Q&A time!** Please vote questions up
- Slide download link



**YOU ARE
RESPONSIBLE
FOR YOUR
OWN CAREER**

Self publishing vs the successful professional indie author

- * **Empowered.** In control
- * **Pro-active.** Don't wait to be picked.
- * Artisanal. Focuses on **quality**.
- * Works with other creative professionals. **Collaborative.**
- * Decides the publishing option on a case-by-case business
- * **Treats this as a business**
- * Always learning
- * Hardworking for the **long term**



A book is not ONE product





It's multiple streams of income

A book is scalable



Balance cashflow and building long-term assets



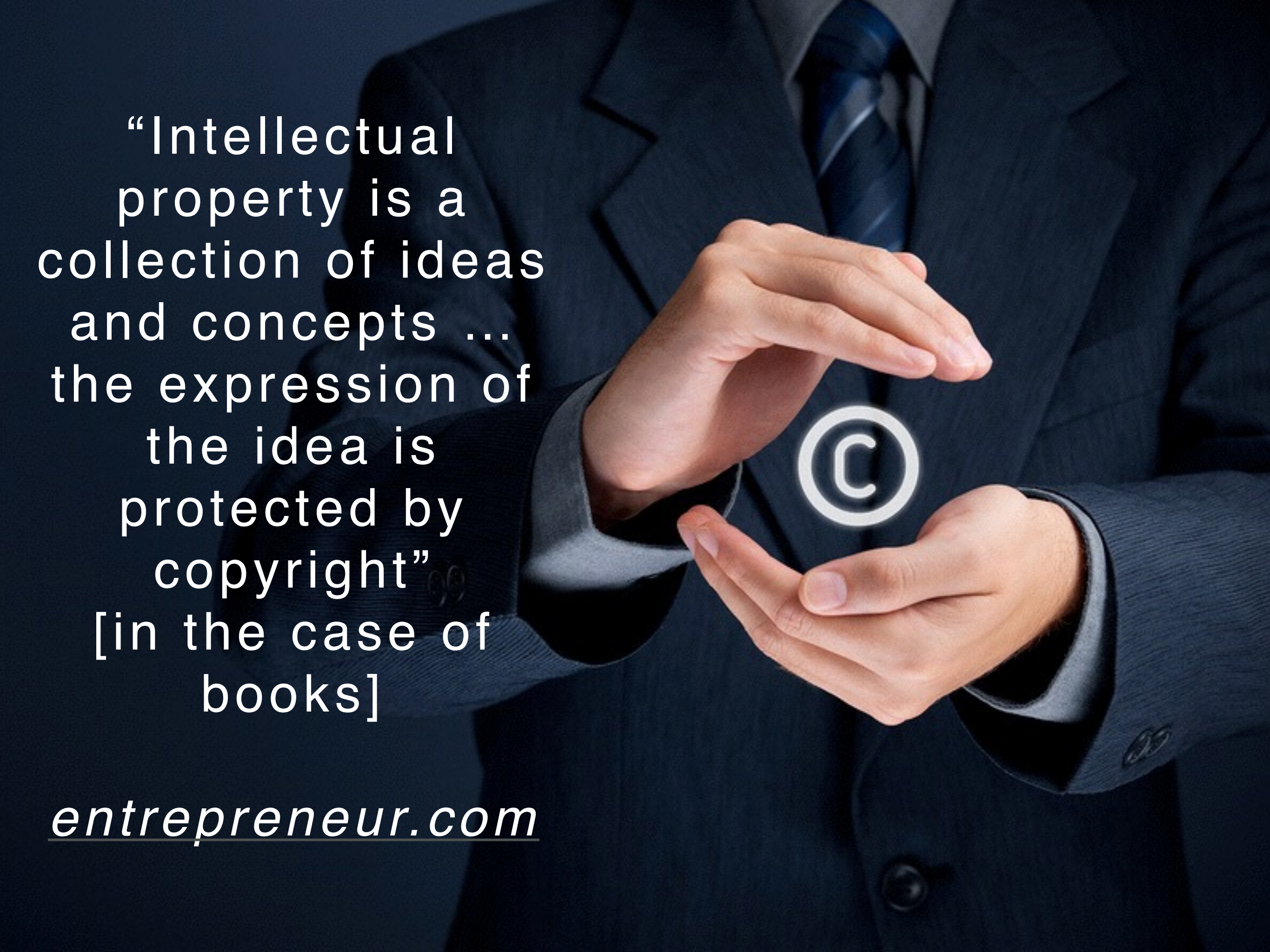
Cashflow pays
the bills now
(but it can easily
disappear)





Assets keep
earning for the
long-term

(even though
they might 'cost'
you in the short-
term)

A person wearing a dark blue suit and a blue striped tie is shown from the chest up. Their hands are positioned in front of them, holding a glowing white copyright symbol (©) between their fingers. The background is dark and out of focus.

“Intellectual
property is a
collection of ideas
and concepts ...
the expression of
the idea is
protected by
copyright”
[in the case of
books]

entrepreneur.com



“An asset is a resource with economic value that is owned and controlled with the expectation of providing future benefit.”

Investopedia



Your rights are
valuable.

Publishers are
not charities.



Creative control
70% royalty.
Paid monthly.
Reconcilable.

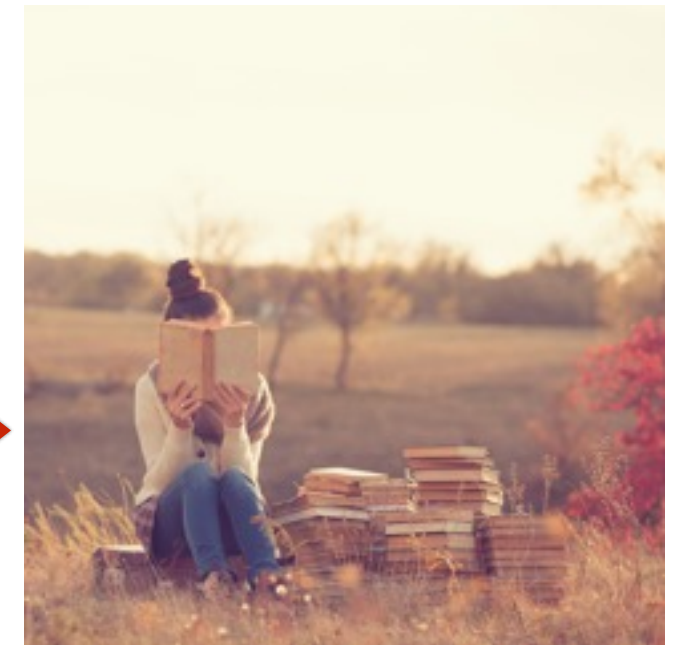
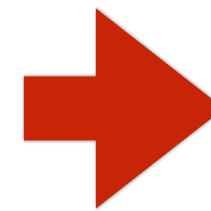
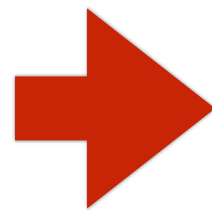


Self-publishing an ebook



www.TheCreativePenn.com/vellum

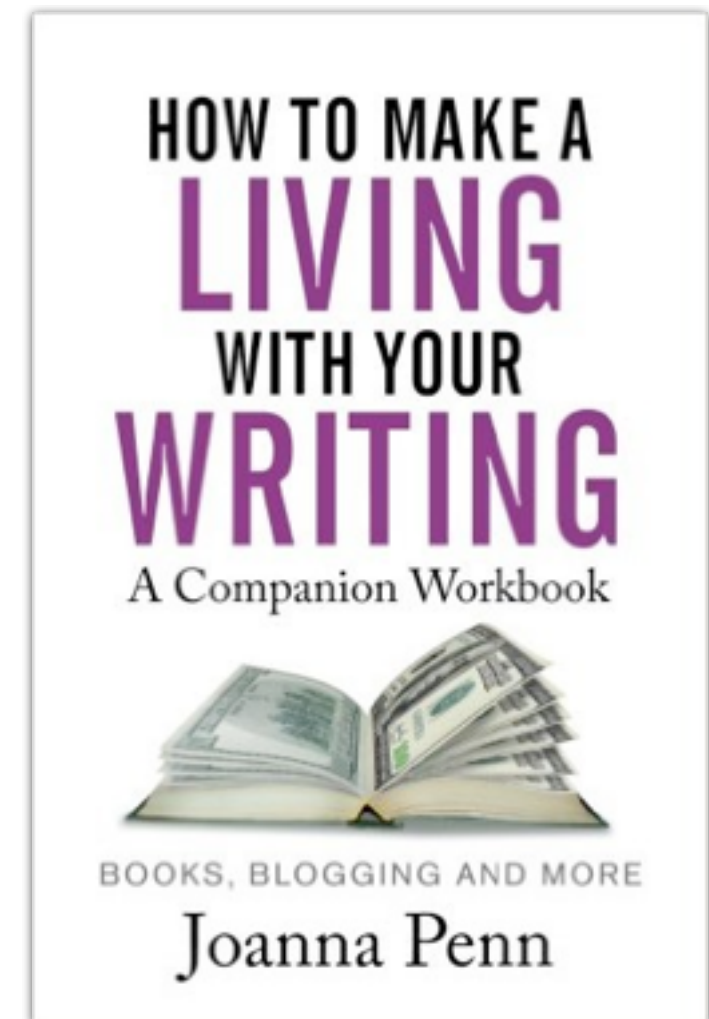
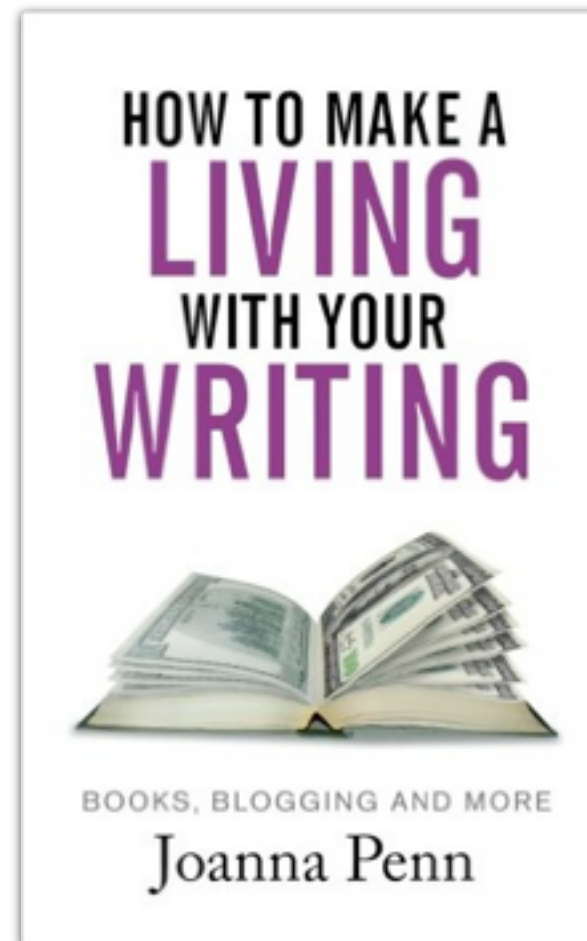
Self-publishing a print book





Print on demand will
change your life!

