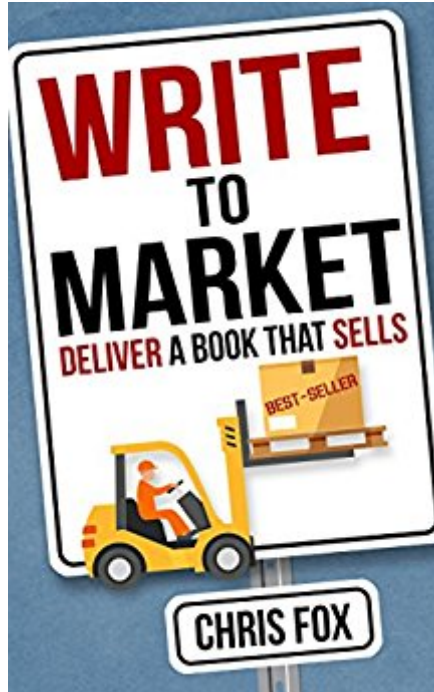


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Write To Market: Deliver A Book That Sells (Write Faster, Write Smarter 3)



Synopsis

Many authors write, then market. Successful authors write TO market. Have you written a book that just isn't selling? Would you like to write a book that readers eagerly devour? Many authors write, then market. Successful authors write TO market. They start by figuring out how to give readers what they want, and that process begins before writing word one of your novel. This book will teach you to analyze your favorite genre to discover what readers are buying, to mine reviews for reader expectations, and to nail the tropes your readers subconsciously crave. Don't leave the success of your novel up to chance. Deliver the kind of book that will have your fans hounding you for the next one.

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Customer Reviews

I received an ARC of this book. I'm going to speak directly to people steeped in the myths of traditional publishing. (I mean myths in the poststructuralist sense, here, not in the sense of 'fibs'. They were 100% true 15 years ago. They are not now, and no amount of closing our eyes and wishing the world were different will change the new reality.) Some of you are probably going to find this great advice hard to hear. And I understand why! In the old publishing world, there was no

reason to study trends in book popularity and try to write with them in mind. Even if you already had an agent, and even if you were a fast writer, and even if your editor at X house was going to accept this book in a new sub-genre from you, you were still 18-24 months away from seeing your book in print. It made no sense to study the market and try to provide readers with what they wanted today. By the time you had (if you could even navigate the obstacle course of traditional publishing), readers would want something else. It is not that world any more. In this world of the indie author-entrepreneur connecting directly with readers, you can study what readers are hungry for today, and--through simple acts like reading their reviews of books they love--why. And then you can say, "You know, that's what I loved about that book too. And I think I can write that sort of book. And you know, I think it'd be a great deal of fun! And because self-publishing at has allowed me to make a living at writing (or cut down on the day-job hours), I can get a book out pretty quickly and make some of those readers happy with it this year." To me, making readers happy seems a noble goal. Want me to be less noble and more mercenary?

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