



How To Write A Best Seller



by: Harry Wheat



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Table of Contents

- 1** Have the Right Mindset
 - 2** Know Your Subject
 - 3** Believe in Your Book, and the Others Will Follow
 - 4** Know Your Audience
 - 5** Inspiration from the Past and the Present
 - 6** The Digital World of the World of Social Media
- 

Introduction





What was the first book you bought for yourself? Do you still remember? Was it a literary classic like *Moby Dick* or *Pride and Prejudice*? Maybe it was an installment of a heralded and beloved fantasy series like *Lord of the Rings* or *Harry Potter*? Could it have been a classic horror thriller novel by Stephen King, or on the other hand could it have been a romance novel? Perhaps it was a book about self-help and finding yourself, something you needed to push you and

Good books help people learn and grow—while great books can change lives. Through the writing of a book, you have the potential to influence and inspire others—to truly get them thinking and contemplating life.

Books have been a staple in the world for centuries – from passing on information in the form of writing, whether through scrolls or engravings and inscriptions in the walls, societies and civilizations have used some form of book for since the start of civilization. Today, the world has evolved to allow for a more convenient and modern way of reading and disseminating books. With the insane amount of books available in this day and age, it's difficult to get your writings and ideas to the top of the bestseller. It's difficult to catch people's attention and even more so to sustain it.

This book attempts to show you how to not only write a bestseller, but to also catch people's attention and encourage them to purchase your book. Furthermore, this book also aims to show you how to capitalize on the facilities and features of the digital world in order to get your book to the very top of people's hearts and minds.





Chapter: 1

Have the Right Mindset

"If you don't see the book you want on the shelf, write it."

Beverly Cleary

What do you want to write about? As you picked this book up or were reading the introduction, it's likely that a particular subject, concept, or idea popped up. Even if it's just a flicker or notion of a thought, there must be something planted in your head that you feel the urge to write about.

When doing or starting anything, it's important to have a right mindset. Having a right mindset will not only help you start, but it will sustain your will to continue the goal you've presented yourself. The right mindset cultivates a strong foundation that will keep you standing strong and sustain you through the obstacles and hardships, difficulties and stress.

Dreams and Aspirations

"A book is a dream that you hold in your hand."

Neil Gaiman



If you're familiar with the famous and bestselling author Neil Gaiman, you're likely aware that his books have been adapted into both television remakes and films such as Stardust and Coraline. His works mostly fall under the fiction and fantasy genre, but are meant for a wide-range of readers: he's created numerous titles for children, such as Coraline, for teens, such as The Graveyard Book, and for adults, like with his Sandman series and novels like The Anansi Boys. As the quote above says, and inspires, a book is like a dream that you hold in your hand.

Now, the quote above can be interpreted in different ways, depending how you look at it. Perhaps one could interpret it as literally one's dreams, the type you get while you're sleeping, manifesting onto the paper and pages. Given Neil Gaiman's works of the fantasy-type, deep tales with monsters and men, suspenseful narratives of dark taverns and hidden kingdoms in the clouds, this doesn't seem like a very far-fetched interpretation.

Often, our own dreams seem like altered realities—therefore a book could be as if you were entering and witnessing this altered reality unravel right before your eyes. However, you're not asleep, you're wide awake, forming the vivid images and personal interpretations of the words of the book in your own head. However, the dreams in this quote could also refer to aspirations. Dreams and aspirations are goals that you hold to your heart, those you wish to come true. A book may be a literal manifestation of both the author's and reader's aspirations. Things one wants to come true through hard work, research, and faith.

If you truly want to write a bestselling book—commit to it, hold it like a dream in both your head and your heart.

An Open Heart and Open Mind


Children know perfectly well that unicorns aren't real, but they also know that books about unicorns, if they are good books, are true books."

Ursula K. Le Guin

To write a bestseller, you need to keep an open mind and let your creative juices flow. Your first draft will likely not be your final output, so don't be afraid to go over your work and change things— perhaps you'll see it in a better light once you've finished it. Allow yourself to be open to different possibilities—**whether you're writing fiction or non-fiction, *don't limit yourself to your initial idea.***



Keep the core of your concept and plan solid like a rock, but allow your work to flow and be flexible in order for it to reach its maximum potential and optimum state. There is no ceiling to the depths of one's writing—allow yourself to go further and dig deeper in order to explore the different ways and means you can convey your message and connect with your readers.



We will further pursue this in later chapters, but it's important that you yourself believe in what you're writing. That you believe in its message, its potential, and its capacity to reach and connect with readers. We are all children at heart, and if you can make your readers unlock that child in their heart and believe in your book and know that it is a truly good book, then it's likely that you have a bestseller on your hands.

The Power of a Story

“Salvation is certainly among the reasons I read. Reading and writing have always pulled me out of the darkest experiences in my life. Stories have given me a place in which to lose myself. They have allowed me to remember. They have allowed me to forget. They have allowed me to imagine different endings and better possible worlds.”

