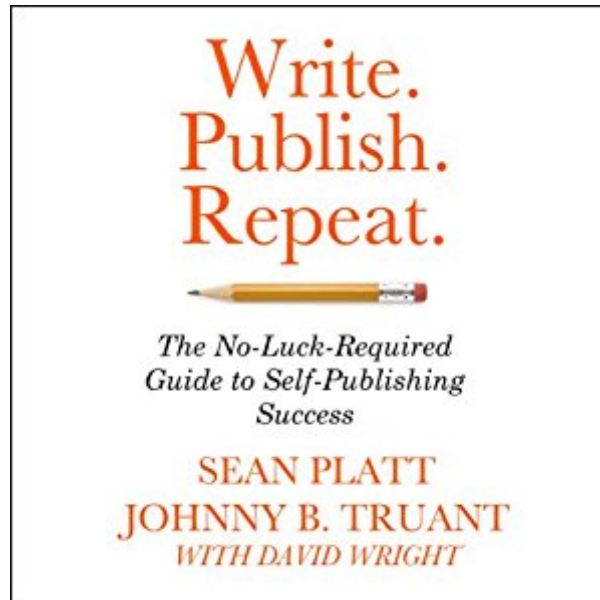


The book was found

# Write. Publish. Repeat.: The No-Luck Guide To Self-Publishing Success



## Synopsis

In 2013, Johnny B. Truant and Sean Platt published 1.5 million words and made their full-time livings as indie authors. In *Write. Publish. Repeat.*, they tell you how exactly how they did it: How they created over 15 independent franchises across 50+ published works, how they turned their art into a logical, sustainable business, and how any independent author can do the same to build a sustainable, profitable career with their writing. *Write. Publish. Repeat.* explains the current self-publishing landscape and covers the truths and myths about what it means to be an indie author now and in the foreseeable future. It explains how to create books your readers will love and will want to return to again and again. *Write. Publish. Repeat.* details expert methods for building story worlds, characters, and plots, understanding your market (right down to your ideal reader), using the best tools possible to capture your draft, and explains proven best practices for editing. The audiobook also discusses covers, titles, formatting, pricing, and publishing to multiple platforms, plus a bit on getting your books into print (and why that might not be a good idea!). But most importantly, *Write. Publish. Repeat.* details the psychology-driven marketing plan that Sean and Johnny built to shape their stories into "products" that readers couldn't help but be drawn into - thus almost automatically generating sales - and explores ways that smart, business-minded writers can do the same to future-proof their careers. This audiobook is not a formula with an easy path to follow. It is a guidebook that will help you build a successful indie publishing career, no matter what type of writer you are...so long as you're the type who's willing to do the work.

## Book Information

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## Customer Reviews

It's kind of like seeing somebody walk down the street, and noticing that his fly is open. He doesn't know why you're looking at him, and he may not know that he's embarrassing himself, but the fact is he left his fly open. He wasn't thinking when he put on his pants, or after he relieved himself. Either way, he's doing something he shouldn't be, and it draws your attention. Now imagine this person is presenting himself as an authority on fashion. This isn't just somebody you happened to see walking down the street, this is somebody is telling you that he knows how fashion works; that he's an expert on how to put together an outfit, and how to present yourself at your best. This is somebody who somehow managed not to notice that his fly was down, and it makes a difference. Tell me where your confidence level would be at this point. Sadly, that's the way I felt about this book. I went into it hoping that I was going to get some juicy tips and sage advice behind all of the productivity implied by the conversations I hear on the podcast these guys produce. I still listen to the podcast, and I enjoy it, but it's disappointing to see the actual writing their method produces. I guess I should have known when I look at the preview, and noticed that they were using the word I in the clause, "But even with only Sean and I writing," where they should have used me or, arguably, myself. It's not a really big thing. You have to be a grammar sticker these days even to worry about it. But still, these guys are passing themselves off as authoritative writers and publishers. They should take a stronger position than the lay reader on the correct use of language. Personally, I like watching the way language evolves.

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