

## **12 AUTHOR MARKETING MISCONCEPTIONS**

*And How to Save Yourself  
from the Fearful Monsters That Don't Exist*

The following is a *FREE* excerpt from  
***Write Brain/Left Brain:***  
***Bridging the Gap between Creative Writer and Marketing Author***  
by author and author success coach, Deborah Riley-Magnus.

## AFRAID OF MARKETING?

In the history of writing books, authors have never had to face the need to market their own books as much as they do today. With the numerous ways a writer can find publication these days, competition has become intense. In the last decade, the publishing industry has changed so drastically that authors have only one sure thing to hold on to; they can write books and get them published. Beyond this point be fearful territory dominated by dragons and hidden enemies determined to trip you up and throw you off your game. No wonder authors only want to write and hate to market. The biggest mystery about this terrifying new marketing responsibility is that it's not terrible at all. In fact it is authors themselves who have created the treacherous twists and turns that have dubbed marketing *the spawn of hell*.

The true horror of marketing is directly derived from the following dozen author marketing misconceptions, each and every one developed through fear and an unfortunate misunderstanding of what this powerful sales tool really is. I give to you the 12 Author Marketing Misconceptions, and how to save yourself from the fearful monsters that don't actually exist. Open your mind and take in the facts about this misjudged ally. You may discover that marketing is actually your partner and an invaluable collaborator in your quest for book sales.

## MISCONCEPTION 1

### **Marketing is Evil**

Believe it or not, I have heard this more times than I'd like to admit. Truthfully, marketing is not immoral or wicked, it isn't harmful, doesn't cause misfortune or suffering. Marketing doesn't have a dreadful character, it isn't angry or cruel, it has no bad intentions. Marketing doesn't cause mischief. Marketing will not steal your car.

Marketing can however help you buy a new car, a really great car with all the bells and whistles. To say that marketing is evil is to unfortunately admit that you have no clue what marketing actually is or how it works. It's all right; most authors are in that same misguided boat. See, the reality is that marketing isn't the nasty demon in an author's life, it is the simplest tool to master and can guide you the heavens...if you let it.

Understanding what marketing actually is will help. Marketing is the act of creating awareness of your book. You're already doing that a bit. You've told everyone you know about your book, again, and again, and again. See there's a difference between marketing and marketing well. You may be marketing with little results because you're repeatedly creating awareness to the same small audience. It's time to go wide instead of just Los Angeles rain puddle deep. Marketing is all about creating awareness to huge audiences, broad audiences loaded with people. If you build a following of these huge audiences and connect with them, you will have marketed well and created wide awareness of your book.

Once you've marketed well and wide, really nice things happen. Awareness is the groundwork for promotions and publicity. If people aren't aware of a book, they're less likely to respond to your promotions and purchased the book. If they're not aware of your book, they are also less likely to support your publicity. Marketing is extremely important because without that solid groundwork, you're doing nothing but spinning your wheels, begging the same people over and over to buy your book. That's just not fun.

## MISCONCEPTION 2

### Marketing Doesn't Work

If you hold the screw driver upside down, it doesn't work. If you don't plug in the copier, it doesn't work. Nothing works if you use it incorrectly.

Most authors see marketing as an intrusion into their writing lives. It seems like a foreign language meant to be spoken in a far off land they never heard of. Without an embassy or tour guide, marketing feels like something that simply can't work because there's nothing about it an author understands.

Authors with this mindset are still the amazing, creative people who wrote their book, but somehow taking shortcuts they never would have considered when developing plot or character, seem just fine for marketing that book. Authors seek the briefest, easiest, and most unobtrusive ways to use marketing that they can find or devise. Shortcuts are the name of the game and unfortunately, just as shortcuts don't work to write a great book, they don't work for implementing effective marketing. Twitter's fun, so they make friends and talk, they repeatedly ask people to buy their book and chit-chat about writing the next book with all their other Twitter author followers. They try silly puzzle promotions, quick online launch parties, and join every author book promotion event they can locate. That should do it, right?

Here's the unfortunate catch. All of these efforts are noble; they show motivation and willingness to be a good marketing author. The simple problem is that these authors are not using marketing correctly. Authors who fail at marketing do not fail in their intention to do it well; they fail at not plugging the marketing machine into the outlet, that's all.