Turn a non-fiction print book into a workbook version



Self-publishing an audio book



Choose the right publishing partner

www.TheCreativePenn.com/alliance



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The Alliance of Independent Authors (ALLi) is the professional association for authors who self-publish.

We foster ethics and excellence in self-publishing -- and run many campaigns and collaborations that benefit our members.

Advice, Education & Representation



A GLOBAL PROFESSIONAL ASSOCIATION FOR AUTHORS WHO SELF-PUBLISH

How to make
money with
books



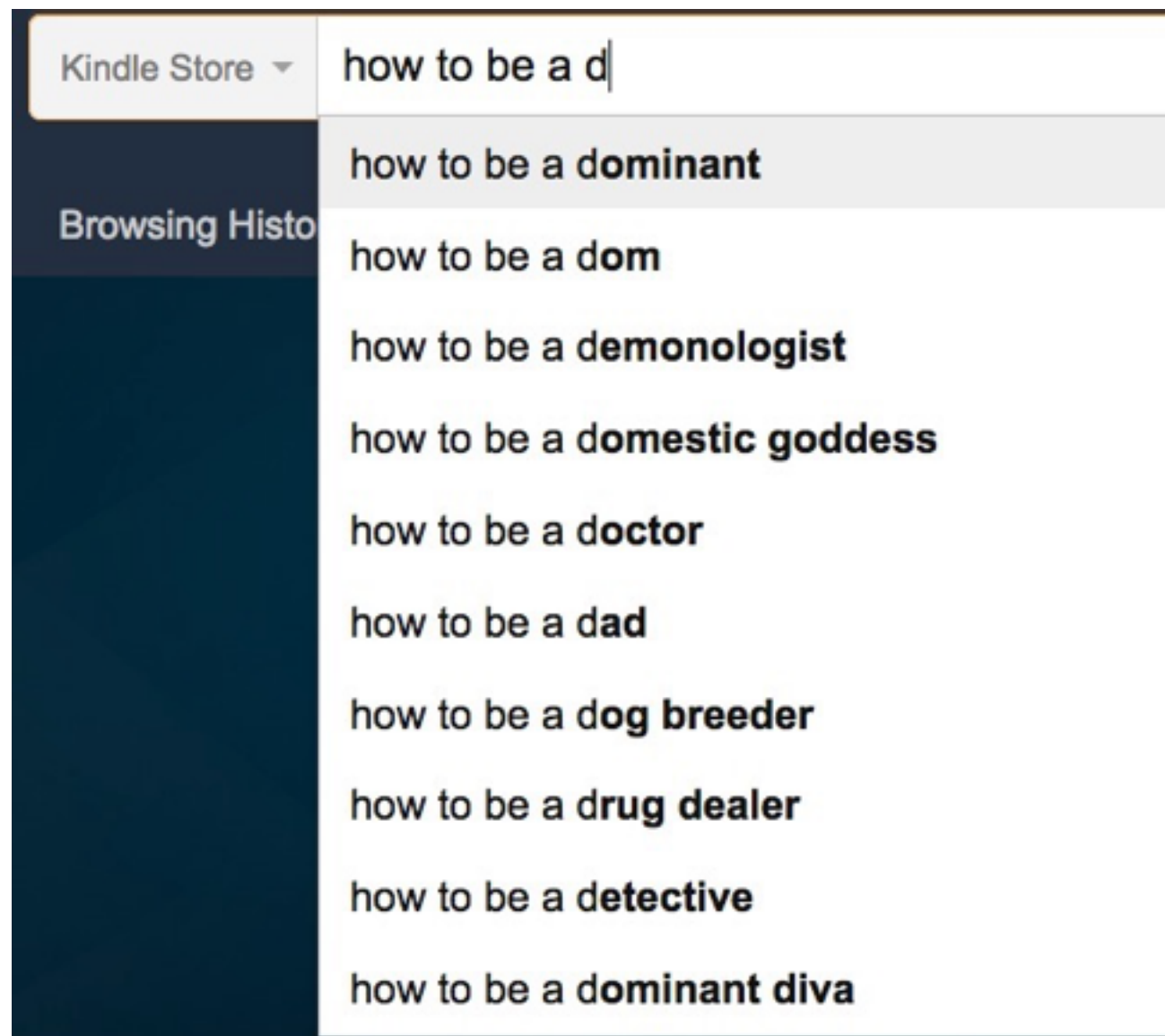
If you want to make an income from writing.

It's not about you.

It's about the customer.
What do they want to pay for?

