

# **The 5 Mistakes Indie Authors Make When Launching a Book**

by **Kathleen Kaiser**

## **Impatience – it drives most of the mistakes**

- The excitement of holding a printed book
- The prodding of family and friends, someone is dying
- No time scheduled for planning
- Not switching from creative to business
- Not starting the marketing in advance of editing
- No idea about your genre(s) market or your Amazon categories (yes plural)
- Lack of industry curiosity. Publishing is a business not a hobby.
- 727,000 self published ISBN in 2015, roughly 350,000 titles.

## **Top 5 Mistakes Driven by Impatience**

### **Rushed or no editing**

- Not your neighbor or English teacher friend: at best poor proofreaders – need pro whose worked in publishing – it's a different style and grammar than taught in school
- Not understanding when to have content or developmental editing done
- Lousy editing means your book is tossed – I'm returning them all now

### **Rushed release date**

- Getting that book up there on Amazon
- No professional critiques
- No editorial reviews
- No buzz on social media to build pre-orders
- Nobody but friends and family know it exists and they are probably very tired of hearing about it. My ex and his 50 year quest – none of us ask about it anymore

### **No Advanced reviews - ARC**

- Real reviews Matter. Kirkus (\$425-250w or \$575 – 500w) 7 to 9 weeks and Foreword (\$499) are important
- Lots of publications and blogs promote indie authors with reviews
- You need them for media kits/sales sheets
- You need them on the editorial reviews on Amazon
- To get a book signing
- You need to get interviewed
- To maybe find a real publisher

### **No Advanced market building, social media**

- What is your genre and sub-genres?

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- How many best selling books in your genre have you read in the last 3 years?
- Finding your market – you have to do it. If you build it they will come is one of the biggest lies ever told
- Goodreads – how many books have you reviewed in your genre?
- Website, FB, Twitter for your writing – how much have you done?
- Start a year in advance and do a little at a time
- Blogging with SEO builds audiences
- This is a celebrity world now, you are the star, not your book and rarely your lead character
- Contests – great way to gain validation: SPAWN’s link to good contests: <http://spawn.org/category/opps/contestsawards/>

## Unrealistic Budget for publishing, marketing and your time

- **Editing should take 3 to 6 months** – cost for a real professional content editing- \$1500 up for 300 page word book, proofreader or copy editing, \$750 to \$1500
- **Reviews from Kirkus and Foreword** - \$1000, Plus postage, envelopes, printing media kit, etc. Kirkus (\$425-250w or \$575 – 500w) 7 to 9 weeks and Foreword (\$499)
- **Author website** – about \$120 a year if you do it yourself on Weebly, Wix or other platforms. You can use another author’s site for guidance, or hire a web designer - \$500 - \$750 for average simple author website
- **Social Media** – doesn’t cost anything but your time. And you can’t hire someone to write and pretend to be you. There are people who can upload and manage what you write and want posted for \$150 to \$500 a month
- **Contests** – if you really believe in your book, enter it in contests. Entry fees are between \$50 and \$100 each. SPAWN has list on website. <http://spawn.org/category/opps/contestsawards/>
- **Book production** – cover, layout and design, creating all ebook formats, uploading to top etailers. - \$1295 to \$2000, depending on cover designer
- **Hiring a book publicist** – should create all materials, bios, media kits, get reviews and interviews, manage social media, website, and more. From \$1000 to \$5000 per month, usually a six-month commitment required.

## Links that may help you:

Penny Sansevieri’s Author Marketing Experts: <https://www.amarketingexpert.com/>

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Great blog by Penny you may like:

<https://www.amarketingexpert.com/14-habits-highly-successful-authors/>

Also, Penny's new book: *5-Minute Book Marketing for Authors: Easy and effective ways to market your book every single day!*

Kindle version is free right now: [https://www.amazon.com/5-Minute-Book-Marketing-Authors-effective/dp/1520504543/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1503177847&sr=1-1&keywords=penny+sansevieri](https://www.amazon.com/5-Minute-Book-Marketing-Authors-effective/dp/1520504543/ref=sr_1_1?s=books&ie=UTF8&qid=1503177847&sr=1-1&keywords=penny+sansevieri)

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<https://www.publishersweekly.com/pw/by-topic/authors/pw-select/article/69156-self-publishing-preview-2016.html>

<http://publishingperspectives.com/2016/09/bowker-isbn-self-published-us/>