

Titles

- 1) *Sell your indie-books like Darta Creations Does*
- 2) *What everybody Ought to Know about Mistakes Indie Authors do at the beginning of the career*
- 3) *Give me 5 Minutes and I will Give You 5 Mistakes that Will Ruin You Indie Publisher Career*
- 4) *If you don't stop doing these 5 Mistakes Indie Authors Often do, You will Hate yourself later*
- 5) *Do You Recognize the 5 Early Warning Signs Your Indie Book Won't Become a Bestseller?*
- 6) *See How Easily You Can Avoid 5 Most Common Mistakes Indie Authors Do*
- 7) *Do You Make These 5 Common Mistakes as an Indie Writer?*
- 8) *Warning: If You do These 5 Mistakes, Your Indie Book Will Most Likely Not Become a Bestseller*

Have you written a book, and spent a lot of time and money on promotion but only your mom has bought it? Hah, for sure it is not about you. Maybe about your friend. And he earns not more than \$100/month as the other 43% of indie authors sell their books. The problem is some common mistakes they often make at the beginning of their career.

Today we are talking about five of them: the most basic and the most expensive. Read them, analyze and never repeat again if you want to be in the Amazon Top-10 indie-authors.

1. My book is for everybody

'My book is for everybody' or 'My book is for women who are 25-45 years old' means 'My book is for nobody'.

Before starting a promotion and even before writing a book it is important to know who you are writing for.



Demographics are important, but psychographics does show the real face of your audience. If you are writing non-fiction about creating the first startup, it is more important to know whether a person is into startups and business rather than his or her place of living. Describe your readers for yourself in detail:

- the values
- the problems they often face with
- their habits, behaviors, and preferences
- Lifestyle: activities and interests

What problem does your book solve for them? What categories of books are they into? Do they like Steven King or Ray Bredbury? Is my book in the same genre as his books?

Just do some research: go to the bookstore and check who is interested in your book. What type of people are they? If you have a website, check analytics. Check categories on Amazon and book covers of different books they like. You must know your audience the same as yourself.

2. I just wanna sell my book

You should have a plan and know the result you want to reach. If an author does not have it, there is a great risk to spend a lot of time, work, and money not having a result in the future. At the beginning of the publishing process, process ask yourself some questions:

- Who will be excited to read my book?
- What editor and designer will be the best fit for my book?
- Do I want to print my book, make an ebook, or audiobook? Maybe all the types?
- Am I going to use website/social media/any other tools to promote my book?
- Will I do it by myself or delegate?
- Do I have money for it?
- Do I have a step-by-step plan to efficiently promote the book?

It is a nice idea to use SMART criteria to create a clear goal.

S Specific	M Measurable	A Attainable	R Realistic	T Time-bound
Do: Set real numbers with real deadlines. Don't: Say, "I want more visitors."	Do: Make sure your goal is trackable. Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."	Do: Work towards a goal that is challenging, but possible. Don't: Try to take over the world in one night.	Do: Be honest with yourself- you know what you and your team are capable of. Don't: Forget any hurdles you may have to overcome.	Do: Give yourself a deadline. Don't: Keep pushing towards a goal you might hit, "some day."

[Source](#)

e.g. I want to sell 5000 paper copies of the book on my own in New York state during the next 3 months.

Make as many details as possible but remember about obligatory previous market research to understand whether it is possible to implement the plan.

3. I need to use all of the marketing of marketing tools

One hour on Twitter, one on Instagram, and two on Facebook and do not forget about the website, exhibitions, book shops, bookstores tours, and interviews.

The best marketing tools are the most effective marketing tools. Do it as in a startup - test. If you write a blog on Instagram, but people keep not buying your books, it is a sign to change something in your SMM-work or change a social media platform. Do not be afraid to drop the activity that does not produce results.

The most famous and promising social media platforms for writers in 2022 are TikTokTik-Tok, Instagram, Twitter, Facebook, and Good readersGoodreaders.

4. I will control all processes

You have a talent to write books, Mark is a great graphic designer, Elis is into editing non-fiction and Tom can promote any book in the world. What unites all of you?

Professionalism and competence in a particular area. It doesn't mean that you cannot edit your book or make some sketches for the book cover but if you want to become a famous writer, it is better to delegate the work you are not perfect at.

You can say 'But it costs a lot!' Sure, it is not for free but just count the expenses Saving money on the cover and editing is the worst you can do. A bad cover can reduce attention from the media, your target audience may miss it from big amounts of books and even ads on Amazon will be less effective.



Bad and good book covers

You don't need SOME editor,editor either. If a person knows grammar or has finished an English language course at university, it doesn't mean that he is an editor. The person suggests love the genre you are working in, give some recommendations about marketing

and even the plot. An editor should feel your book as a final consumer so choose him meticulously.

What can you do by yourself? Manage your social media, design the website of the book, create merch and record the audio version of the book.

5. I like writing about myself in my books

Maybe some potential readers are interested in your personality and life just because of the value they can get from those stories (experience and lessons they want to learn). If you write a book as a commercial product, it should be written for readers because they pay money.

Check it out: are the first chapters of the book or even a few of your books about your life? Yeah? Then you may have fallen in a self-publishing mistake.

How to set it right? Connect your stories with the main plot, and create a main character who will have the same experience as yours. Share everything you want to share, share a little bit veiled but still excitingly in an exciting manner.

Summing Up

Publishing a book is not only about writing. It is about a full-fledged business plan for selling your new product.

It is important to understand what success is for you (to sell a certain amount of books, to have a profit, to reach an audience, and make people talk more about you and your creation). Before beginning the publishing activities it's better to denote every step you are going to do to reach your success. Delegate the job you are not an expert at. Choose a good editor and a designer. Make research.