Like everything in the world, marketing has a process. Cooking has recipes, games have rules, building a house requires plans. Writing a book well has the same kind of laws. So why would marketing be any different? Authors aren't afraid to plant a garden or bake bread, even though it's not what they do all the time and requires different sets of rules. To these gardening and cooking authors, it's just a cool new adventure. So is marketing. Marketing might not grow a perfect crop of zucchini or present the best spicy loaf of bread ever baked, but marketing can do something you want even more.

Marketing, when used correctly, can help you get massive book sales...and that tastes way better than any zucchini bread on the planet.

## MISCONCEPTION 3

### Marketing is Too Hard

Any effort in the world can be described as too hard, but all that statement really means is that the effort is considered too immense for the expected reward. Climbing Mount Everest is difficult, but not too hard for the people determined to reach the top. Walking on the moon was hard, but being the first country to have a man step foot on the moon was the prize and worth the effort. It wasn't too hard, was it? It was just hard enough.

To hear authors say that marketing is too hard tells me that they have not seen the value of the golden ring. Saying that marketing is too hard isn't actually an excuse for not trying, and I totally understand this. It's a statement drawn from terror of the unknown. Skiing down a double black diamond slope is too hard until the skier understands and masters the skills. Once the super steep slope is conquered, pride and joy replaces the fear that originally determined the task unjustifiable. That feeling of accomplishment was the reward, and well worth it.

Marketing is not hard at all, in fact it's extraordinarily easy once the author understands and masters the skills. However, the first hurdle is an even simpler one. How much is selling thousands of books worth to you? Is it worth learning and mastering a new skill? Trusting techniques you haven't heard from your author friends? Is it worth trusting the tried and true processes that have created success for centuries?

Yes, marketing is new to authors, but it's not too hard, especially if the author is seriously seeking sales success. There are the few authors out there who write for the art of writing and I applaud them. Personally, I'd rather lots of people read and enjoy what I write. It makes me happy, makes the readers happy, and makes my wallet happy too.

Whenever an author tells me that marketing is too hard, I usually ask one simple question. "Is it harder than never selling enough books?" They blink then slowly shake their heads. The beautiful fantasy of waking to discover their book has mystically appeared on the *New York Times* best seller list and Hollywood is reaching to them with open arms dissolves in a puff of sad smoke. Of course all of those fantasies can actually come true, but fantasy isn't a good success strategy. Best seller list makers and Hollywood producers are just like every other audience; they must be made aware of your book before they will seriously consider it. Marketing is the action of creating that awareness. If seeing one of your books on the big screen and winning an Oscar is the goal, marketing isn't too hard; it's the only road to the Grauman's Chinese Theater. If you seriously want to sell many thousands of books, marketing is the tool to get you on all the lists. Looking at your author success in this way, is marketing really too hard?

## MISCONCEPTION 4

### Marketing Takes Too Much Time

How much time does the average author spend on social networks? I did an informal survey once of 1,000 authors. 182 responded, and the average amount of time spent on Twitter and Facebook added up to a staggering four hours per day. When asked if these authors were marketing or socializing, over 79% of them sadly admitted to socializing with other authors. Yes they might have talked about marketing, complained about marketing, even strategized yet another free giveaway promotion. But actual marketing? Not too much took place among my surveyed author participants.

Most authors are not marketing at all. They are socializing and trying to figure out this marketing thing. Actual marketing includes the following tasks:

- Continuously build broad and wide following
- Write a daily Facebook post that interests those broad followers. Include an open ended question to invite response. Monday through Friday
- Tweet ten focused tweets to your broad following, tweeting for ten minutes in the morning and ten minutes in the afternoon. Be sure to log off between Twitter sessions. Do this Monday through Friday
- Write amazing blog entries that have nothing to do with the act of writing. Your blog entries should interest your broad and wide followers, not your author friends. Be consistent, blog every other week and never more often than that. Don't forget to end with an open ended question to invite comments
- Cross market by guest blogging on blogs written by people who are interested in the unique things inside your book. Never blog on another author's blog, and never let another author blog on your blog. Focus fully on your prospective buyers, not other authors
- Maintain an active and always interesting website
- Maintain a strong, accessible media page on your website loaded with events, activities, reviews, and updates

This list represents a powerful, simple, and easy to implement list of actual marketing activities, and all of this should take no more than one single hour each day. That's seven hours per week, completely focused on creating awareness. That's it. When marketing efficiently and effectively, no author can complain that they spend so much time marketing that they have no time to write. One tiny hour of the day should leave any author more than enough time to focus on their writing craft.