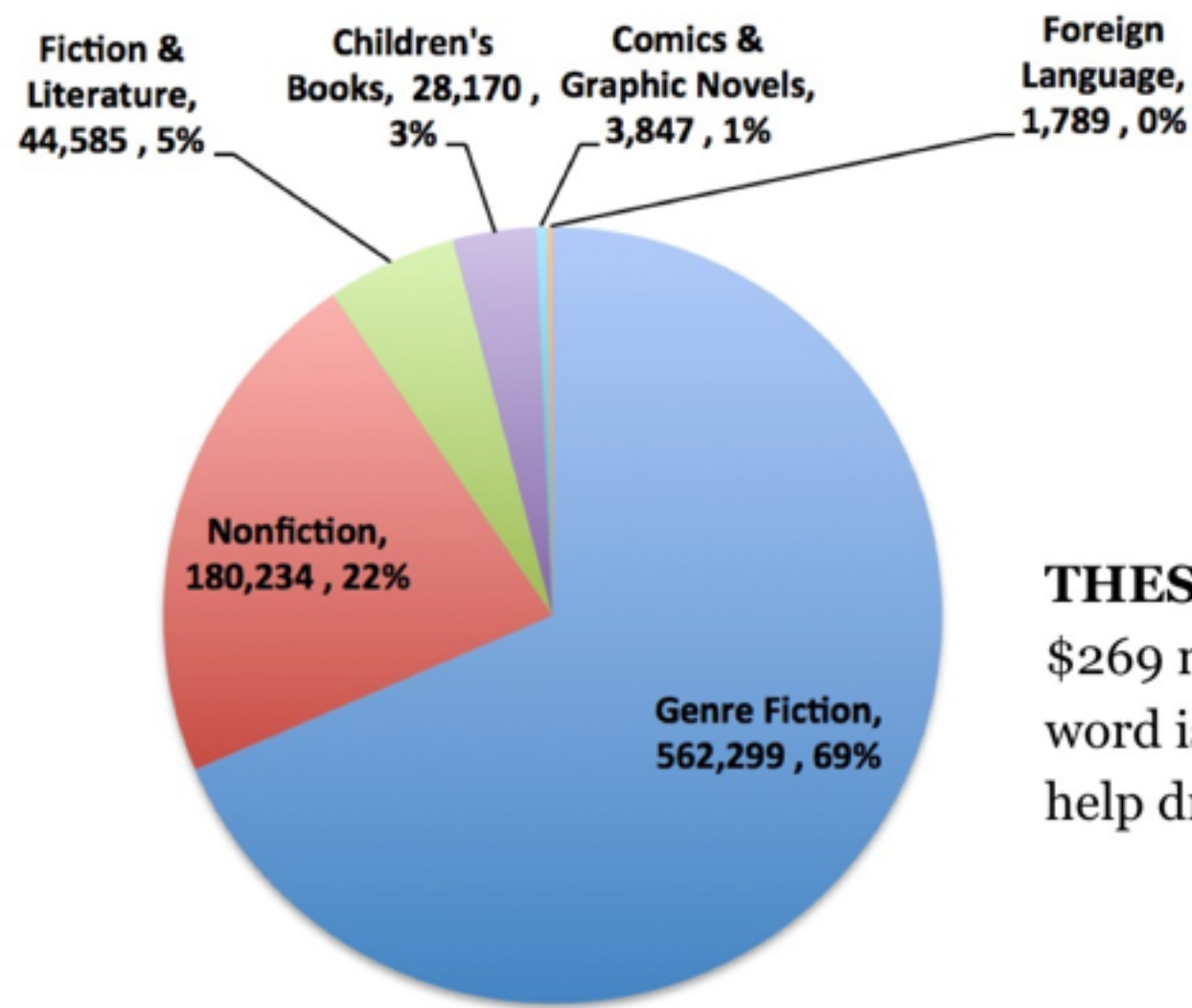


Write books that people want: By search term



Write books that people want: By genre

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

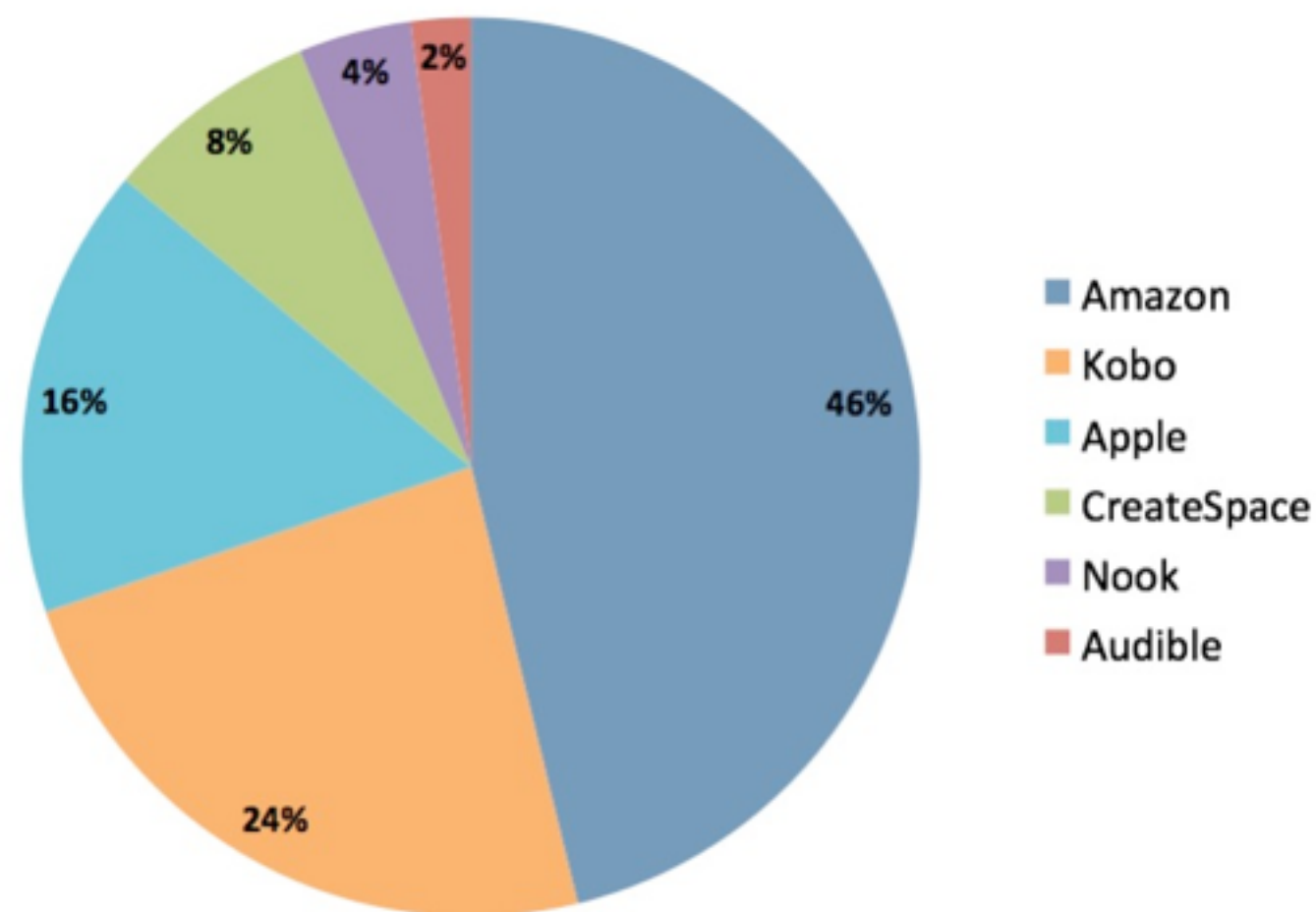


Forbes

The World's Highest-Paid Authors 2016

THESE WELL-HEELED wordsmiths earned a combined \$269 million over the last 12 months, proving that the written word isn't dead—although television and movie adaptations often help drive sales.

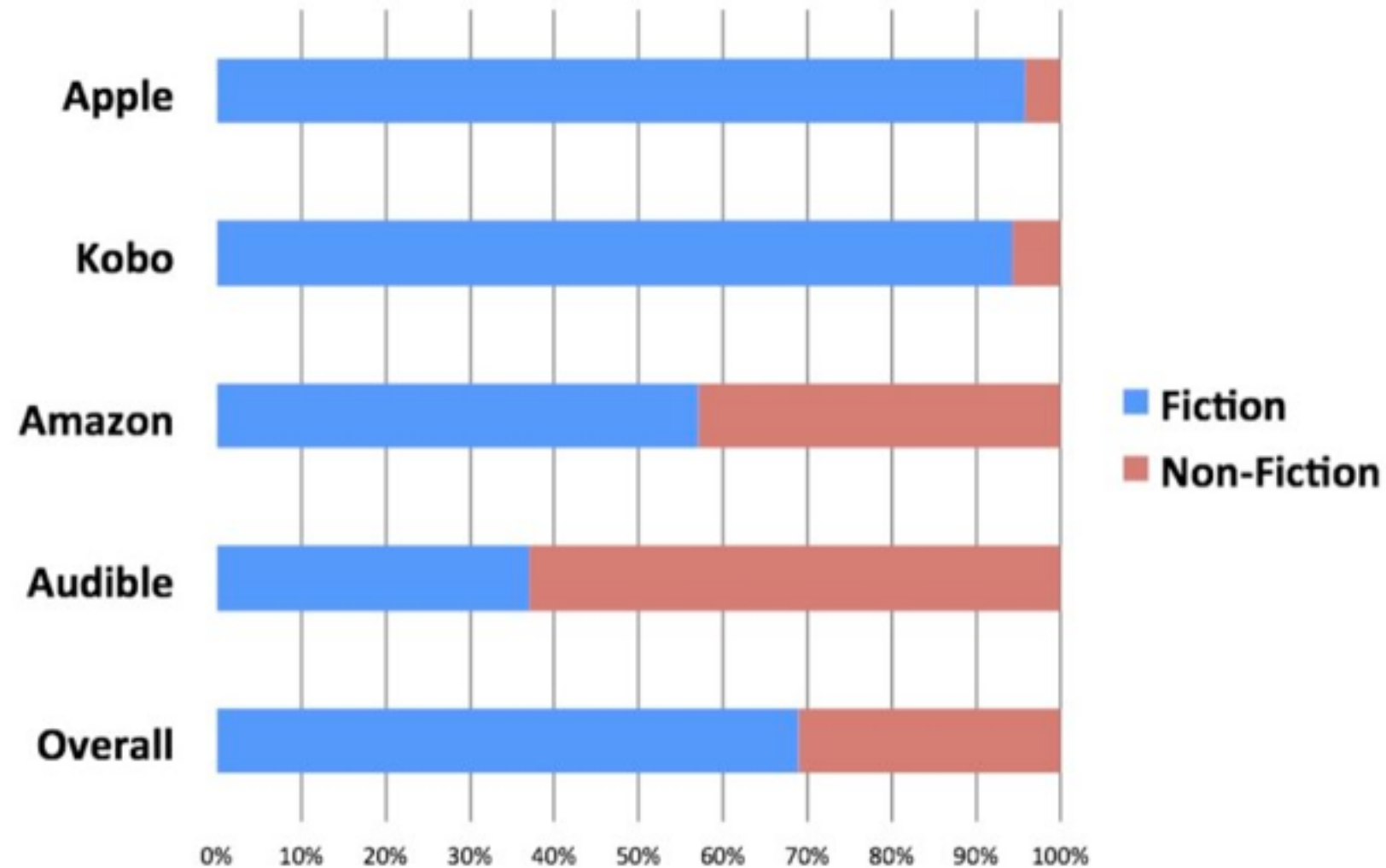
Sell on multiple stores



56% total from Amazon

May 2015 - April 2016 My breakdown of book sales income

Different genres sell differently on different stores



Go exclusive with KDP Select for some books

BUT/ If you have fewer than 3 books in a series, it's probably worth staying in Select for now. So Amazon only.



Branch into other main platforms when you have 3+ books in series, varied price points, good covers & budget for promo spikes to get them moving.

Sell direct (if you have traffic)

Selz



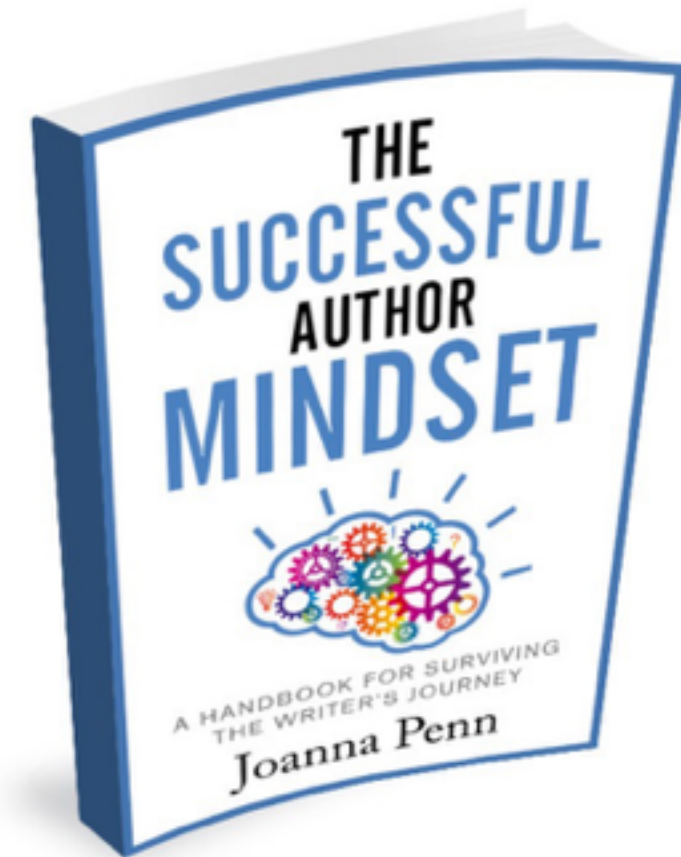
Buy ebook direct from the author

\$4.99



	Views	Orders	Conversion
United States	854	257	30.09%
United Kingdom	251	58	23.11%
Australia	123	47	38.21%
Canada	120	39	32.50%
New Zealand	64	23	35.94%
South Africa	26	7	26.92%

Show 55 more



The Successful Author Mindset eBook

\$4.99

DRM free mobi for Kindle, ePub and PDF.

Quantity

Being a writer is not just about typing. It's also about surviving the roller-coaster of the creative journey.

