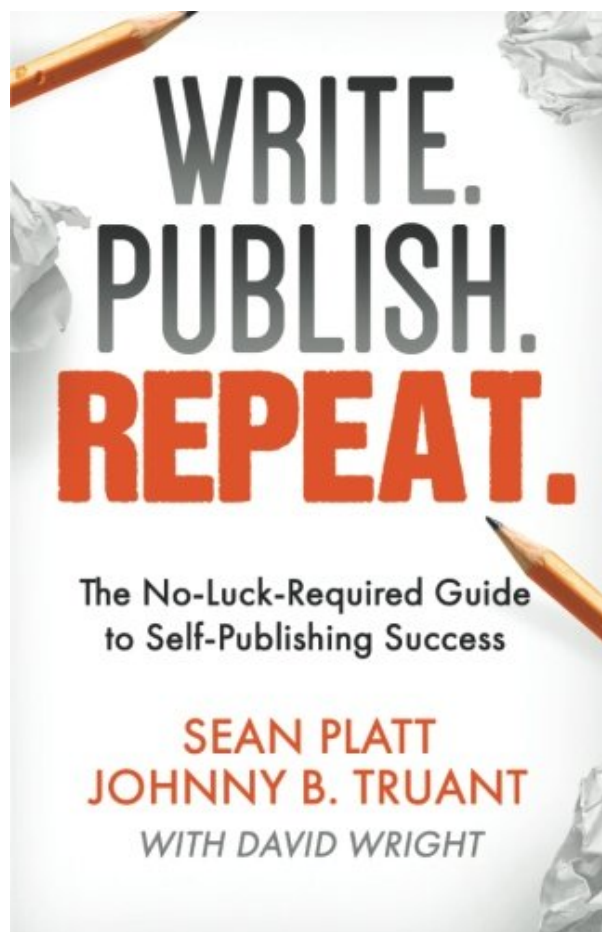
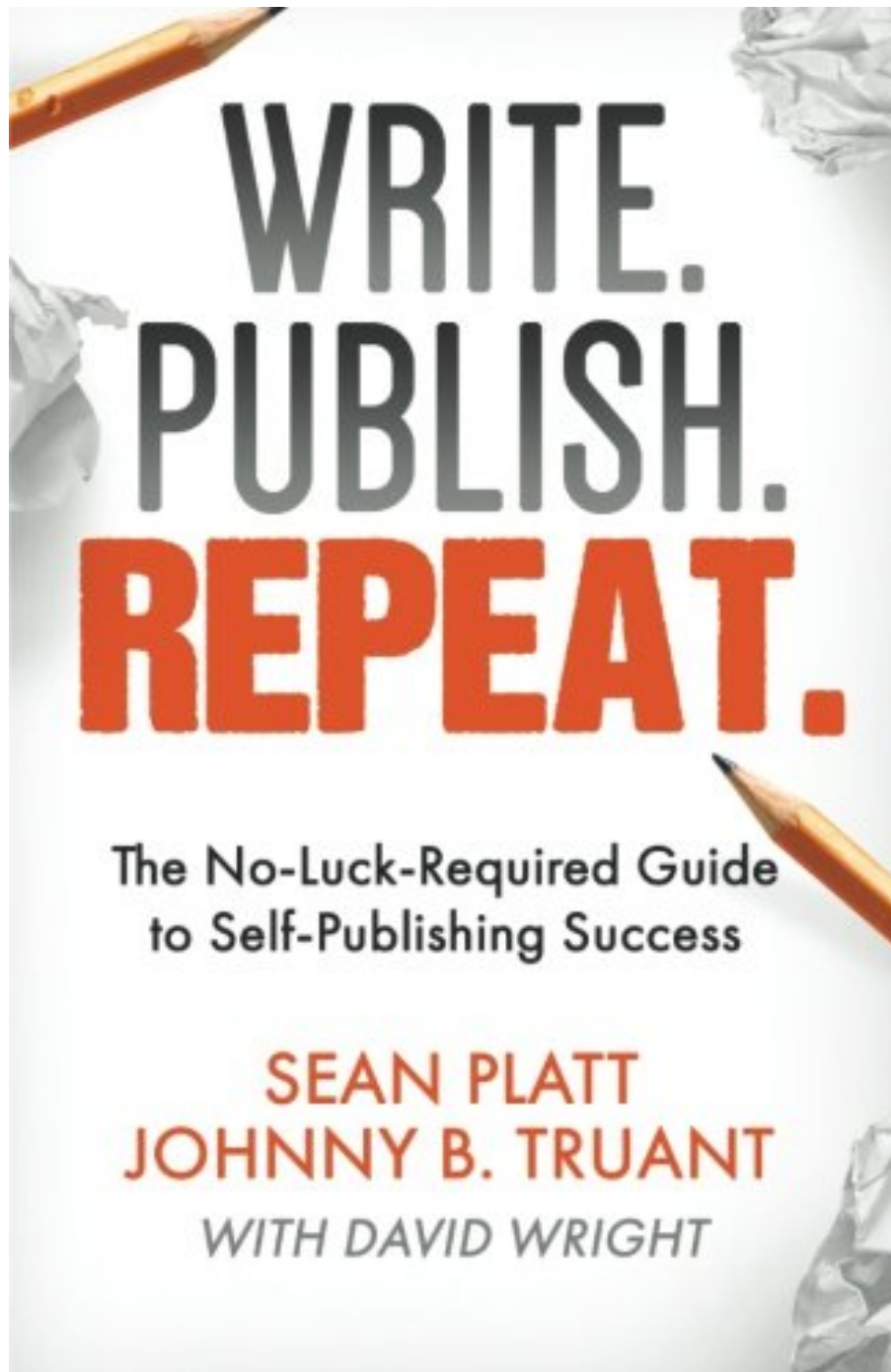