## MISCONCEPTION 5

### **Authors Are Creative, Marketing Is Not**

Legendary nineteenth century promoter P. T. Barnum marketed a simple circus as *The Greatest Show on Earth*. He understood that his circus was just a collection of animals, unique people, performers, and illusionists. He also understood that every other circus traveling the country had the same product. For him to call his circus *The Greatest Show on Earth* and actually sell it as *The Greatest Show on Earth* was extraordinary creative marketing.

Marketing is as creative as, and often more creative than, writing. Each and every author has their own circus of characters and locations and unique selling hooks. A book is just a book if you choose to look at the product that way. Such limited thinking leaves the author with nothing more than a pretty cover and a collection of pages behind it to market. It's the reason most authors think of their customers as book buyers, and not the massive broad or wide audiences they actually are. Take it from P. T. Barnum; you really should start looking at your book as a collection of unique elements that will draw people to it. When people love or relate to the unique hooks inside your book, they have a connection that elegantly leads to purchasing the book. After all, they love horses and your book has a cool horse in it. They already know they'll love the book because you reached out to them in social media places where they love to talk about horses. You understand them.

Authors choose to see marketing as not creative because they haven't seen the creative potential of marketing. They haven't realized how deeply connected good marketing is to the story they wrote. Everything you need to effectively market your books is already written inside your book. You're already a marketing genius; you just need to understand how to show it. All those creative twists and turns, all those imaginative uses of everyday elements, all those artistic inclusion of location, career, character strengths or limitations, all those inspired unique elements that make your story great, are also your book's unique hooks. Your book's unique hooks are the springboards for connecting with large audiences. Your book's unique hooks lead to cross markets where hundreds, even thousands, of people who love or relate to those unique hooks gather. Instant audience. The key is to create deep connections with those audiences, and numerous other unique hook target directions that still await your attention. Great marketing takes this creative process and layers it on top of more and more unique hook audiences until the author has developed a massive collection of people listening and interacting with them.

The idea that writing is creative, but marketing is somehow technical and difficult is completely unjustified. Marketing is intuitive and all effective marketing activities directly relate to the book you already wrote. If anything, writing and marketing are two

sides of the same coin. Understanding this and cultivating the flow of all this untapped creativity can only lead to compiling a whole mess of coins.

## MISCONCEPTION 6

### **There Is Marketing Strength in Big Author Numbers**

What do competitors do? They reach out to the same prospective customers in an attempt to sell a similar product. They try to outdo each other and never, ever let their competitor in to their secret strategy meetings. They hire professionals to help them look better, sound better, and sell better than anyone else that produces the same product. Do you think that the Hershey Chocolate executives hang out on Twitter with the Mars Chocolates executives? Share cool promotional ideas? Invite each other over to talk to their customers? Excuse my French but...HELL NO.

I've been in marketing most of my life and have never seen any group of competitors market as weakly as, or with less common business sense than, authors. I see, I really do. The author world is a scary place to be. Authors tend to gravitate to each other, seeking safety in numbers. They all suffer the same trials and tribulations. They're great support and always there to tell you how nice your book trailer is or that your website is perfect. Some of them have been doing this marketing thing longer than you have so you assume they know how. But honestly, have you ever sat down with a best selling author and heard them talk about their marketing strategies? Of course not. They'll talk about writing, plot, and character development, but they're not sharing their marketing secrets. You are their competition. Why would they?