Roxane Gay in *Bad Feminist*





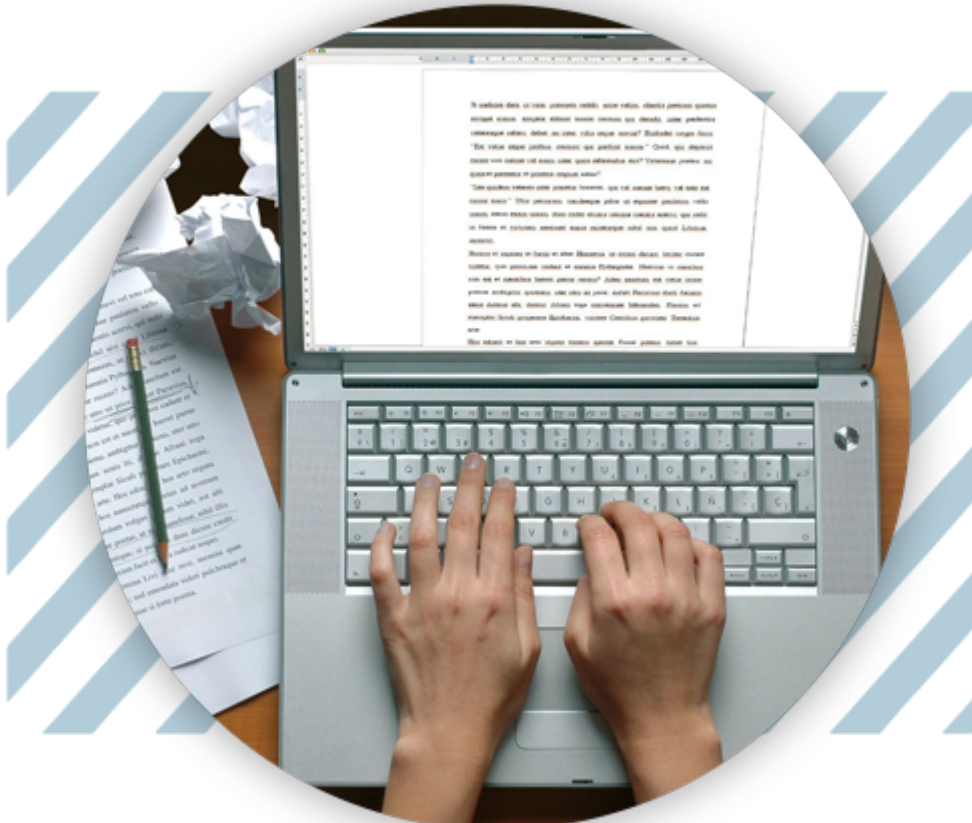
More than being a mere mish-mash and collection of words compiled into a bound gathering of papers, books, whether non-fiction or fiction, tell stories. Books weave narratives and ideas together. It isn't simply just the plain and boring laying down of the facts or the plot, it is the unique and personal way you relate it to whoever is open to reading it. Remember that words are powerful tools that you can use to truly make an impact in another person's life. As they say, with great power comes great responsibility, so, wield your words wisely.

Remember the feeling of reading your favorite book, and try to translate that into your writing. If you're writing a fiction book, flesh your characters out. If you're writing a self-help book, make your concept and advice clear. When writing, it's easy to get distracted and lose interest in whatever it is you're doing—but if you have the right mindset and dedication, you'll find yourself bouncing back to the initial and original vigor and passion you had.

Oh, to Be a Writer

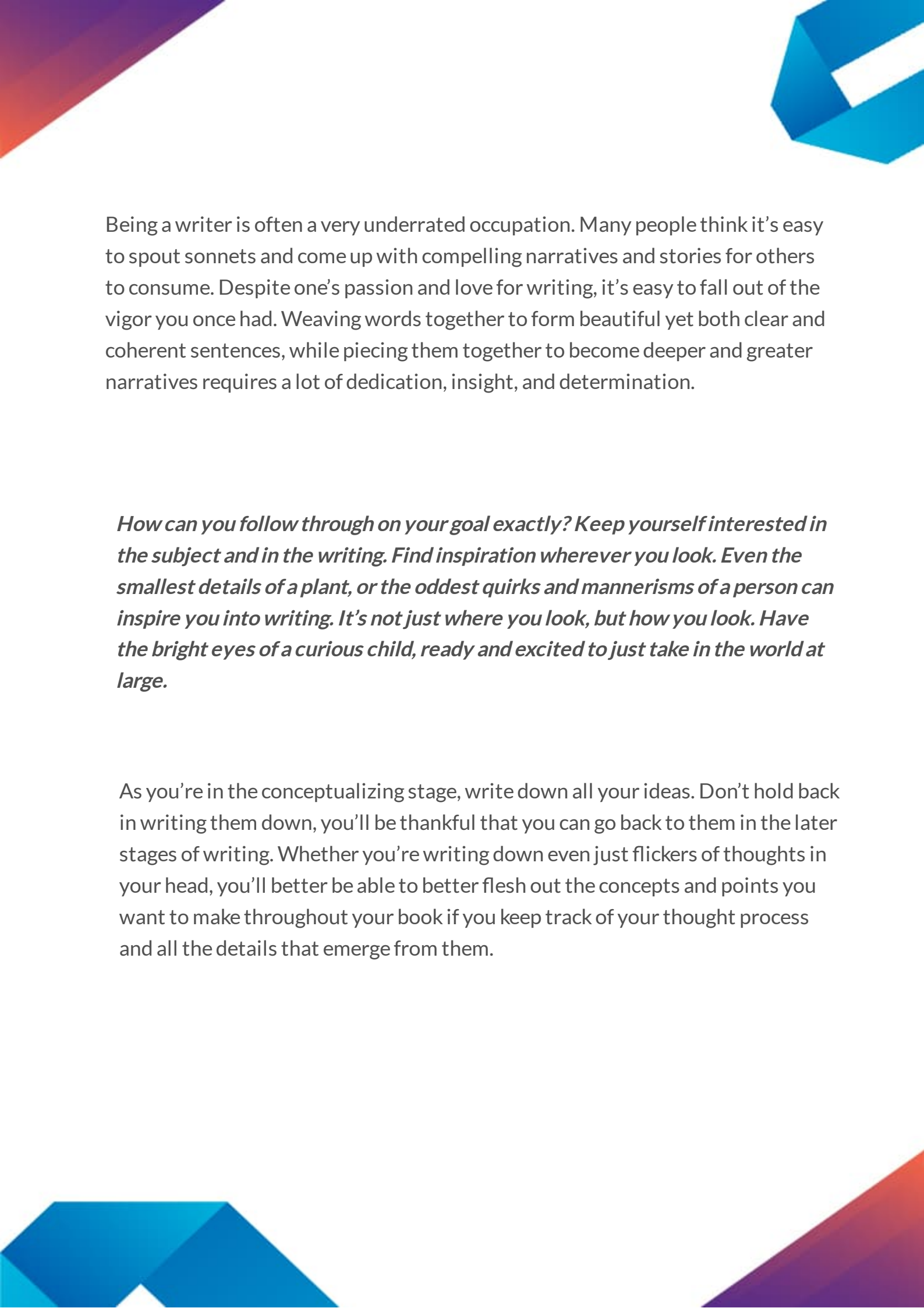
"Who wants to become a writer? And why? Because it's the answer to everything. ... It's the streaming reason for living. To note, to pin down, to build up, to create, to be astonished at nothing, to cherish the oddities, to let nothing go down the drain, to make something, to make a great flower out of life, even if it's a cactus."

