

FROM PEN TO PROFIT

MAXIMIZE YOUR AUTHOR
EARNINGS

INDIEAUTHORREVOLUTION.COM

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**DISCLAIMER: RESULTS MAY VARY. FOLLOWING THESE TIPS
DOES NOT GUARANTEE ANY SALES OR REACH.**



GOALS

Set Realistic Expectations

Let's get real for a second: while it's *totally okay* to dream big, it's crucial to set **realistic** goals when publishing your first indie book—especially if you're picturing bestseller lists and movie deals right out of the gate.

REALISTIC GOALS

Most debut indie authors sell **less than 250 copies** in their book's lifetime, and according to the Alliance of Independent Authors, less than 10% of indie authors make a full-time living from their books. That's not to say you can't be one of them—but thinking your debut will pay off your student loans in a month might leave you more heartbroken than your plot twist in Chapter 17. Setting attainable goals like gaining your first 100 readers, collecting 10 reviews, growing your socials, or building an email list is not just realistic—it's smart business. Every author empire starts small. Focus on sustainable growth, not overnight success, and your future self (and bank account) will thank you.

YOU NEED GOOD PRODUCT

Here's the hard truth wrapped in love: no amount of marketing magic, fancy covers, or viral TikToks can save a poorly written book. You might be able to convince readers to buy your debut once—but if the story is riddled with plot holes, typos, or underdeveloped characters, they won't be back for book two. Worse, they might leave a brutal review that scares off future readers. Before you dive into profit strategies and sales funnels, take a breath and ask yourself: Is my book really ready?

Investing the time (and sometimes money) into editing, proofreading, and crafting a genuinely compelling story will always pay off more than a flashy launch. A well-written book creates repeat readers, lifelong fans, and more profits in the long run.

YOU HAVE A GREAT BOOK. NOW WHAT?





PLANNING

Think Maximizing Income

Writing in a series is one of the smartest ways to maximize your income as an indie author. When you create a world readers fall in love with, they want to come back. You're not just selling one book—you're selling an experience they can return to again and again.



PLAN A SERIES

PDF Worksheet Download Included

WHY?

- Creates a beloved world.
- Series tends to create fandoms.
- Quicker releases due to only needing to world-build once.
- Can generate mass sales.

HOW?

- Keeps revolving attention on your works.
- Each release brings in NEW readers.
- Depends world & character intimacy = fandoms!



IN-WORLD STANDALONES

- Brings non-series readers into your story universe.
- Can create a ambiguous end.
- You can use what is TRENDING in shorter standalones to gain traction in algorithms.

TIP FOR SUCCESS

- Appeal to your widest audience first, and narrow down with each book in the series.

PACKAGING

BECAUSE PEOPLE DO JUDGE BOOKS BY THEIR COVER

PROFESSIONAL COVERS

- Is it legible?
- Is it compelling?
- Does it match your genre?
- Should draw readers in just by the cover alone.
- Do NOT use AI-Generated art.
- Hiring a cover artist is an expense, but could make or break your success at launch.