There are times and places and very good reasons for authors to stick together, but none of those are for marketing. Marketing is a personal power you should never share with the competition. If you build a huge audience for your contemporary romance about a dog lover who owns a vintage clothing shop and hasn't had date in five years, you will be creating audiences interested in specific unique hooks that relate to your book and no one else's. You'll have collected thousands of dog lover Twitter followers and Facebook friends and you'll tweet about dogs that go to work with their owners. You'll blog about dog fashion. You'll hold book signings at pet stores. You'll build Twitter following and Facebook friends that love vintage clothing and jewelry. You'll blog about vintage clothing shops around the country. You'll create a unique hook guest blog tour with bloggers who focus on the topic of vintage clothing. You'll connect with and guest blog with young women who blog about trying to find the perfect guy. These are audiences and strategies of connection that will only work for your book. Why on earth would you let another romance author anywhere near your prospective buyers? And think about this, each vintage Facebook group has hundreds of followers, each vintage clothing blogger has hundreds of followers, each dog lover group has hundreds of members, and each Pinterest group that loves to dress their dog has hundreds of followers. With this simple, direct, unique hook approach to marketing you'll have reached thousands of people who will love the unique hooks inside your book. That's thousands of people your author friends haven't even thought about approaching.

Another thing authors have a terrible habit of is doing creating group promotions. Whether this promotion is live or online, you and your forty-nine author friends are basically all shouting to get the attention of the same fifty people attending the event. Too loud. Too much competition. Too little sales. Too many fishermen casting into one small pond. I would rather see you do a speaking and book signing event at a single women's group and sell fifty books to the attendees. You'll be one fisherman smiling out at a pond loaded with fish. Much nicer odds.

Keep close to your author friends for writing craft, but carefully steer clear for marketing. Contests, games, book trailers, or whatever the newest promotional flavor of the week is, it will be far too crowded with competition. Some of those ideas however might work for you at your own well-stocked fishing pond, so listen to the ideas. Just avoid joining in. You have many more well-stocked ponds to locate and cultivate, and many more books to sell. There's little time to waste on things that won't gain the same results.

## MISCONCEPTION 7

### **Free Book Promotions Create Book Sales**

Have you ever purchased a book after someone gave it to you? That would be dumb, would it? Even if the free book was excellent, have you ever run out to all your friends and told them to hurry and buy it? Most likely not. You might have thought it was kind of cool that the free item was actually any good. See, free is pretty low on the perceived value gauge. After all, if it's free, how good can it be? So if we know this to be true with any other widget given away for free, why do we imagine it's different for books? For *our* books, the ones we sweat and labored over?

A free book is not a sold book. In fact, a free book costs you money you should have made. Most times people load their e-readers or shelves with free books. When they decide to actually read a book, it's one they really wanted—and willingly paid for. Your book deserves that kind of respect.

Free book giveaways are great if you want to make it to the top free book list, although that's a rather dubious honor. If you can give away thousands of books, why would anyone actually buy one? They'll simply wait for your next free book, and if your next book isn't free, they'll look for someone else's free book. It's a vicious cycle that never actually sells books at all.

Some authors believe that if someone gets their book for free, it will create so much love and loyalty for the writing that the reader will wait with baited breath for the next book and buy it the moment it's released. Unfortunately so many books come onto the market every day so once the reader has finished reading your free book, there's a very good chance he'll get hooked on to a new author's work long before your next book becomes available. Your only connection with that guy is a free book he's already finished with.

There is only one way a free book promotion might create sales. If you write series genre books and perpetually give away the first book in each series, there's a very good chance that it will lead the reader to purchase the remaining books because they're already available.

Other than that, I'd like you to remember what your grandparents used to say. "You get what you pay for." That's why free is regarded as low quality. Stay away from anything that might give the impression that your book is anything less than the best quality available.

## MISCONCEPTION 8

### **You Can Only Sell Books to Book Buyers and Genre Lovers**

Who are book buyers? Seriously? Aside from book clubs, how are you supposed to connect with or even identify book buyers? Are they those pitiful few folks who roam around the brick and mortar bookstores? Exactly who are these book buyers authors speak of, and if book clubs are the only way to reach them, how limiting a marketing strategy is that? Extremely.

Genre buyers might represent a slightly larger audience, however if the author focuses on genre *book* lovers, they're in the same limited marketing boat with authors focusing on the illusive *book* buyers.