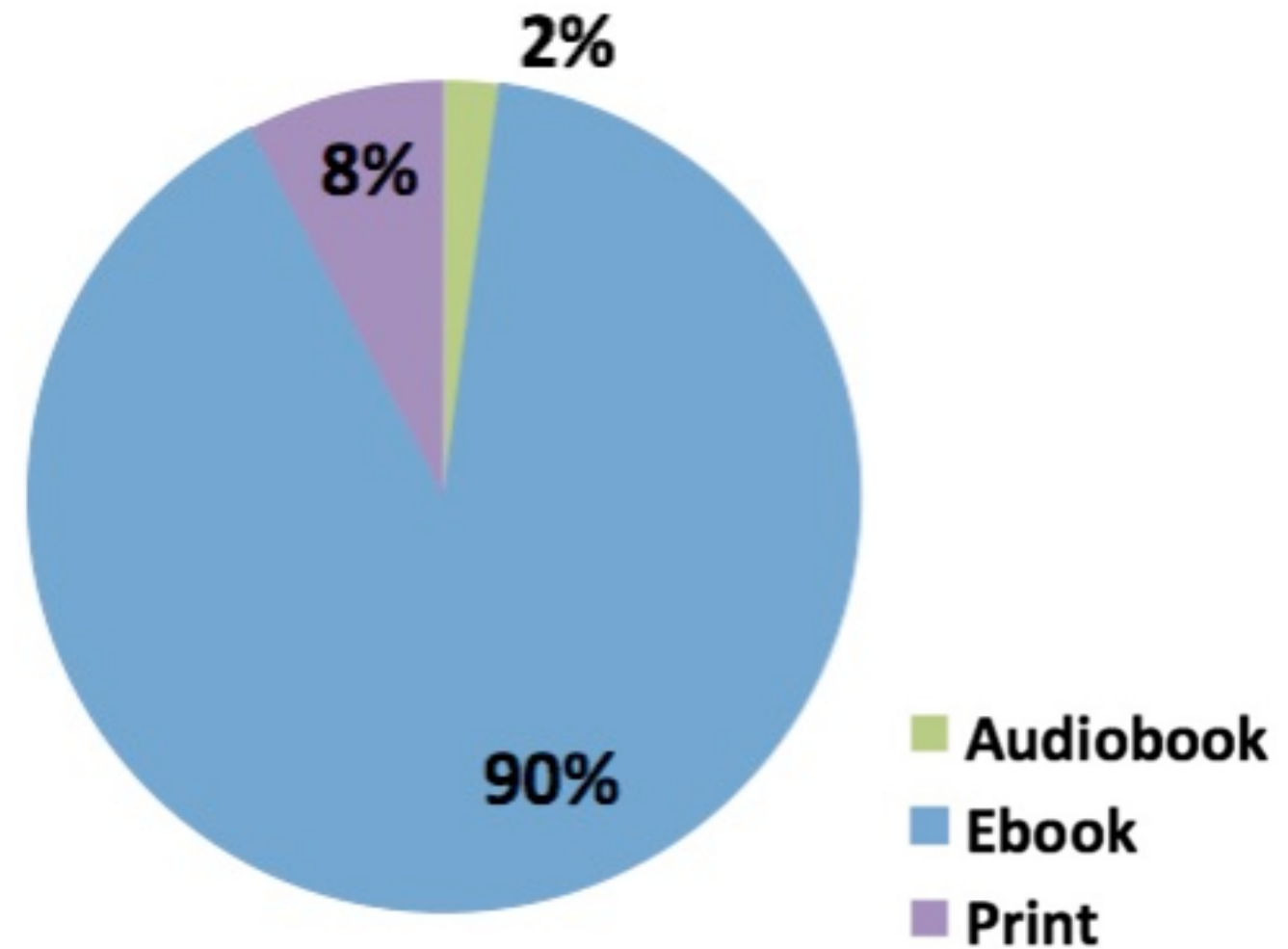
Buy it now

Add to cart

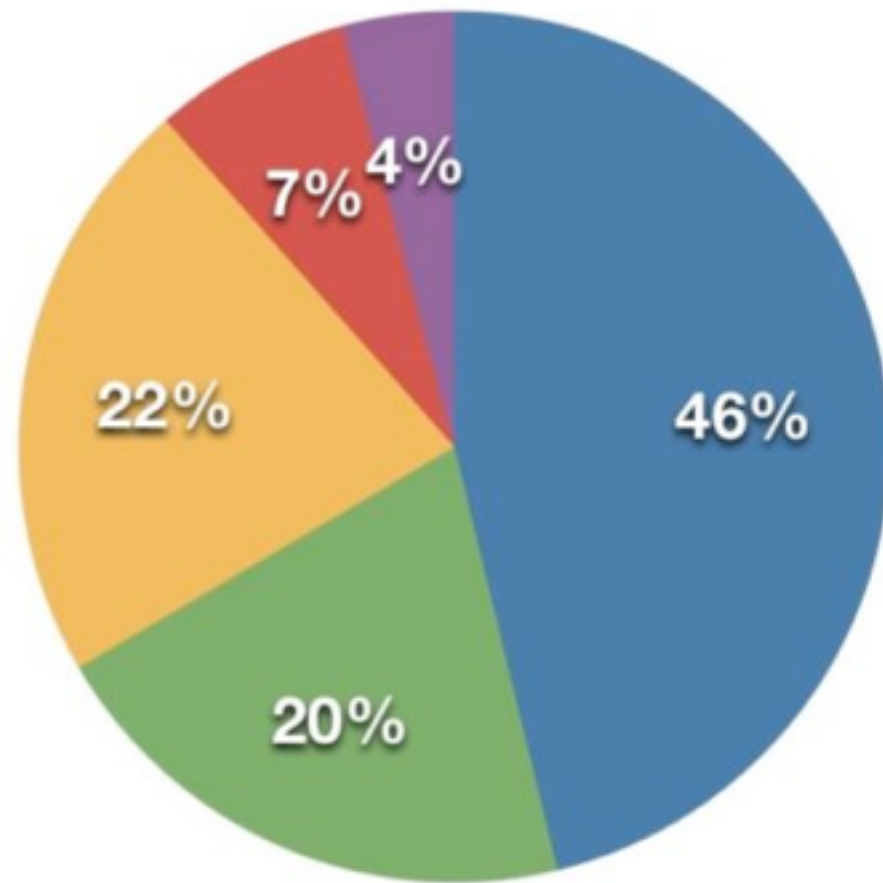


Self-doubt, fear of failure, the need for validation, perfectionism, writer's block,

Sell in multiple formats



Sell in multiple countries (in English)



Only 46% of my book sales income is now from the USA

● USA ● Canada ● UK ● Australia ● Others

Other stores reach other countries



My books have sold in English in 84 countries through Kobo. On sale in 190.

No translation needed

USA - 298m

India - 125m

Pakistan - 92m

Nigeria - 82m

UK - 63m

Philippines - 57m

Germany - 51m

Canada - 28m

Egypt - 28m

France - 25m

Italy - 20m

Australia - 17m

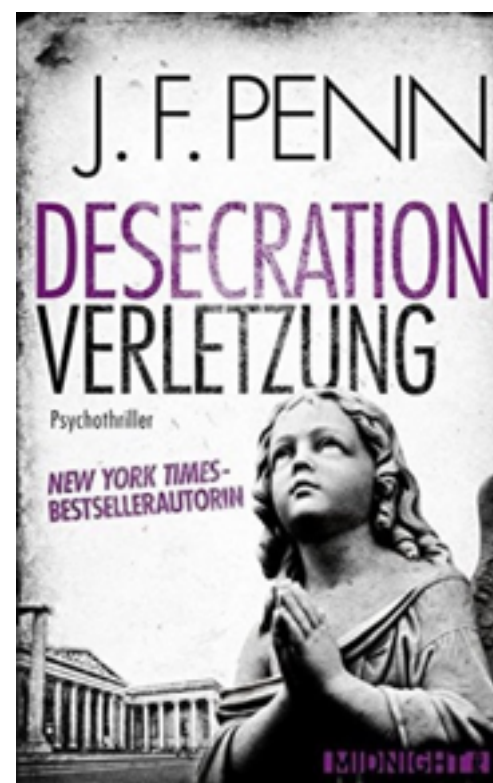
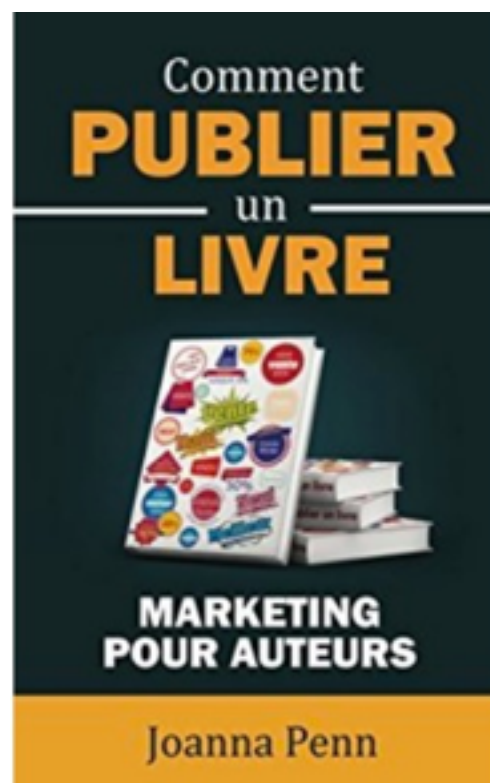
Thailand - 17m

Netherlands - 15m

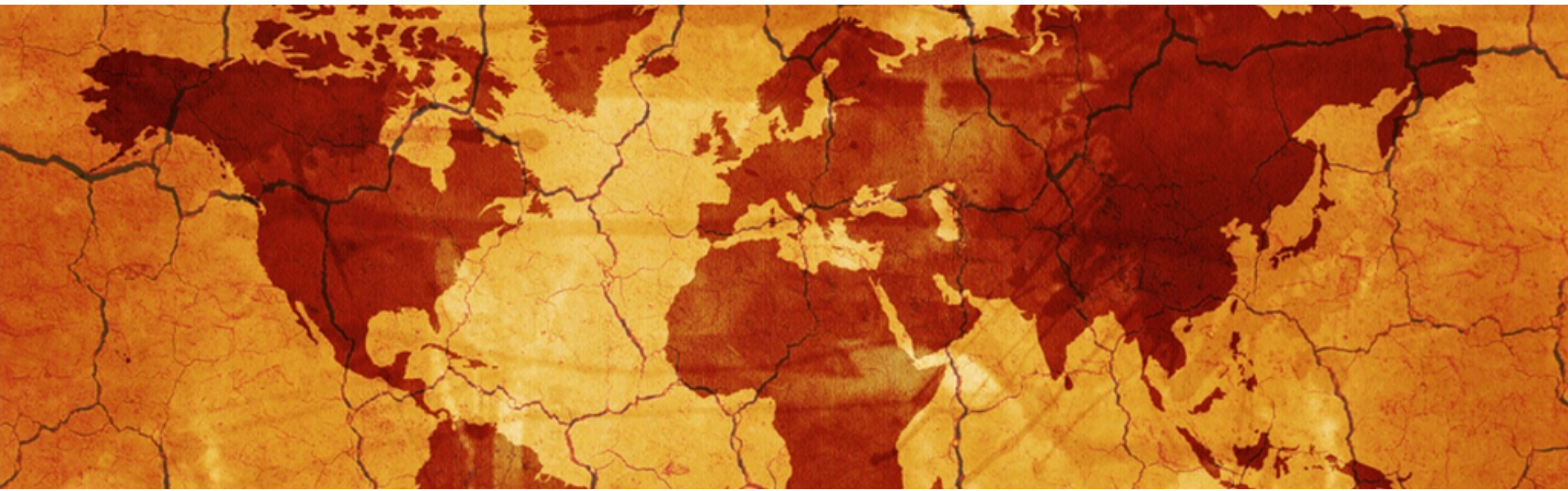
China - 10m



You can also work with translators



Already got a book deal?



What rights have you sold? What can you
still exploit?