Enid Bagnold





In order to maintain the right mindset, your goal of writing your book has to be clear. Why do you want to write a bestseller—but a better and important question is why you want to write a book in the first place? What story do you want to tell? What message do you want to convey? What people are you trying to reach, and how do you intend to bring your message to these people? Since you picked up this book, aside from simply writing a book, then you likely want to turn it into a bestseller, too. Keep this goal in mind—writing a bestseller. It's important to follow through on your goal. Many people start with goals and dream dreams, but very few attain them and even more so keep them.



Being a writer is often a very underrated occupation. Many people think it's easy to spout sonnets and come up with compelling narratives and stories for others to consume. Despite one's passion and love for writing, it's easy to fall out of the vigor you once had. Weaving words together to form beautiful yet both clear and coherent sentences, while piecing them together to become deeper and greater narratives requires a lot of dedication, insight, and determination.

How can you follow through on your goal exactly? Keep yourself interested in the subject and in the writing. Find inspiration wherever you look. Even the smallest details of a plant, or the oddest quirks and mannerisms of a person can inspire you into writing. It's not just where you look, but how you look. Have the bright eyes of a curious child, ready and excited to just take in the world at large.

As you're in the conceptualizing stage, write down all your ideas. Don't hold back in writing them down, you'll be thankful that you can go back to them in the later stages of writing. Whether you're writing down even just flickers of thoughts in your head, you'll better be able to better flesh out the concepts and points you want to make throughout your book if you keep track of your thought process and all the details that emerge from them.

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Keep Reading Keep Writing, Keep Growing

"The greatest part of a writer's time is spent in reading, in order to write; a man will turn over half a library to make one book."

Samuel Johnson





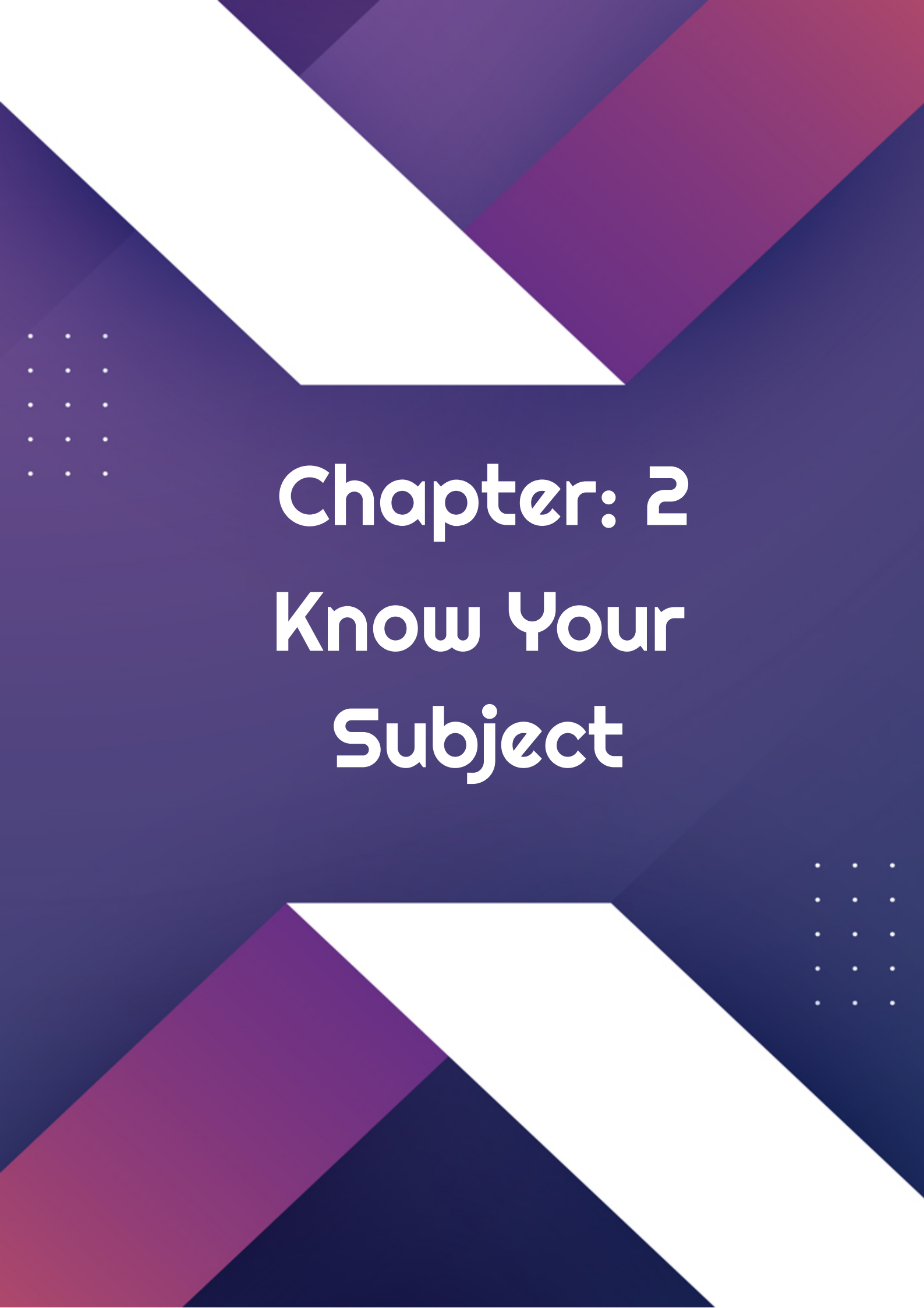
Hone your writing skills through constant reading. Whether it's news articles, or short stories, or full-blown novels, keep exercising your brain through your reading habits and practices. Through constant reading, you gain a wider vocabulary, new insights and perspectives, and a handful of inspirations and ideas. Never stop reading.

