





Power smoothie
check in

How are you
feeling?

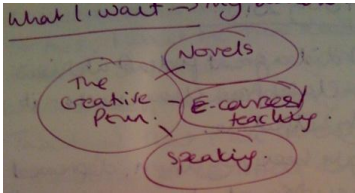
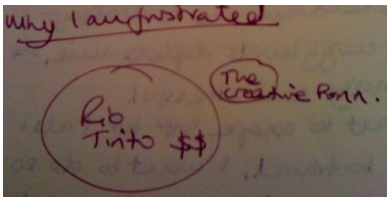
Any 'aha' moments

What you want to
learn in this session

<http://www.flickr.com/photos/echo0101/4597608967/>



**The circle
exercise**



“Writing books is a terrible revenue model for authors”

Tim Ferriss, author of “The Four Hour Work Week”

<http://www.fourhourworkweek.com/blog/2010/08/23/seth-godin-and-print-publishing/>











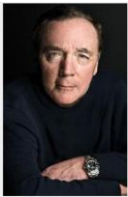
7 figure bloggers

Sell own products

Advertising

Affiliate Income

<http://www.thecreativepenn.com/2010/08/11/how-to-improve-your-blog-problogger/>



Forbes.com released their list of the highest paid authors earlier this year. The top 10 earners were: James Patterson, Stephenie Meyer, Stephen King, Danielle Steel, Ken Follett, Dean Koontz, Janet Evanovich, John Grisham, Nicholas Sparks, and JK Rowling

- Write a lot of books that people want to read
- Write a series
- Submit them. Sell them.
- Know your brand. Write in a genre.

<http://www.thecreativepenn.com/2010/09/17/what-do-the-most-highly-paid-authors-have-in-common/>

Advance income from a traditional publisher. If you are picked up by a publisher, you may get an advance. There are stories of people getting millions as an advance, but they are very few compared to the hundreds of thousands of authors out there. It also seems to be the already successful authors who get the big advances. So maybe you get a \$5000-\$10,000 advance. Is this enough to live on? For many people, it is not, so an advance cannot be counted on as life preserving income. Also, it is an advance against sales so you will not see another cheque until your book sales overtake your advance amount. Your agent will take approximately 15%.

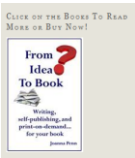
Royalty income from book sales from traditional publishing. Once sales overtake your advance, you may receive royalty cheques. Your agent will also take 15% of these. The amount you get per book will vary, but will most likely be around \$2. Read this [article on The Reality of a NY Times bestseller](#), where the author received \$0 after the book sold 65,000 books. Check out the comments as well because people have some interesting perspectives. There are stats that say only about 200 authors make a fulltime living in the US writing books. There are also stats that say the average author income is around \$5000 p.a. Here is another [useful article on royalties](#). Obviously, everyone wants to be the next JK Rowling, but we will not all make it!

Book sales as a self-published author. Self-publishing can net you much greater financial returns per book. If you want to learn more from 2 authors who make a great living from their books - check out the [audio with Dale Beaumont](#), author of 15 non-fiction books, and also with [Rachael Bermingham](#), co-author of a self-published cookbook that has sold over 1 million books and who still self-publishes because the margins are so high. However, there are costs involved and you also need to sell them yourself - see [Module 2](#) for more details.

Sell on Online Bookstores: Print and Ebook



<http://www.TheCreativePenn.com/publishing/>



Selling Books on your own site



<http://www.e-junkie.com/>



% fee but very small.
Sell in all currencies.

\$5 per month.
Unlimited.





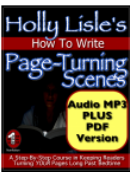
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Seth Godin Gives Up On Traditional Publishing

by JOANTIA PENN on AUGUST 24, 2010 (EDIT)

The publishing world and the blogosphere is full of the reports that **Seth Godin**, 12 x NY bestselling author of marketing books, has given up on traditional publishing. Here is his blog post outlining his move to digital publishing as it allows rapid spreading of ideas direct to the customer. I previously posted about how he launched 'Linchpin' with non-traditional media so this seems like a natural progression.