Territory

Language

Format

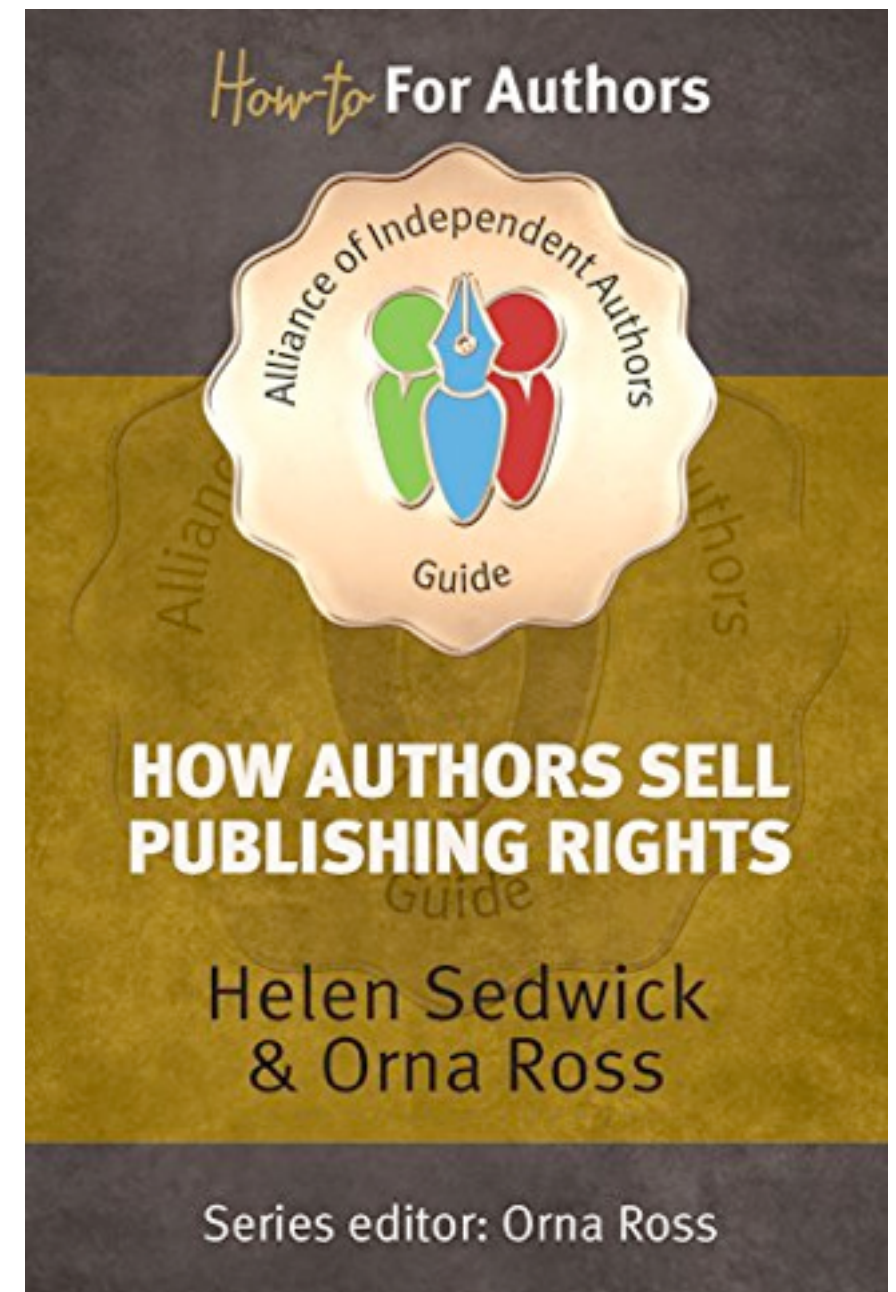
Length of time

Adaptation/
multimedia

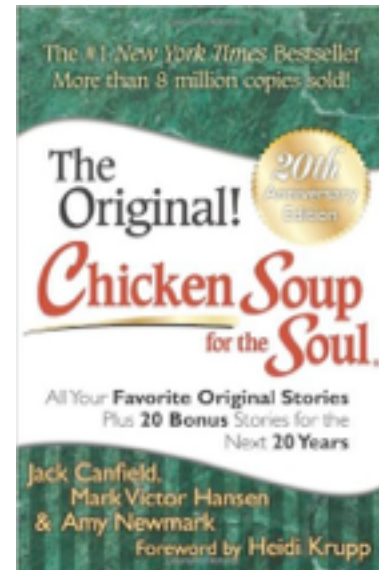
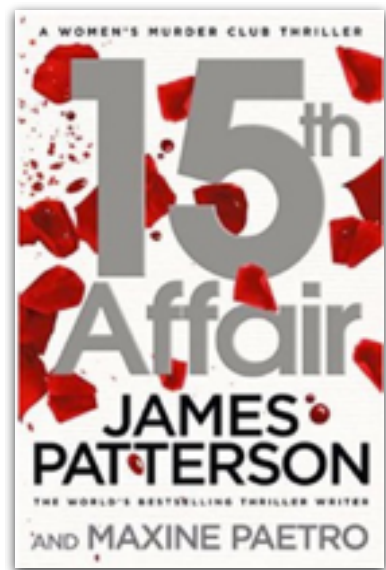
Future proofing

DIY

Or work with an
agent to sell
rights



<http://amzn.to/2hWbAcG>



Write a (branded)
series and get
people hooked



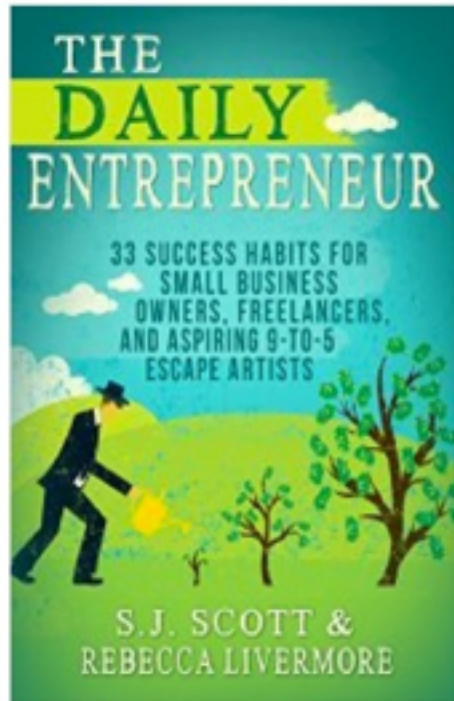
Binge consumption
culture



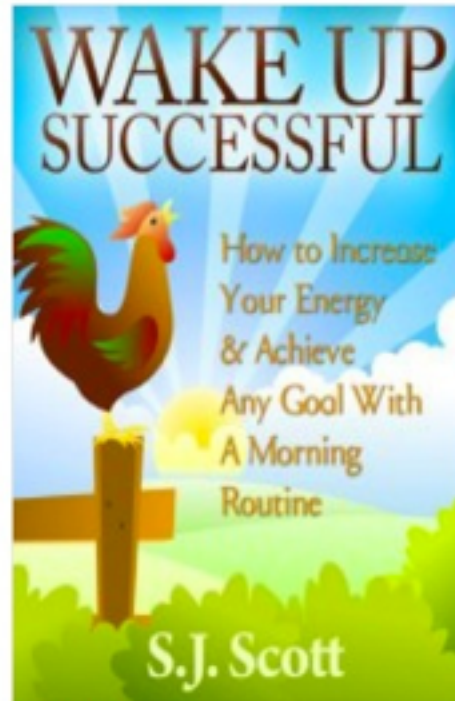
Faster to write

More income per
customer

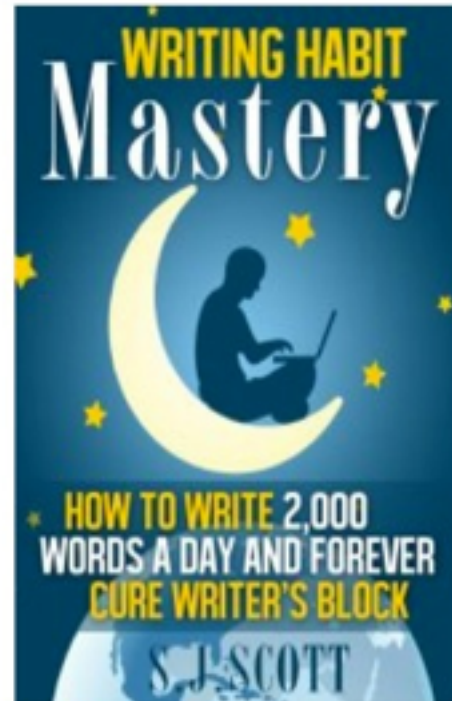
Go short



\$2.99



\$2.99



\$2.99



\$2.99

Kindle Edition



\$2.99

Kindle Edition



\$2.99

Kindle Edition

Less than 40,000 words

Go long

 **USA TODAY**
BEST-SELLING BOOKS

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USA TODAY's Best-Selling Books list ranks the 150 top-selling titles each week based on an analysis of sales from U.S. booksellers. Contributors represent a variety of outlets: bookstore chains, independent bookstores, mass merchandisers and online retailers. [Learn more about our list.](#)

[DOWNLOAD LIST](#)

☐ by Author ☒ by Title ☐ by Description

Sort By: Rank Filter: Both All Genres 08/18/2016

ARKANE Thriller Box-Set 1- 3
by J.F. Penn

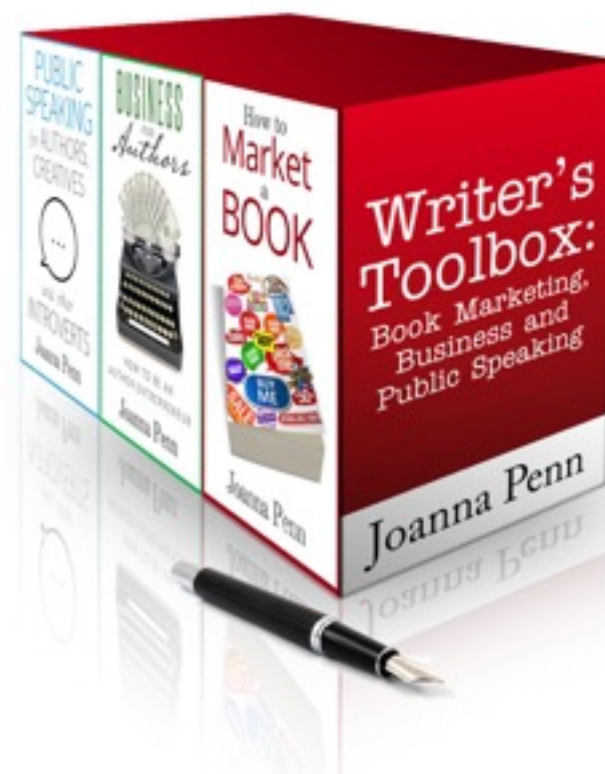
Contains the books "Stone of Fire," "Crypt of Bone" and "Ark of Blood"