As a writer, it's important to keep growing and developing your skills and talents. One can do this by both constant participation and practice in writing and reading. Even if your first drafts and writings may seem—to put it bluntly—bad, you never stop there. You keep developing your work, allowing it to flourish under your hands and your mind.

"Read, read, read. Read everything—trash, classics, good and bad, and see how they do it. Just like a carpenter who works as an apprentice and studies the master. Read! You'll absorb it. Then write. If it's good, you'll find out. If it's not, throw it out of the window."

William Faulkner





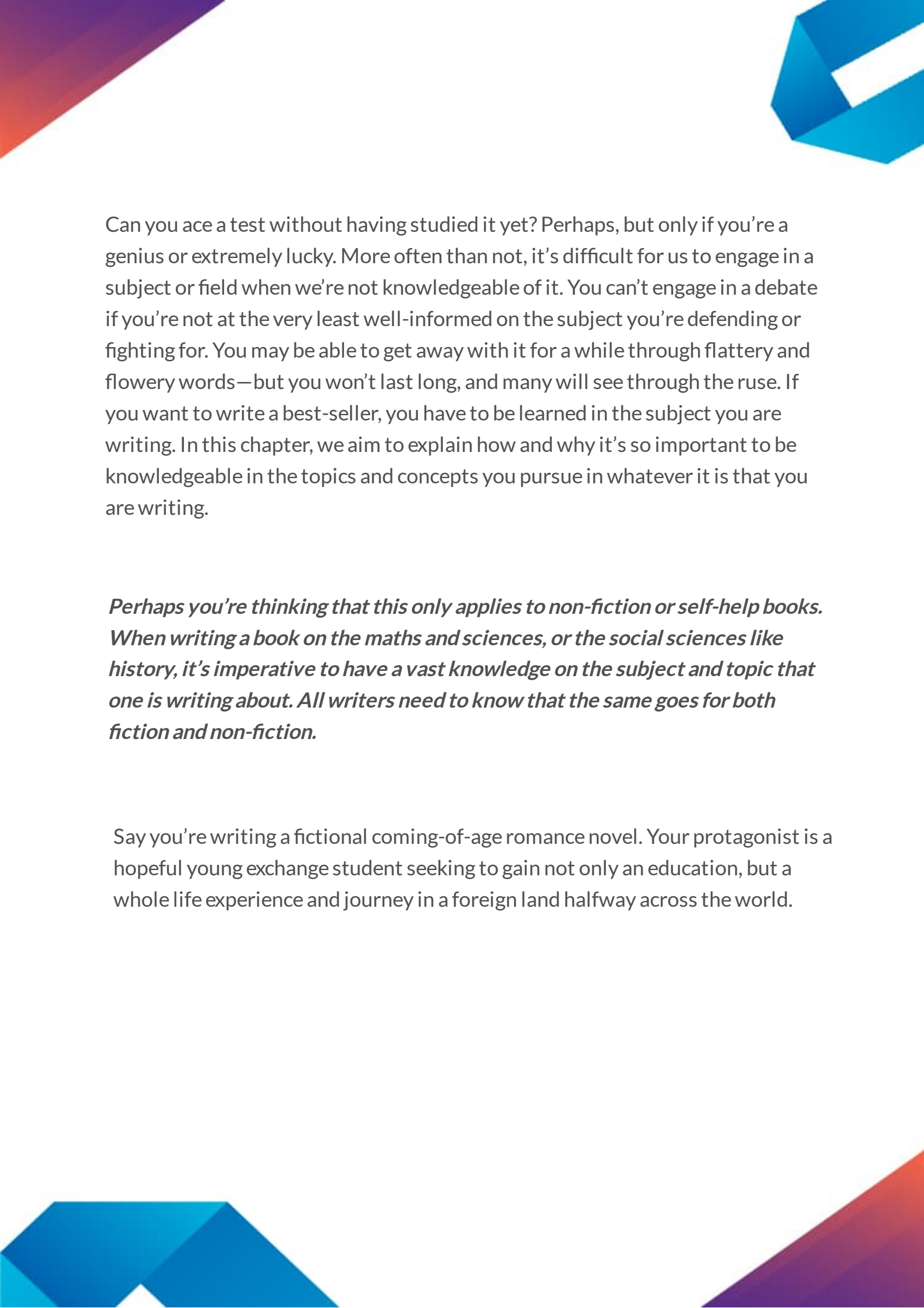
Chapter: 2

Know Your Subject



“When I sit down to write a book, I do not say to myself, ‘I am going to produce a work of art.’ I write it because there is some lie that I want to expose, some fact to which I want to draw attention, and my initial concern is to get a hearing.”

George Orwell



Can you ace a test without having studied it yet? Perhaps, but only if you're a genius or extremely lucky. More often than not, it's difficult for us to engage in a subject or field when we're not knowledgeable of it. You can't engage in a debate if you're not at the very least well-informed on the subject you're defending or fighting for. You may be able to get away with it for a while through flattery and flowery words—but you won't last long, and many will see through the ruse. If you want to write a best-seller, you have to be learned in the subject you are writing. In this chapter, we aim to explain how and why it's so important to be knowledgeable in the topics and concepts you pursue in whatever it is that you are writing.

Perhaps you're thinking that this only applies to non-fiction or self-help books. When writing a book on the maths and sciences, or the social sciences like history, it's imperative to have a vast knowledge on the subject and topic that one is writing about. All writers need to know that the same goes for both fiction and non-fiction.

Say you're writing a fictional coming-of-age romance novel. Your protagonist is a hopeful young exchange student seeking to gain not only an education, but a whole life experience and journey in a foreign land halfway across the world.

Let's say that your protagonist is going to study and live in none other than Asia's Land of the Rising Sun: Japan. However, you can't write about your young protagonist living and moving in Japan, and know nothing about Japanese culture, scenery, geography, or location. People who are more aware, or who live or have lived in Japan, are sure to see through the inconsistencies and lack of knowledge. Because of this, it is likely that they will become bothered or even turned off by the lapses and gaps in knowledge and description. One's knowledge on the subject must be at least a little beyond surface level. A writer has to do more than just simply searching the questions through Google and entering the first item that appears in the first link without further pursuit. Don't be afraid to ask and interview others—experts who are also aware and knowledgeable in the field you are pursuing.