To sell large quantities of books an author needs to think bigger. If your genre is fantasy, it would be easier to locate fantasy fans through fantasy films and television programs. These movies and shows are extremely active on social networks. Each movie and television show has Twitter, Facebook, and Yahoo group accounts loaded with people who love dragons, the fae, and werewolves. The same works for adventure, mystery, romance, historical, and horror. Use your marketing muscles and think bigger than just genre books, think about everything these people like and everywhere they gather. That's one of the ways to build great following for your marketing efforts.

Marketing is all about connecting people with the things they love within your book. It's fine to start with genre, but foolish to waste time putting all your energy into the elusive book buyer and book clubs. Genre can lead you to lots of people who love the elements right inside your stories. That's the lowest hanging fruit. Go for that first and build from there.

By taking your mind away from *book* marketing and into *actual* marketing that connects your book's story elements with large audiences that love the elements within it, you'll find far more options for creating massive awareness for your book.

## MISCONCEPTION 9

### **Marketing is Too Expensive**

Any cost that proves greater than the sales result is too expensive. Promotional items are expensive, swag is overpriced no matter what the cost, and book giveaways are costly. None of these are marketing. Promotional items and swag do not sell books. Tee shirts do not sell books. We've already talked about how free books do not sell books. Again, none of these are forms of marketing. Promotional items cost money, marketing does not.

For decades authors have clung to the idea that they must give away bookmarks, even though a large portion of the books sold these days are e-books. Because other authors have postcards, all authors feel it's vital to also have postcards. Again, none of these items are forms of marketing. Bookmarks, postcards, magnets, and imprinted bags cost money. Marketing does not.

Advertising in a newspaper and purchasing a billboard or radio commercial for your book is not marketing. It's advertising. Advertising costs money. Marketing does not.

Yes, many super successful authors hire publicity agents to manage their exposure and help grow their fan base. These authors can justify the cost of the agency because their sales are already above that cost. These authors are not you...yet. When you reach best selling status, you too can make that hiring decision. The fact that this particular misconception—marketing is too expensive—exists, tells me that the authors saying such a thing, have not really jumped into the deep end of serious marketing.

Marketing is creating awareness, building audiences, and connecting with those audiences through your book's unique hooks. We live in an internet, email, and online world and the massive number of venues, connections, and social networks available to us at no cost is mind boggling.

Off the top of my head, this is a list of no cost online directions for an author to use: Twitter, Facebook, Pinterest, Yahoo groups, Goodreads, YouTube, Instagram, Tumblr, Reddit, Google +, LinkedIn, MeetUp, unique hook bloggers, online unique hook blogs and business websites, and unique hook discussion boards.

Every one of these social networks is available to authors at no charge. Every one of them has categories and groups loaded with your book's unique hook lovers. The only expense to the author is the time spent cultivating great unique hook audiences that have the potential for massive sales and long term fan loyalty. I strongly suggest that it is worth the time; after all, if the author is spinning their wheels and selling few books, isn't

the time better spent trying something the rest of the product marketing world knows works?

It's too expensive to choose not to market correctly or well. I have seen authors give up writing altogether because of their lack of marketing understanding. Disillusioned that no one loved their book because so few purchased it, they hung up their writing hat and moved on, thinking themselves a failure. Such a waste, especially since a few marketing tweaks and some enthusiasm would have changed their future and saved their author career.

I will say that there are few minor expenses every marketing author should take on. You will be speaking and signing books, so have a large banner or poster made for those occasions. Do a price comparison and get the best deal. You should also always have professional looking business cards, complete with your email address, business address, phone number, and buy links. These are invaluable.

If your publisher charges you for the books you'll be signing and selling, the price will be below the price you'll sell the book for, sometime less than half the retail price, so sales made are at a profit or at least break-even.

The only other expense is the standard cost of keeping printer ink on hand for printing out fliers for your events. Other than a banner, business cards, and books there are no other costs you should need to take on. It's all in an effort to develop loyal fans that will be there for your next entertaining speaking/reading/signing event.

## MISCONCEPTION 10

### **Reviews Are the Most Important Road to Big Book Sales**

Some authors pay for reviews. Some desperately give away books to readers in hopes of loading Amazon with great reviews. Others still insist that without reviews on official review sites they can't talk about their book to anyone.