Genre: General fiction Debuted: August 18 2016

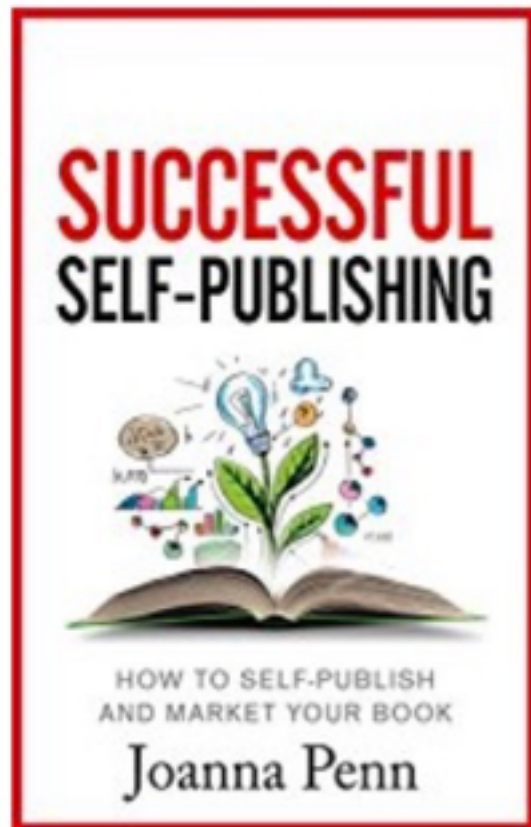
#121 Best Week

[Buy Now](#)

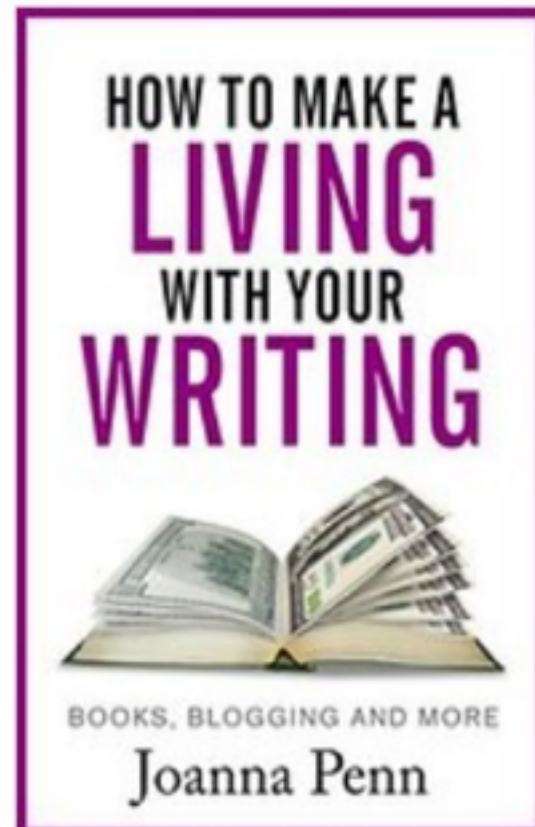




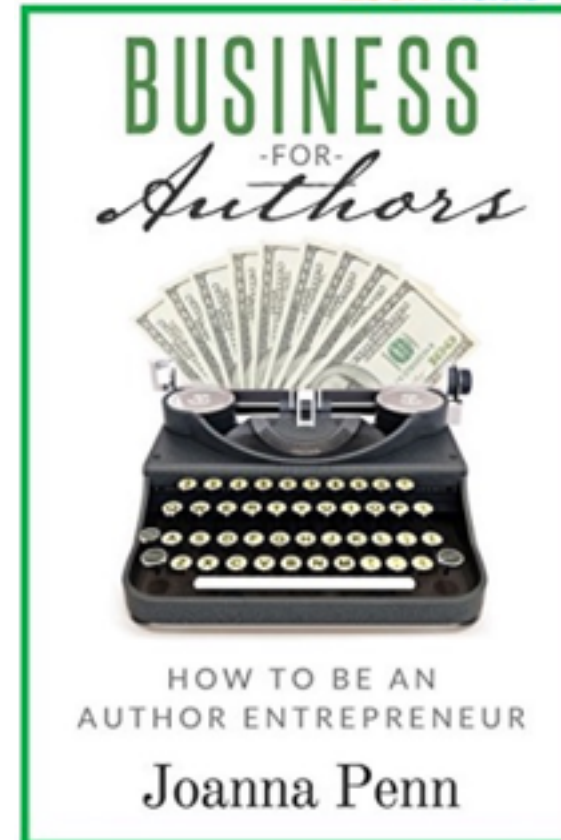
Use multiple price points & price pulsing



FREE



\$2.99



\$7.99

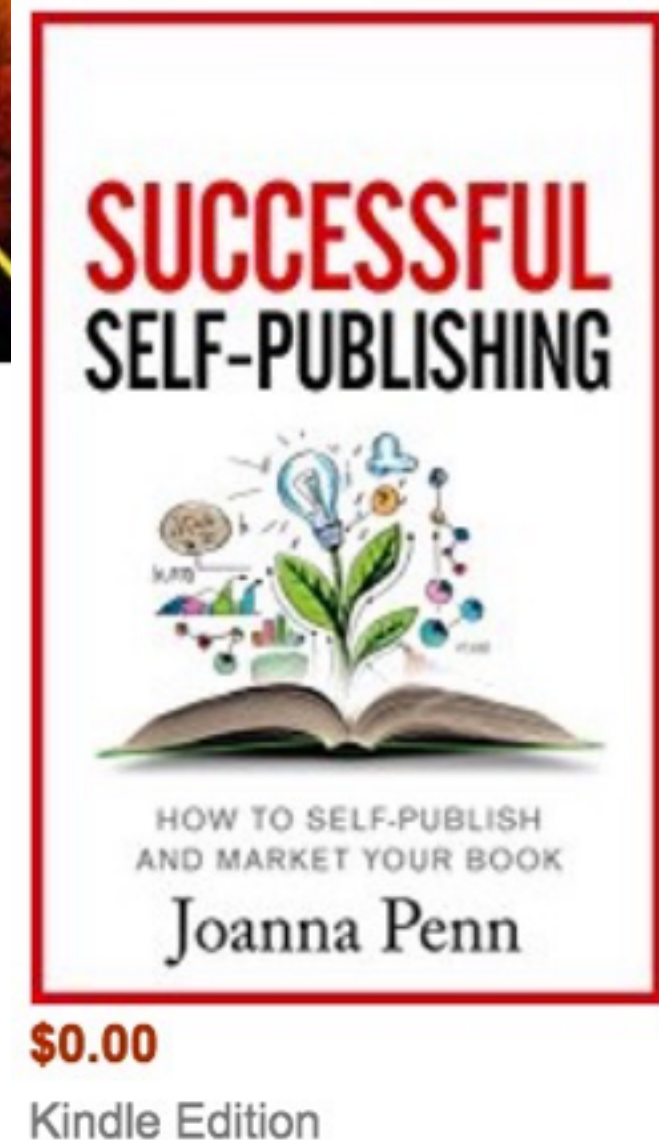


\$14.99

Non Amazon
only

Strategic use of free

- Low risk 'try before you buy.'
Gateway drug into series
- A funnel where people buy books
- Free first-in-series often merchandised at Kobo, iBooks, Nook
- Free books get far more reviews
- Harder to stand out in Amazon because of KDP Select



Write more books

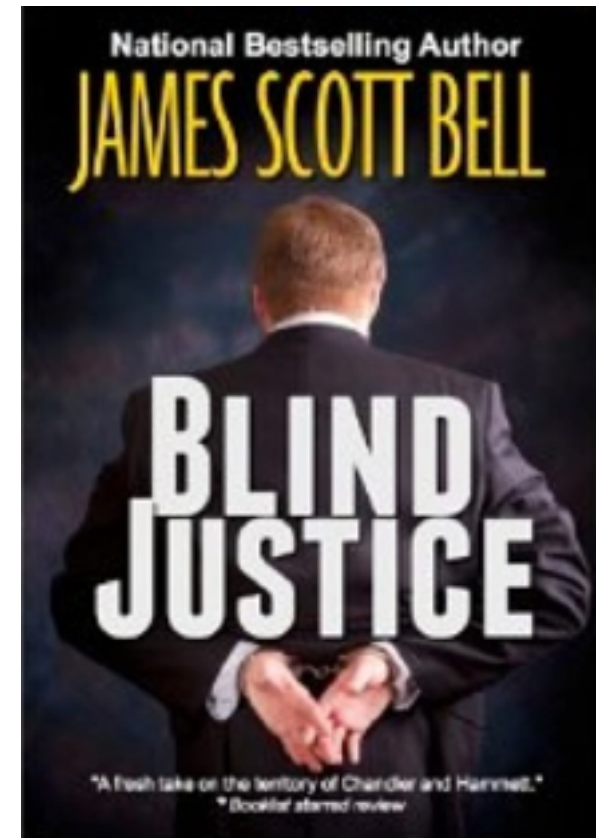
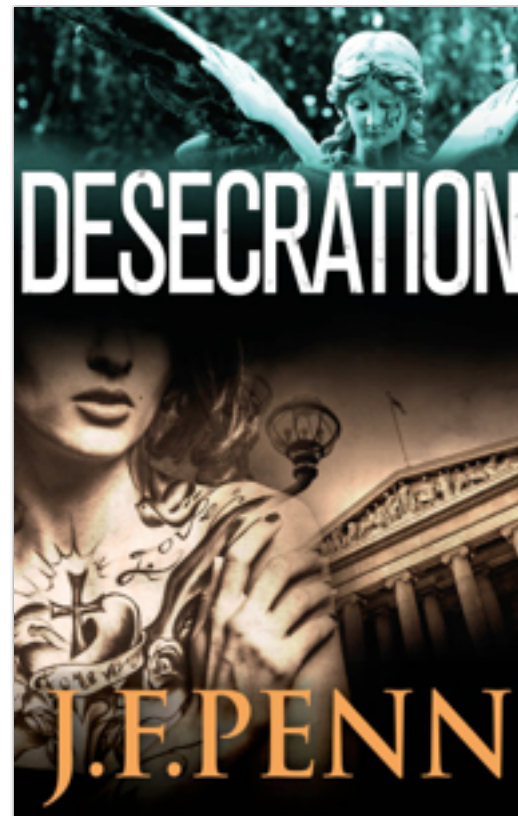
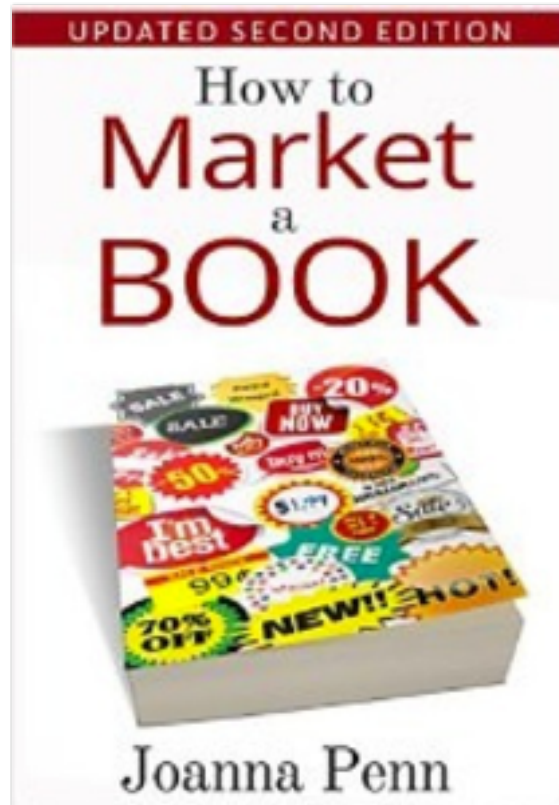