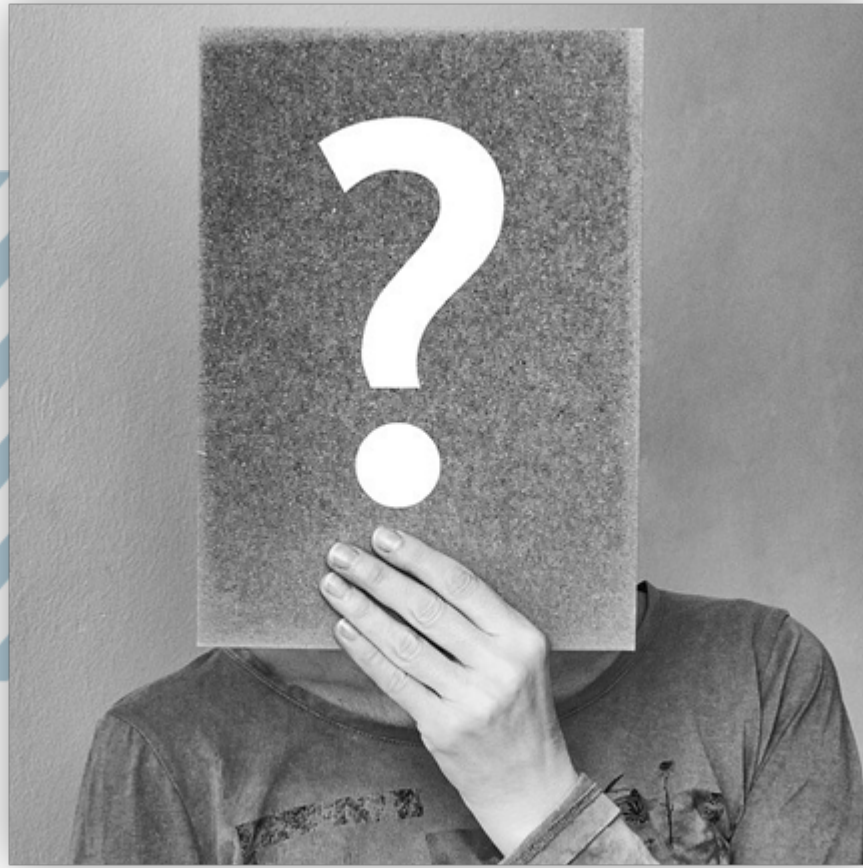


Fight for your Right to Write

**“To defend what you’ve written is a sign
that you are alive.”**

William Zinsser, WD

We mentioned needing knowledge in a debate—it’s like that with writing. If in debating, one needs to defend their stance with information, wisdom, technique, and cunning, the same goes for writing. Although you may not be directly engaged in an actual physical conversation with your readers through your book, it’s important that you can thoroughly defend and enforce the message you aim to convey. Don’t be willy-nilly with your subject, with you yourself doubting its strength and meaning. We may often fall into a pit or trap of feeling as if what we’re writing has no point—it’s normal. What’s important, however, is bouncing right back and heading straight back on towards your goal. It is less likely for you to fall into this pit of despair if you’ve thoroughly put the work in. If you know and are confident that you’ve done your research, confirmed your details, and fact-checked your information, then you’ll be more confident to defend your writing through the assertion in your words.



Know Thyself

"Every story I create, creates me. I write to create myself."

William Zinsser, WD

A famous Greek Philosopher discussed how knowing oneself is the beginning of knowledge. This also applies to writing—or almost any field, actually. Explore and know your identity. A strong sense of self will directly impact the quality of your work in any field. If you can honestly, transparently, and thoroughly assess your strengths and weaknesses, you can better improve yourself and cover for any lapses you know you might make.

With writing, explore your capacities and writing abilities through constant writing and assessment. Don't be afraid to make mistakes, but also understand the hows and whys behind these mistakes. Although it's always great to start off with a good sense of self, what is even more interesting is being able to better develop this sense of self through the writing itself! Let your writing speak for you and with you!



Use your book also as a means of discovering yourself—your dreams and aspirations, your personality and values, your capacities: both strengths and limitations.



Chapter: 3

Believe in Your Book, and the Others Will Follow




"You think your pain and your heartbreak are unprecedented in the history of the world, but then you read. It was books that taught me that the things that tormented me most were the very things that connected me with all the people who were alive, who had ever been alive."

James Baldwin





Have you ever read a book where you felt like you truly and deeply connected with what you were reading? I had a friend who once likened reading a book to submerging yourself under water. The feeling of reading a good book or a book you truly connect with is like entering another world, only to emerge at the other side as if you were under a spell. I'm sure that if you're an avid reader, there definitely has been a time wherein you, after reading a book, felt lost almost—like you've just emerged from a different world, and you're back to reality. This is likely what you want your readers to feel as well. Books are a means of connecting to people you've never even met. Allow your passion for the subject outpour into your writing.




People will feel like they've connected with you as well—work on forging a connection through the words and emotions you allow to seep onto the pages. In this chapter, we briefly discuss the importance in believing in what you're writing—not just writing for writing's sake.

“I was read to as a small child, I read on my own as soon as I could, and I recall being more or less overwhelmed again and again — if not by what the books actually said, by what they suggested, what they helped me to imagine.”