In this video, I explain what this means for you and I as authors, and also how it is impacting the opinions of the publishing industry. (Main points below if you want to read)

Seth Godin Gives Up On Traditional Publishing

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Adventures in Writing, Publishing and Book Marketing

HOME RESOURCES PODCASTS **BOOKS** STORE SPEAKING TESTIMONIALS ABOUT CONTACT To search, type and hit enter

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Seth Godin Gives Up On Traditional Publishing

Receive Free Updates By Email and Connect with Me Here

Writers and Authors need a blog now... Here's how to get it done!

HOW TO BLOG FOR AUTHORS & WRITERS
with the @creativepenn

Click on the Books To Read Menu or Buy Now!

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Download your copy of the Author 2.0 Blueprint now!

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14,255 Followers on Twitter.com for @thecreativepenn

<http://www.thecreativepenn.com/2010/09/25/how-authors-and-writers-can-build-an-email-list-for-marketing/>



[AWeber](#)

My Account | Help | Logout

Home

My Lists

Messages

Subscribers

Web Forms

Reports

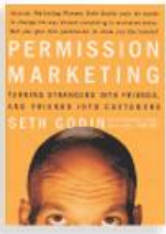
Current List: author20blue [\(Create and Manage Lists\)](#)

Follow Up Messages:

Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 12 messages. To move or reorder follow up messages simply click and drag it to the new location.

Msg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	HTML	08/22/10	Off	Here's your link to the Author 2.0...	1.2	Test	Copy	X
2	5	HTML	08/22/10	Off	When should you start marketing you...	1.2	Test	Copy	X
3	5	HTML	08/22/10	Off	What is an author platform anyway? ...	1.2	Test	Copy	X
4	5	HTML	08/22/10	Off	The 3 critical things you need to b...	1.2	Test	Copy	X
5	5	HTML	08/22/10	Off	The secret to building a successful...	1.2	Test	Copy	X
6	5	HTML	08/22/10	Off	How to use social networking effect...	1.2	Test	Copy	X
7	5	HTML	08/22/10	Off	How to use audio to create raving f...	1.2	Test	Copy	X
8	5	HTML	08/22/10	Off	7 reasons you should be using audi...	1.2	Test	Copy	X
9	5	HTML	08/22/10	Off	How to build an email list that wil...	1.2	Test	Copy	X
10	5	HTML	08/22/10	Off	The publisher's quadrant: Do you kno...	1.2	Test	Copy	X
11	5	HTML	08/22/10	Off	How to make multiple streams of inc...	1.2	Test	Copy	X
12	5	HTML	08/22/10	Off	What are your next steps on the jou...	1.2	Test	Copy	X

+ Add New Follow Up Message



Give something valuable for free in exchange for permission to market and email address

- Here are some ideas for your free giveaway:**
- First 3 chapters of your book, or a short story, or the first novella in a series of 3
 - Top 10 tips for <insert your niche here> e.g. Top 10 tips for growing organic tomatoes/ Top 10 tips for writing fantasy
 - Audio of you reading your work, or talking about the subject you are writing about. Or video series on useful topic.
 - Blueprint or manual for a product




author2.0

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

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Thank you for joining the Author 2.0 course - and Welcome to the Program!

First, download and read your Welcome Pack here => [Welcome Pack](#) (Right Click and Save As)

THEN you can...

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I look forward to hearing from you soon! I hope you enjoy the course.

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[Module 9: Podcasting](#)


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[Frequently Asked Questions Page](#)

Wordpress blog with password set up on same hosting platform. Free plugins. Sell through e-junkie.com and login details on Aweber auto-responder.



Protected page on my own Wordpress blog

VIDEO


AUDIO

And text is worth more!

Protected: Thankyou! Here's Blogging For Authors

(EDIT)

LOVE TO BLOG?