2008

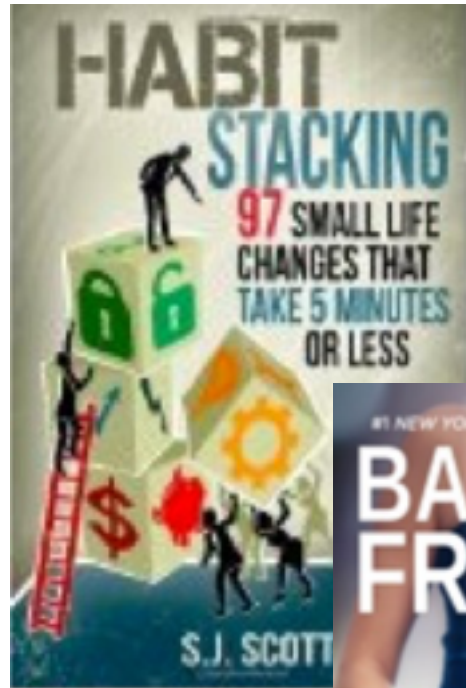


2016

Try other genres



Consider different business models



High volume
production & IP
exploitation



Book as
lead-gen to back
end sales

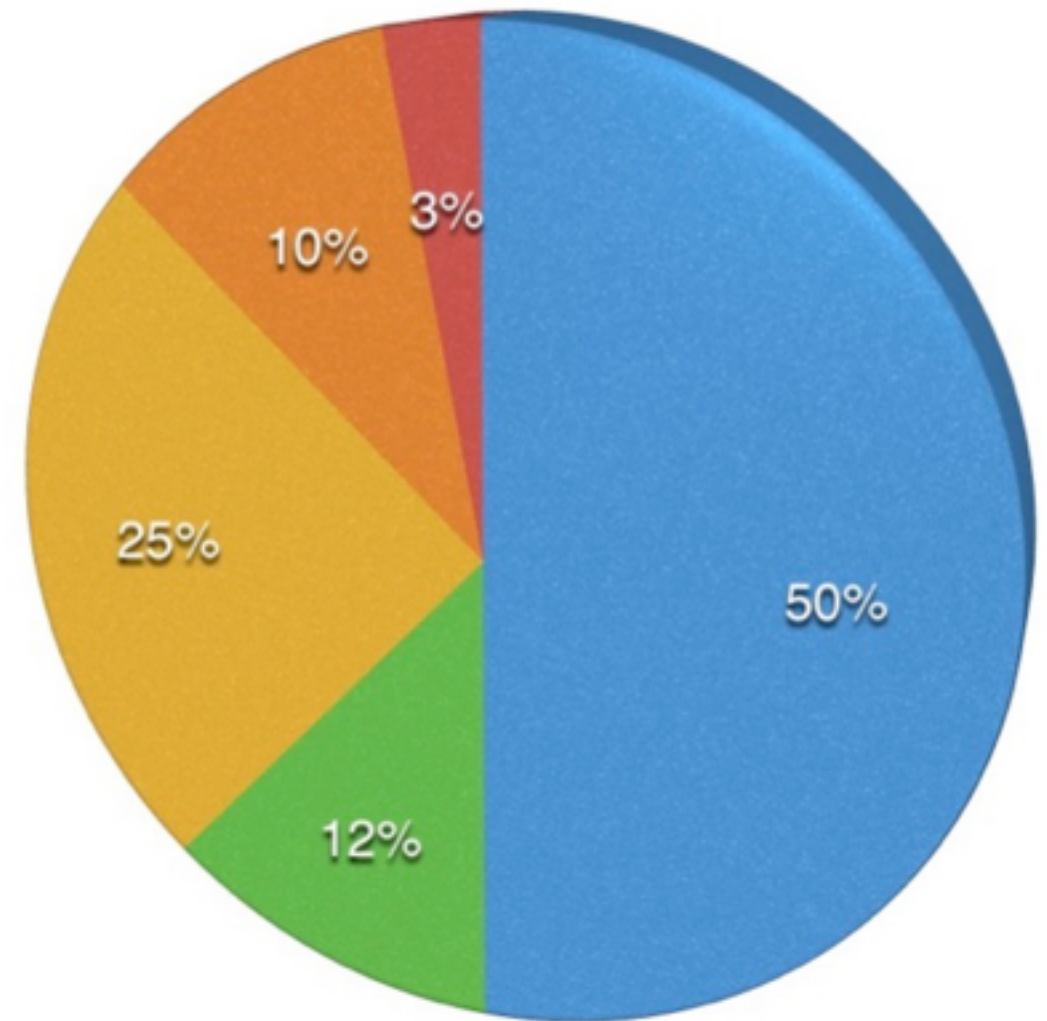


Book as list
builder to sell
other products/
services

Business model around a blog/website

● Books ● Courses ● Affiliate ● Speaking ● Sponsorship

- 1) **Product sales** - books, courses, audio
- 2) **Affiliate income** (traffic based)
- 3) Paid professional **speaking** opportunities
- 4) **Consulting / services** (or freelance writing)
- 5) **Sponsorship** / advertising (traffic based)



Breakdown of my income 2014 -2015

A brief look at book marketing





Marketing is
sharing what
you love
with people
who will
appreciate
hearing
about it

Discoverability: Two ways

Through the
book

amazonkindle

nook
by Barnes & Noble

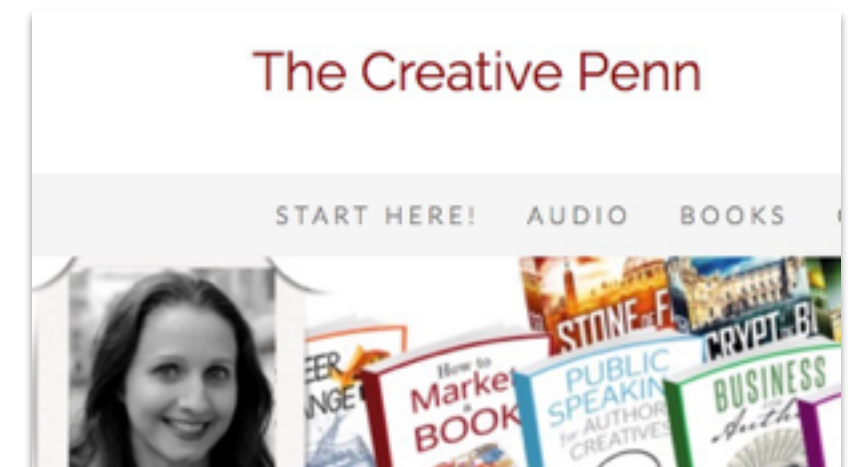
kobo

iTunes

audible
an amazon company



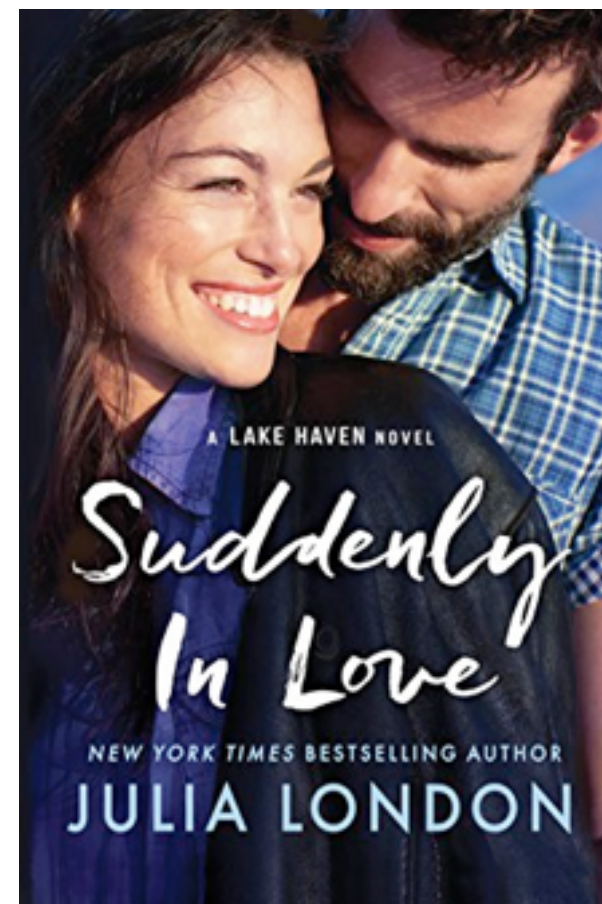
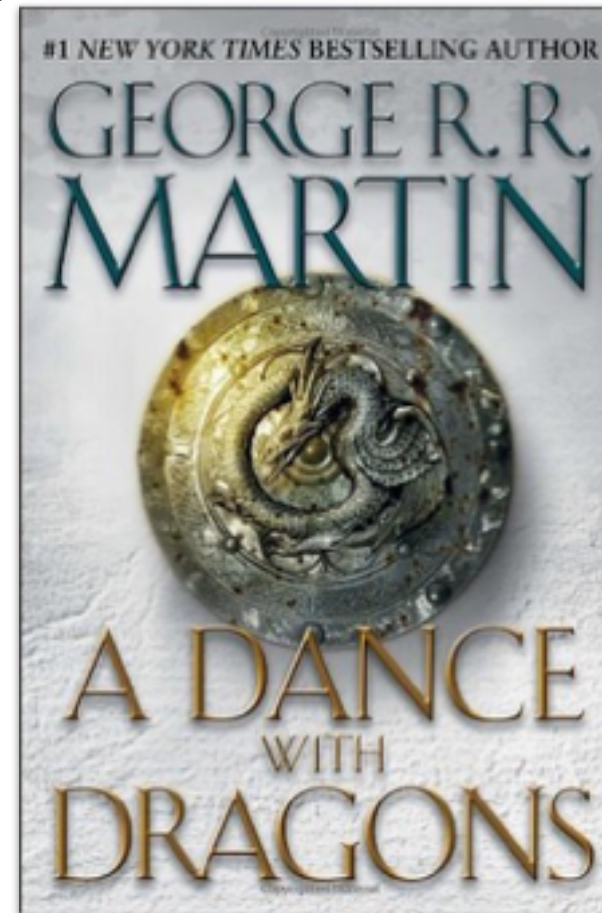
Through you