This is all connected to a bigger problem authors carry just under the skin. Fear. They're afraid to tell people about their book until they're sure the reviewers have given it a thumbs up. Another extension of this fear has to do with when the author begins to market their book. Waiting for a review or ten is too late.

It's never too early to start creating awareness. Even if you're still writing the book, build unique hook following and cultivate connections with those audiences. If you wait until your book is released, it's too late. You will have months of locating and building unique hook audiences to approach with your marketing. But if you do this early, those audiences you've connected with, blogged to, related to on Twitter and Facebook, are ready and waiting for that book to be available. They already know they love the elements inside the book. They already know they like you. They're right beside you all the time, daily on your social networks, interacting with you in your blog comments, and chatting with you every chance they get.

It's not reviews that sell a lot of books, in most cases it's the waiting audiences and your well planned marketing that sells a lot of books. Reviews are great, and if you use them right, they can give you cool bumps in sales as the reviews come in. Each review is something new to talk about on your social networks and in your blog and website. Reviews have their place but it's a terrible, debilitating misconception to think that without great reviews you can't get great book sales.

The only people who should receive a free copy of your book are book reviewers. They have a reason for receiving those free copies. Readers do not. Free books to readers can't even guarantee a ho-hum Amazon review. At least a real reviewer will put your book into a queue for review to their blog or reviewer site followers.

Be sure to send out requests for reviews to at least thirty, and ideally fifty, appropriate reviewers. Set yourself up with a Google alert for both your pen name and the book title, that way you will learn that a review is posted often before the reviewer even tells you. When a review is posted, promote that review on all your social networks along with the link to the reviewer page. This helps promote the reviewer and they will appreciate that next time you make a review request.

Use great reviews just like you will use any other bit of news. Post them into your website media room. List them on your website or blog. Revisit and promote them again, months later when you're working with a new unique hook audience. Those new unique hook lovers will appreciate seeing that review, too. Even though it's a few months old it's all new to them.

Reviews are good. Reviews are important. They're a valuable tool for your marketing. However, reviews are not the most important road to big book sales. They are just one of the many cogs in your amazing marketing machine.

## MISCONCEPTION 11

### Book Signings Should Only Be Held in Bookstores or Libraries

You are not boring. Your book is not boring. So why in the world would you choose such a boring location for a book event? A much bigger question—why on earth would you hold a book signing in a place loaded with your competitor’s books?

If you are thinking that a bookstore is the perfect location because that’s where book buyers are, think again. Take a field trip to any brick and mortar bookstore. Spend a few hours. Go there during different times of the day and evening. Go several different days of the week, including the weekend days. You may be surprised at what you see. Unless it’s the Holidays, I guarantee that you will seldom see more than fifteen customers in that store on any given day or hour. Is that the massive number of book buyer shoppers you were hoping to tap into by holding your event in that store?

Libraries are also boring. The readers you might be hoping to attract are there, the only problem is that those readers prefer to borrow their books, not necessarily buy them.

Since you are not a boring person, in fact you are an extraordinarily talented and creative person, it’s time to step away from the bookstore book event concept and create great events that entertain, interest, and attract your unique hook audiences.

Here’s a list of cool ideas for several different unique hooks. You can surely come up with a million more.

<u>Unique Hook</u>	<u>Unique Locations for Book Events</u>
Dogs	Dog Parks, Animal Rescue League, Pet Supply Stores
Country Music	Cowboy Boot Stores, Country Music Festivals, Rib Cook-Offs
Cupcakes	Bakeries, Coffee Shops, Baking Clubs, Baking Supply Stores
Gardening	Gardening Clubs, Seed Stores, Community Vegetable Gardens
Civil War	Vintage Clothing Shops, Civil War Reenacting Events, Antique Shows
Motorcycles	Harley Dealerships, Bike Gatherings, Biker Boot Stores
Wizards	New Age Shops, Tarot Card Group Events, Crystal and Mystical Shops
Tattoos	Tattoo Shops, Tattoo Shows, Tattoo Supply Stores
Vampires	Blood Banks, Psychic Vampire Gatherings
Wine	Wineries, Wine Tasting Events, Wine Making Clubs

As you can see, there are many places for book events, and as indicated by the unique hooks listed, each unique hook offers a few different directions to go.