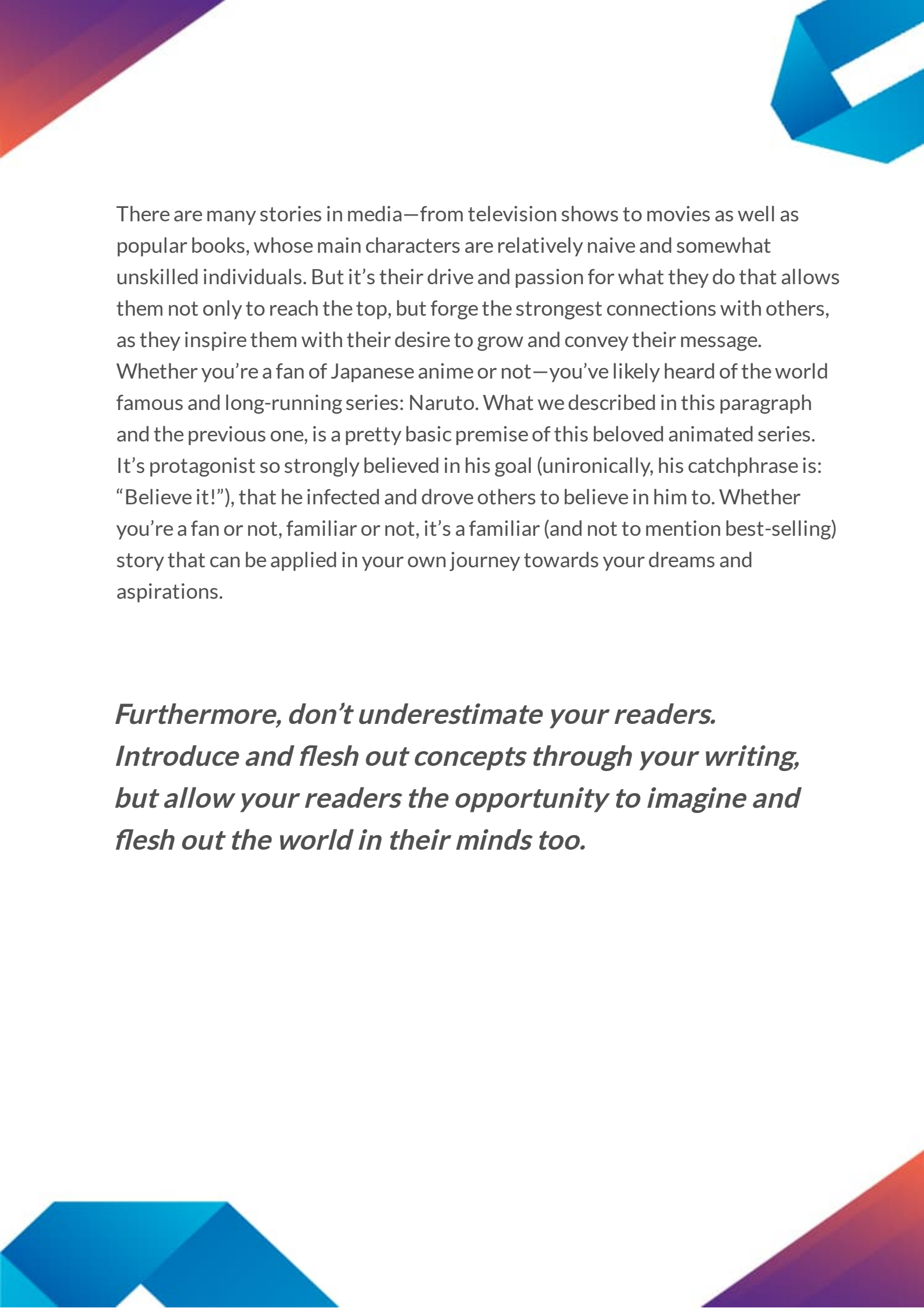
Marilynne Robinson

They say that passion is contagious. If you love something enough, others will feel it to. In a team, such as a sports team, there is usually a person people refer to as a hypeman. Although this person may not be the most talented or the most skilled out there, their passion and spirit on the court just draws out everyone else's!



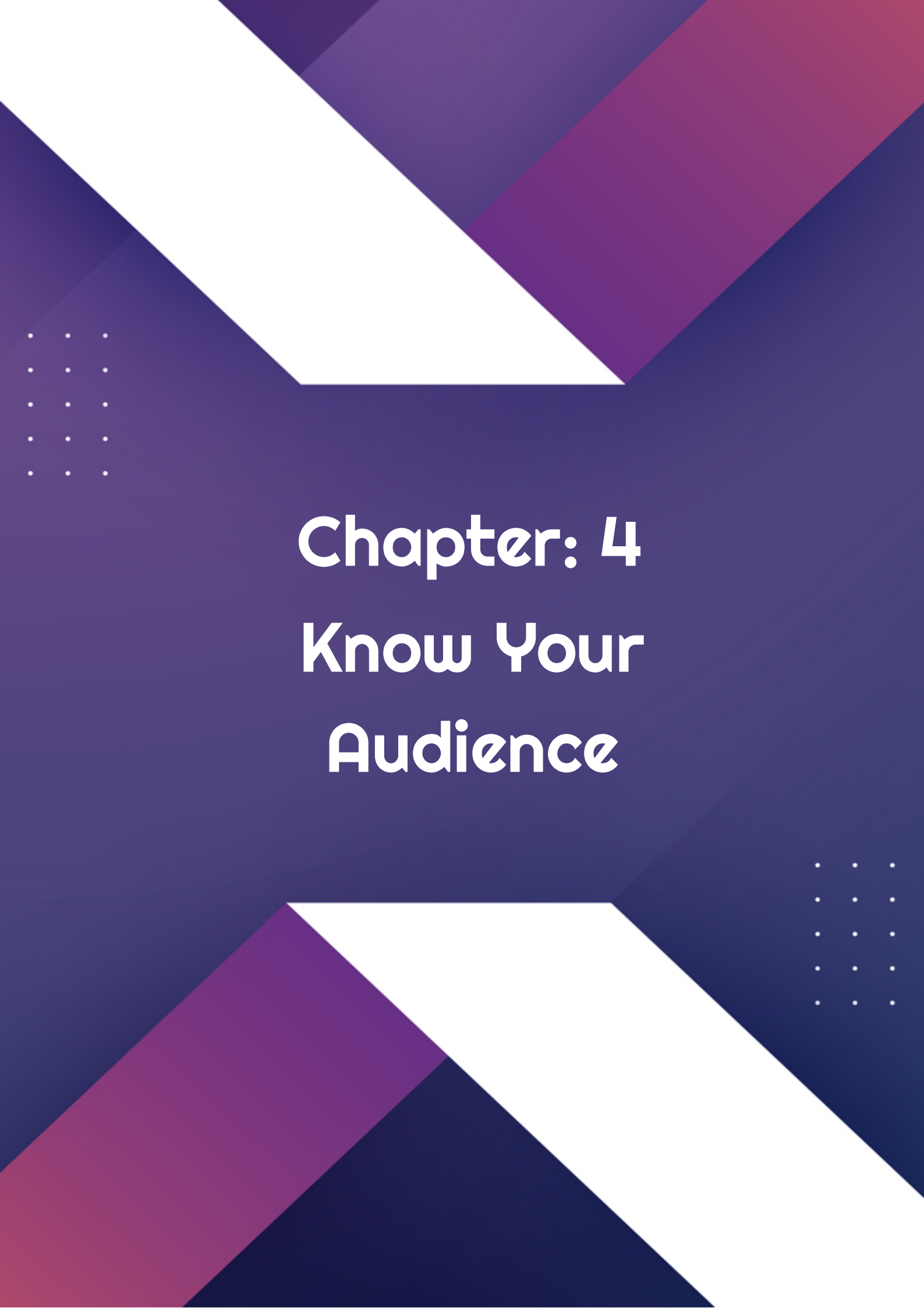
Their love for what they're doing is so contagious, that their teammates, and even those who are watching, can't help but try and match that person's level. This is what you want your book to do, to. You want your "feels" and drive for the message to be so apparent through your words, concept, and even work ethic, that others can't help but follow in your desire to spread the message.