Thank you for purchasing 'How to Blog for Authors and Writers' Online Course.

Below are all the links to ALL the material. Right click to download to your computer, and then double click each file to execute from your

Windows Explorer/File Manager.

- 56 page full colour ebook => [Blogging for Authors and Writers](#)
- Audio Interview with 6 figure blogger Yaro Starak => [Interview Yaro Starak](#)
- Transcript of interview with Yaro Starak => [Transcript](#)
- Bonus Audio with Joanna Penn on blogging => [Joanna Penn Blogging Audio](#)
- Video Author Branding [28 min 30] => [Author Branding video](#)
- Video Behind the scenes of a blog and blogs explained/reviewed [34 mins 12] => [Blogging Video](#)
- Video RSS Feeds explained [7 mins 31] => [RSS Video](#)

BONUS Teleseminar Recording

Here is the recording of the Blogging teleseminar held 9 June 2010 (right click to download) => [Blogging Teleseminar Recording](#)

Transcript (right click to download) => [June Teleseminar Transcription](#)

9

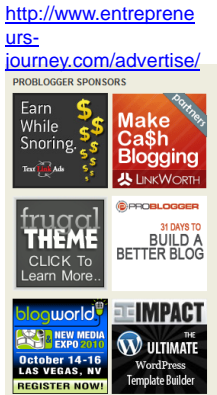
Find out what people need/want BEFORE you create the product!



ASK your audience first.

Advertising works when you have
a) lots of traffic
b) targeted audience

Don't use Adsense.
Don't dilute your brand.



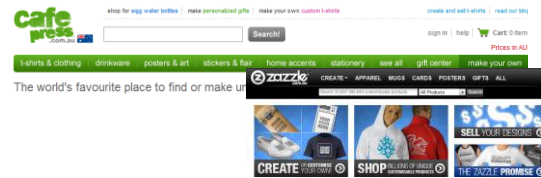
Affiliate income = Commission sales



- Recommend products you use yourself and can really back with evidence of how good they are
- Don't dilute your brand or be associated with something your audience won't want



Physical products.
If it is periphery,
use print on demand or
small runs like self-
publishing.

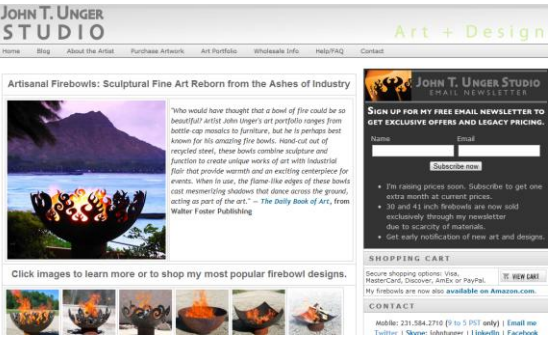


<http://xkcd.com/>



<http://gapingvoid.com/>

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



Money from speaking:

- **Speaker's fees.** Much higher in the corporate world
- **Back of the room sales.**



Successful best-selling authors speak at Festivals

Good speakers sell more books and get more speaking events

Reading your own book aloud is a common request

You stand out in a crowd of other authors who are too shy to speak

Connection with others and word of mouth sales



<http://www.flickr.com/photos/hiddedevries/599606659/>

Have a speaking page

Put 'speaker' on your business card and your email signature

Fake it until you make it

Join Toastmasters or NSAA (as me about Brisbane NSAA!)

ASK and volunteer to speak

Do free events to start





How To Prepare For Public Speaking

By JOANTIA PENN on MAY 23, 2010 [EDIT]

<http://www.thecreativepenn.com/2010/05/23/how-to-prepare-for-public-speaking/>

<http://www.thecreativepenn.com/2010/04/25/why-authors-should-be-speakers/>

<http://www.thecreativepenn.com/2009/11/09/speaking-about-your-book-7-tips-for-successful-public-speaking/>





Circle exercise again.

What's changed?



Cocktail checkout

What did you learn from the session?

What are you going to do with the information?