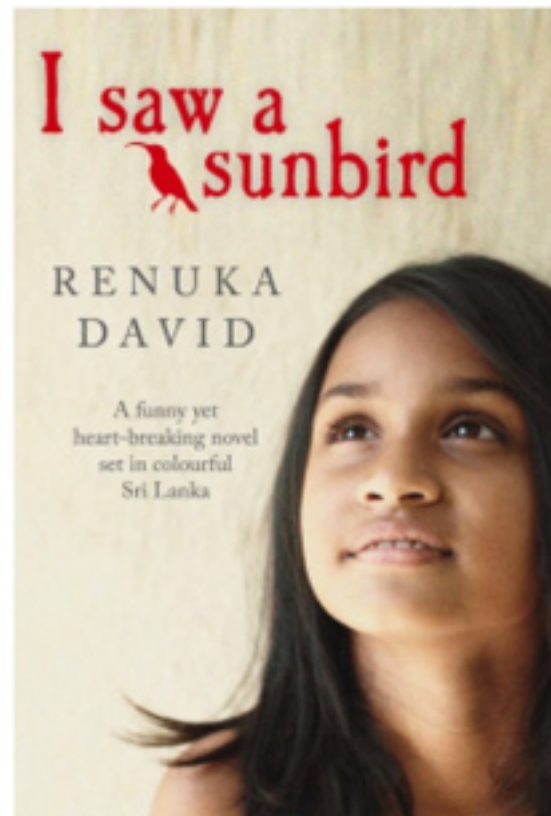
J.F. PENN
THRILLER AUTHOR

Understand your target market

- **What do other books look like** that are selling/ranking well in your niche? (cover design & title)
- What are the **expectations of the audience** for these types of books? Genre tropes. Model their sales pages.
- What **categories** do they sell in? What price?



Use professional book cover design



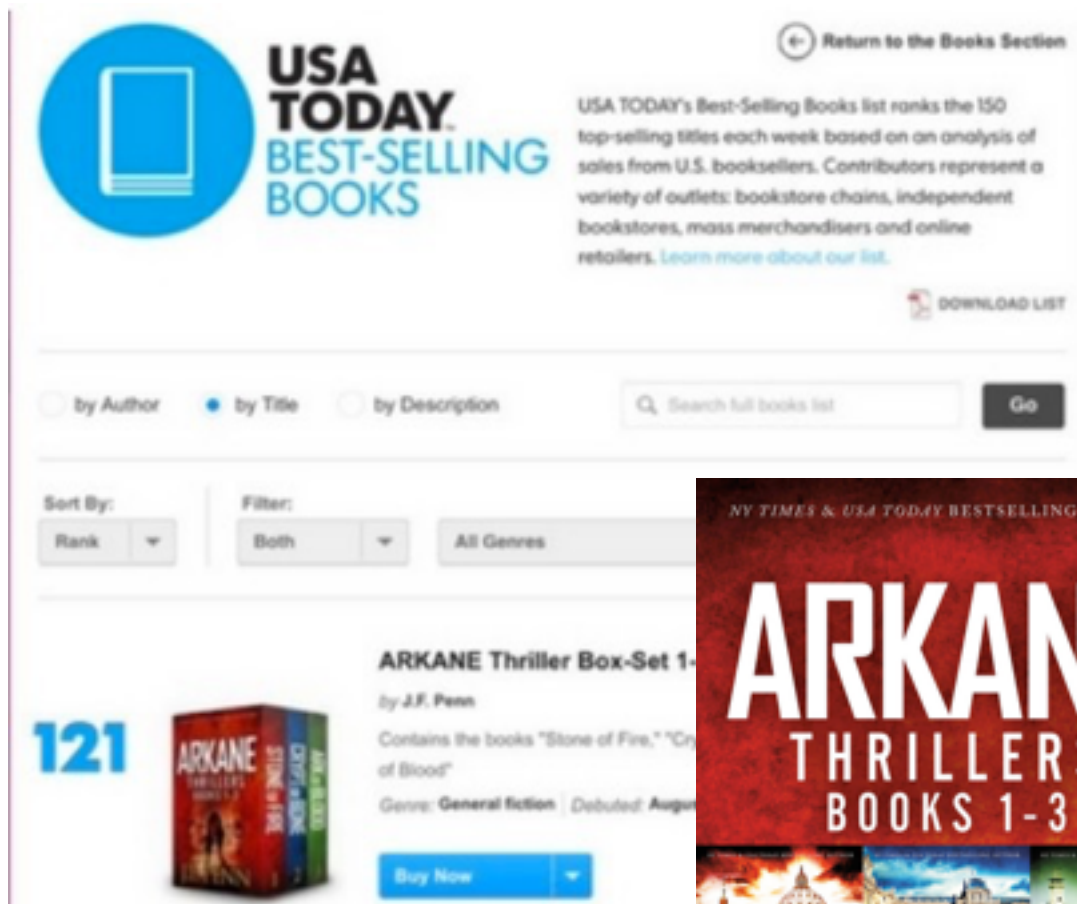
- Research books in the genre and take screen-prints of what resonates
- Give ideas to designer but give them creative expression

Rebrand, re-title, recover over time



<http://www.thecreativepenn.com/2015/04/28/changing-book-titles/>

Example of spike marketing



- Optimised **book sales page** with pro **cover**
- **Targeted** to specific genre & market & category
- **Limited time pricing** deal
- **Reviews** on it already - older books but 'always new'
- **Ad stacking** with multiple email lists, ad types and my own fans
- Driving people to **email** list for next time

BookBub™

<http://www.thecreativepenn.com/2016/08/20/usa-today-bestseller-ad-stacking/>

Own your own home on the internet

- Don't build your platform where it can be taken away, or disappear when the rules change
- Use a self-hosted Wordpress site if you're serious about writing for the long term
- **Spend time up-skilling yourself** & it will save you tons in the long run



www.thecreativepenn.com/authorwebsite/

Own your own list.



Discover how to
write, publish
and market
YOUR book



Click here to get your free
ebook and video series

By New York Times and USA Today
bestselling author, Joanna Penn



- Permission marketing
- People ready to buy when you launch
- Link at back of your existing books and on your site
- Use for ad targeting

YOUR FREE BOOK IS WAITING



From New York Times and USA Today
Bestselling Author J.F. Penn

When Neo-Viking terrorists invade the British Museum in London, ARKANE agent Dr. Morgan Sierra is trapped in the building along with hostages under mortal threat.

As the slaughter begins, Morgan works alongside psychic Blake Daniel to discern the past of the staff, dating back to islands invaded by the Vikings generations ago.

Can Morgan and Blake uncover the truth before Ragnarok is unleashed, consuming all in its wake?

amazonkindle nook kobo iBooks

★★★★★ "J.F. Penn Dazzles Again in this Rollicking Thriller."

<http://TheCreativePenn.com/aweber/>



Attention **LinkedIn**

They see a tweet, blog post, video, audio, FB pic, you answered a question in a LinkedIn group



You **Tube**

twitter



Interest

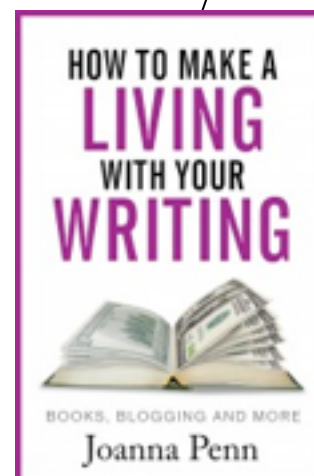
They like it => follow you, subscribe to your blog, like your page, connect somehow

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



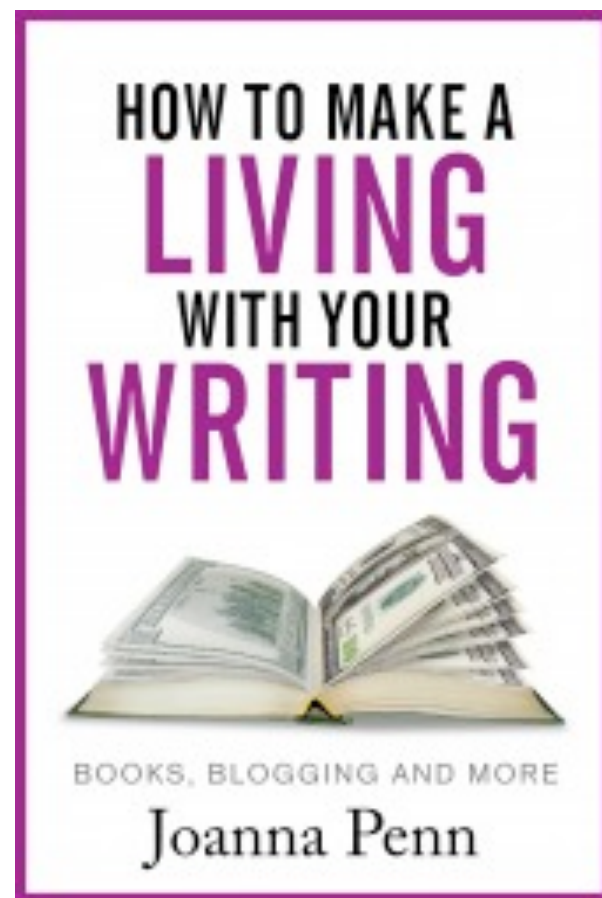
How will you create multiple streams of income from your books?



Need more help?

Download the slides at:

www.TheCreativePenn.com/money-books



www.TheCreativePenn.com/books/

www.TheCreativePenn.com/freedomcourse