There are many stories in media—from television shows to movies as well as popular books, whose main characters are relatively naive and somewhat unskilled individuals. But it's their drive and passion for what they do that allows them not only to reach the top, but forge the strongest connections with others, as they inspire them with their desire to grow and convey their message. Whether you're a fan of Japanese anime or not—you've likely heard of the world famous and long-running series: Naruto. What we described in this paragraph and the previous one, is a pretty basic premise of this beloved animated series. It's protagonist so strongly believed in his goal (unironically, his catchphrase is: "Believe it!"), that he infected and drove others to believe in him to. Whether you're a fan or not, familiar or not, it's a familiar (and not to mention best-selling) story that can be applied in your own journey towards your dreams and aspirations.

Furthermore, don't underestimate your readers. Introduce and flesh out concepts through your writing, but allow your readers the opportunity to imagine and flesh out the world in their minds too.



Chapter: 4

Know Your Audience

“Reading is a conversation. All books talk. But a good book listens as well.”

Mark Haddon



Who exactly are you writing for? If a book is like having a conversation between the reader and the writer, then who is on the other side of the conversation? In this chapter, we discuss the importance of knowing one's audience to better write and mold the story to reach maximum sales.

Question After Question:

Who Exactly Is Your Audience, Anyway?

In this particular subsection, we will list down a few questions you can ask yourself in order to get a better picture or image of the audience you aim to write for—and the strategy or plan that you can take in order to write for this audience:

- **What theme or concept are you planning to write about? What is the main idea of your book?**

- o With this question, we can better understand what audiences are more interested in these kinds of themes or concepts.

- **How old is your audience? What is the age group of your target audience?**

- o If you already have a set audience in mind, research about the age range that your concept appeals to. Is it to children below seven years old? Is it for adolescents in their late teens—say fifteen to nineteen years old? Is it for young adults? Or is it for an older and wiser audience?



- **What are the qualities of your target audience? Describe them?**

- In television and advertising, producers and advertisers often come up with a profile for their target audience. This can be both demographics-wise and psychographics-wise.

- What jobs do they have? What are they looking for in life? What is their buying capacity?

- **What is currently in today that your target audience can identify with or has shown interest in?**


- As the generations change, so does the culture and pop culture? Is what you're writing appropriate to your target audience's tastes and preferences?

- **Are you writing for a specific socio-economic class?**

- What is the socio-economic profile of your target audience? Does your main message identify with this quality of your target audience?

- **What kind of language does your target audience speak?**

- Before writing, it's important to know that you're writing in a language or manner that your target audience can understand. The last thing you want to do is scrap and reword all your work because you finally realize that it's written in a language or style that your target audience doesn't identify with.



Looking for the Write (Right) Words



“Words were different when they lived inside of you.”

**Benjamin Alire Sáenz in Aristotle
and Dante Discover the Secrets of the Universe
(bookmark from The Quiet Ones Speak)**



How you write words may be different from how others perceive them. If you're writing to a specific audience, keep your audience in mind with the concepts and words you choose. I'm not telling you to completely write solely for the audience and neglect all the meanings you actually want to convey in the way you want to convey them, but what I'm saying is to always keep them in mind. When you're writing, think if the people who read it will understand it and be able to absorb your message. Use language that's appropriate to your audience. If your target is the everyman, you can't fill the pages and paragraphs with highfalutin and pretentious words—instead of getting your message across, you may alienate your audience instead. If you're writing to an academic audience, use words that are appropriate to the field—readers might get bored if you use the most simple and plain words possible.

Mull over your work when writing—don't be afraid to look back on what it is you've already written. When you release the words onto the book, you let it live in others. Be open and know that others may have different understandings and interpretations. No reading will be the exact same for each person. Even the simplest words have different meanings and elicit different reactions depending on the person. The word flower may conjure concepts and ideas of love, romance, and passion for some—while for others, flower may produce images of funerals, death, and loss. Although you are writing to a specific audience, it is difficult to control how exactly they will take it.





You've Got a Friend in Me

"You know you've read a good book when you turn the last page and feel a little as if you have lost a friend."

Paul Sweeney

As we've mentioned in previous chapters, it's important to connect with your audience. The story and the words in your book have to forge a strong bond with your readers, one that is even akin to a friendship. My mother used to tell me of her relationship with books—with the really good books that she cherished, she would breeze through the first chapters, aching to know the next event in the plot, only to read incredibly slow nearing the end, fearing that she would miss the book too much when it was finished and she had to put it down.