COMPELLING BLURBS

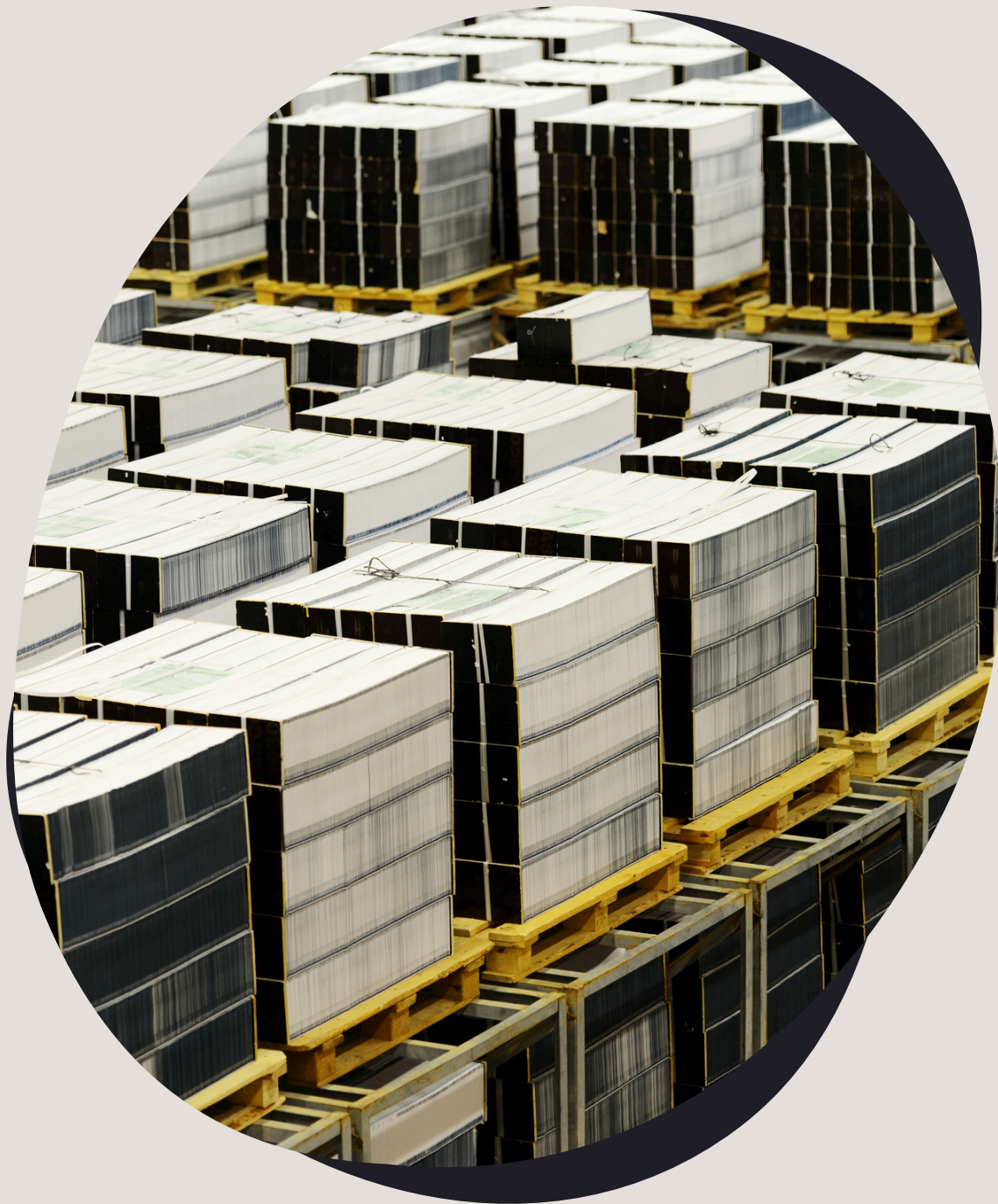
Using tropes vaguely in your blurbs can help you to reach your target audience. Leave your readers **NEEDING** to know more.

STAY "ON-BRAND"

If you don't know what your brand is, ask your readers / followers!

Match your packaging to your content. Being consistent will help you remain recognizable!

@INDIEAUTHORREVOLUTIONLLC



DISTRIBUTION

GET YOUR BOOK IN FRONT OF READERS

WHAT'S IMPORTANT



REACH & EXPOSURE

Where can you get the largest pool of readers?

Do they offer multiple format options to maximize your potential income streams?

Reach out to bookstores to see about in-store options.



HYBRID STRATEGIES

You can sell through a Print on Demand Service AND sell direct to readers yourself.



PRICING IMPACTS PERCEPTION

Different price ranges attract different readers. Sticking to a high price point may seem appealing to you as the author, but not so much to your reader.

PRICE MATCHES VALUE

Adjust your price point to each format. A paperback and special edition hard cover should not be the same price, but should still be reasonable and match your book's value.

TEST PRICE POINTS

You're not required to stick to ONE price. You can test over time with ads, deals, etc to see what works best with your audience.

EXPANSION OPTIONS



AUDIOBOOK



DIRECT SALES



HARDCOVER



TRANSLATIONS



SPECIAL EDITIONS



COLLABORATION

Group Anthologies &
Book Boxes



MARKETING

Grab Readers N' Keep 'Em!

WWW.INDIEAUTHORREVOLUTION.COM

CREATIVE MARKETING

SELL YOUR BOOK WITHOUT SOUNDING LIKE A SALESPERSON

Engaging Call to Actions

Teaser Trailers

Gushing Over Your Cover Artist

Bonus Scenes & Stories

Thank Readers for Their Reviews

Exclusive Newsletter

Mood / Character Boards

Character Art

Behind The Scenes Content

Maps & World Teasers

Group BookBub Promotions

Comp Titles

Joke About Your Typos

Test Different Blurbs

Advertise Your Editor

Tropes / TW Shopping Lists

Share Your Research

NEWSLETTERS

DIY NEWSLETTER DOWNLOADABLE PDF INCLUDED

Why do you need a newsletter?

YOU OWN IT

You can back it up, port it to another company, and hold onto it no matter what. You earned those fans. Keep them!

QUALIFIED LEADS

You can market every new release or product to a list of pre-qualified leads. This means you're selling to a group of people WHO ALREADY LIKE YOUR STUFF.

"FREE" MARKETING

It's much cheaper to email your existing list than to find the same amount of new readers again with advertising.

LONG-TERM STABILITY

Over time, your list can grow enough to make you less dependent on algorithms or "organic reach" to sell your books. You become less vulnerable to release day kerfuffles.

REMINDER: MARKETING PLANS ARE NOT ONE SIZE FITS ALL
BY APPLYING THESE TIPS TO YOUR BRAND, YOU
CAN MAXIMIZE THE REACH OF YOUR BOOKS.

Happy Publishing