Several things happen when you think this creatively. Your event is more interesting and entertaining than the stuffy old bookstore events. You will have tapped into people who love those unique hooks because your event is in a place they'd love to visit. When you send a press release to the local newspapers about this book event, the reporter will find it interesting. He might even attend and write a story about you. When you notify the papers for their calendar of events, you'll be the only book signing event in a place no one ever thought of before. Finally, your event will be much more fun for you and those attending. Creativity is the best, the most effective...the **ONLY** way to market. Use that amazing creative power inside of you and your book to craft book events people will talk about for a long time. I promise you will sell far more books at one of your unique hook related locations than you will at any bookstore.

## MISCONCEPTION 12

### **The More Books an Author has Available, the Higher the Book Sales**

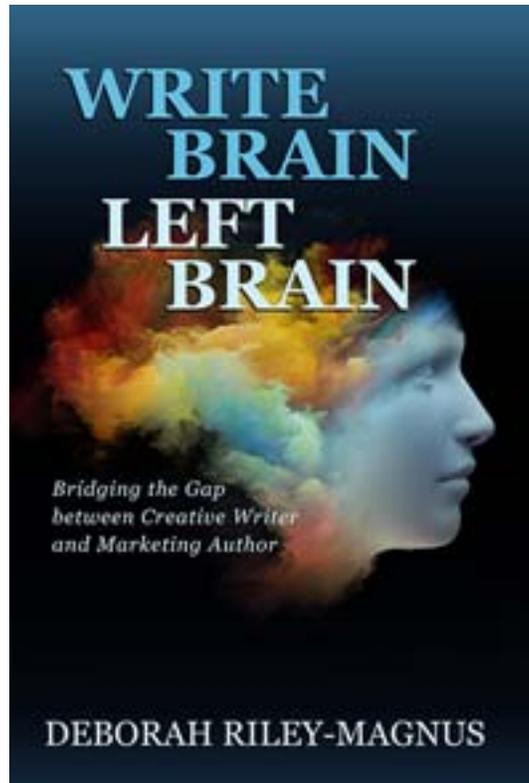
This one is simply not true or even logical. I have seen authors scramble to have as many books available as possible in a short span of time. They're sure that ten books will gain sales ten times bigger than one book. This theory is seriously flawed.

It takes some focused time and energy to market one book well and reach its full sales potential. Having the next, and the next, and the next book released before you've done everything you can to build audience, cross markets, and great sales for the first book, is actually counterproductive. You haven't given yourself a chance to establish a loyal fan base to build upon.

Only well marketed books sell well. Too many books mean too much marketing work. No author can effectively market several books at once. The key is to build audience on top of audience, cross market layers on top of cross markets, and when the book has reached its full sales potential, the next book can be marketed atop the strong base you have built. Then you can move on to the new book's unique hooks and grow from there.

So no, having more books available does not mean that you'll make more sales at all. It simply means that you have more books to market.

And that's all I have to say about that.



## ABOUT THE AUTHOR

Deborah Riley-Magnus is an author and an Author Success Coach. She has a twenty-seven year professional background in marketing, advertising, and public relations as a writer for print, television, and radio. She writes fiction and non-fiction.

Since 2010, she had two novels released. In 2013 her nonfiction, *Finding Author Success* (Second Edition), and *Cross Marketing Magic for Authors* were released. Her newest book, *Write Brain/Left Brain*, focuses on bridging the gap between the creative writer and the marketing author.

Deborah produces several pieces monthly for various websites and online publications. She writes an author industry blog and teaches online and live workshops as The Author Success Coach. She belongs to several writing and professional organizations.

Deborah has lived on both the east and west coast of the United States and has traveled the country widely. She is a native of Pittsburgh, Pennsylvania and recently returned after living in Los Angeles, California for several years.

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I should be sooo tired!

***Write Brain/Left Brain:  
Bridging the Gap between Creative Writer and Marketing Author***  
Available on Amazon, B&N, Kobo