If you're writing a fiction novel, flesh out your characters and let your readers identify with them on an intense level—so much so that your readers will do as much as they can not to let the book go. Even if you're writing a non-fiction book, throw so much passion into your writing that it will just ooze off the pages and readers will have nothing to do but deeply connect with your work and output.




Remember to keep in mind, what does your audience like? How do they identify? How can you allow your characters and/or your message to relate and form a connection with your book?



Chapter: 5


Inspiration from the Past and the Present



It's important to have inspiration—especially when you're trying to reach your goals and sustain yourself in your journey. In this chapter, we are going to discuss how one can take inspiration from beloved writers from both the past and the present in order to improve one's book and make it a bestseller.

How Do I Do What They Do?

Don't be afraid to seek inspiration from your own favorite authors and the popular authors of today. Now I'm definitely not referring to plagiarizing or stealing—that is deeply frowned upon and should not be done under any circumstance. What I mean is, take inspiration from their styles and work ethics. Read about them, their writing habits, what they do when they write, and how they write. Many famous authors also hold master classes that are meant to help you better unlock and develop your potential as a writer.



When looking through their work, see what it is about their books that you enjoy. What is it exactly that you connect to? Is it the words they use? Is it their sense of world building and ability to describe and create scenery and environment? Is it how they flesh out their characters? Is it how they make their characters relatable—characters you both love and hate? Take notes from the greats—but don't copy off of them. Every person has their inspirations and people they idolize, who are yours? And what lessons can you take from them?






That's Totally In Right Now:

From Post-Apocalyptic Teen Novels to Journeys Towards Self-Discovery

As with pop culture and, well, culture in general—we will always find prevailing themes and trends among different societies and markets. It is just the truth when we say that certain themes are prevalent at certain times. Do you recall the time when everywhere you looked, there just seemed to be a young adult novel set in a post-apocalyptic world, starring a promising and talented young heroine or hero? Many of them were even made into movies: The Hunger Games Trilogy, The Divergent Series, and The Maze Runner Series—many people found similarities in the themes of these books, and many other authors were quick to capitalize on the rising popularity of these themes and concepts. As with pop culture and, well, culture in general—we will always find prevailing themes and trends among different societies and markets. It is just the truth when we say that certain themes are prevalent at certain times.



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I recall that my father, who used to write books, wrote for a certain publishing house. That publishing house—which I will not name—had a certain theme set for a year, and a story written would more likely be picked up and published if it fell under the theme of that year. Although this publishing house mostly produced children’s books, it’s not far-fetched to say that our market and book demand also heavily bases around the themes that are in and popular for that particular time period. From stories about vampires, to stories about magicians and wizards—be on the look out for a theme that you can picture yourself writing about, and grab the opportunity to ride on that wave.

The cons, however, of following certain themes is that you may get lost among the surplus—with so many books on this theme, how can you set yourself apart from the rest? Make sure you have a solid concept—don't just become another knock off of a popular series. Don't simply copy a book and change it around a little bit—mold your very own personal and unique story that also happens to be in theme.



With all the things, don't take other people's work as your own. That's stealing. Prove your mettle and your capabilities by creating your own works, but don't be afraid to of being inspired by the great works of others.




Chapter: 6

The Digital World of The World of Social Media

“I grew up in a physical world, and I speak English. The next generation is growing up in a digital world, and they speak social.”

Angela Ahrendts






The market of books right now is almost an entirely different world from what it was twenty years ago. Today, the digital world allows for the quick and widespread dissemination of information all with a tap of a finger. In this chapter, we will be discussing how the digital world and the development of social media have changed the game for markets everywhere—and how you can capitalize on these to further your books.

An Ever-Changing and Dynamic World

The world today is constantly changing. What was popular yesterday, is old news today. Within a tap of a finger or a click of a button, deep pools and wells are available in an instant. What then required physical labor and overcoming physical distances, now, can be delivered right to your screen. With the instantaneous information and data gathering and building, the world is constantly changing and evolving. The rapid development of technology has allowed for the rapid development of the world and society at large. Constant innovations are made each and everyday, and we, the citizens of the world, need to adapt to its dynamism and evolution in order to survive.



With the advent and invention of the internet, grew social media and online means of purchasing. If before, to get a book, you had to physically go to a bookstore and check out the available selections, today, you can browse through a website and purchase a book with the click of a mouse.



A Book in the Digital Realm: What's the Difference?

Don't scrimp on the chance to utilize social media and the features of the ever-changing and evolving digital world to your advantage. If you aim to write a bestseller, then use every facet and facility available to you.



All for One, and One for All

With all the platforms available, it wouldn't be wise to just sell your book on one. Make your title available to a larger audience through investing in different platforms. Sign up for memberships and invest in your credibility with the different purchasing platforms online: like Amazon, for example.




Clout and Connections

With starting a business or production, it's always helpful to have connections. In the age of the influencer, where the number of a following has a big say in one's success rate—invest in enough people to help get the word out there. Ask your friends to spread news of your book, the more eyes that see it, the more purchases you will get.

Personally, you can create a name for yourself and establish a presence in social media platforms. Since you're a writer, get people hooked on your words and ideas: already having a good following will make advertising and spreading news of your book easier for you in the long run.

Furthermore, since book sites show other people's thoughts on your work: invest in good reviews. Truly put your heart into your work, don't publish a first draft that you've hardly worked on. If you do, you might only gather up mediocre reviews that will hinder others from purchasing your book!



Buying Books Online

“Where is human nature so weak as in
the bookstore?”

Henry Ward Beecher

I’m not sure about you, but personally, I find myself much more impulsive when purchasing online. Such is as I’ve hear many of my friends and peers complain—they tend to buy more, or go on buying sprees, when the buying is online.

Not physically holding the item you intend to purchase feels less like you’re spending. Not holding the actual money you’re going to let go of also feels less like you’re spending. Capitalize on this in order to make your book a bestseller.

Another word of advice is that with online book purchasing sites, suggested purchases and links also have you checking out more and more books like yours available for purchase. That's why it also works to write about a popular theme—but that's a double-edged sword as there's more competition. Again, ride on the clout—but set yours apart.



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Thank You

We Welcome Your Feedback.

Feel free to get in touch with us for any
feedback or question.