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About the Author

Johnny B. Truant is an author, blogger, and podcaster who, like the Ramones, was long denied induction into the Rock and Roll Hall of Fame despite having a large cult following. You can connect with Johnny on Twitter at @JohnnyBTruant, and should send him an email at johnny@johnnybtruant.com if the mood strikes you. Sean Platt is speaker, author, and entrepreneur. He is co-founder of Collective Inkwell and Realm & Sands, writes for children under the name Guy Incognito, and has more than his share of nose. You can find Sean at SeanMPlatt.com, Follow him on Twitter at @SeanPlatt, or email him at seanmichaelplatt@gmail.com. Johnny and Sean, along with David Wright (the guy whose curmudgeonry stance on western research inspired the Unicorn Western series) host two podcasts: the horror/comedy show *Better Off Undead* and the *Self Publishing Podcast*. Both podcasts are available on iTunes and the other podcast directories, as well as on Stitcher Radio, and both are for mature audiences only.

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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 book 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 book 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.

- Sales Rank: #53786 in Books
- Published on: 2015-07-27
- Original language: English
- Dimensions: 8.50" h x 1.10" w x 5.50" l,
- Binding: Paperback
- 438 pages

About the Author

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Most helpful customer reviews

69 of 72 people found the following review helpful.

Best Book on Self-Publishing that I have ever read.

By John Ward

There are a lot of great things I could say about this book. It's funny. It's informative. Rather than going through a bullet point list of its many merits, let me focus on the quality that I enjoyed most.

The best thing about this book, to me, is that it is devoted to teaching you how to think. You won't find screenshots teaching you how to format your files for the different online retailers or step-by-steps walking you through how to fill out a product description. The advice in this book will not only help you today, but years from now. I feel confident saying that because the focus is on how to approach situations. It will show you what type of thinking and the attitude you should as you try to build a career. They will teach you how to CREATE opportunities (they are serious about the 'no luck' part) for yourself.

In this book, Sean, Johnny and Dave advocate a systemic and repeatable approach that takes the guesswork out of being an author. The work ethic and can-do attitude that fills every page appeals to me so much. It's inspirational and motivational. Reading the book really makes you believe that it's possible to approach a writing career as a business person instead of that guy risking everything on a roll of the dice. You don't have to hope and pray that you get lucky. There is a line in the early part of the book that says: "Success comes from hard work and the accumulation of small numbers." That is such an awesome sentence, but more than that, it's an awesome philosophy.

Ultimately, that's what this book is about. It teaches you how to win a lot of small battles that have the cumulative effect of leading you to a life of victory. If you want to learn how to make it as a self-published author, do yourself a favor and buy this book. Read this book and keep it close by so you can read it again.

25 of 27 people found the following review helpful.

Long-winded, Self-Indulgent, Not for Romance Authors

By Carmen C

I've read several books on self-publishing and I've picked up several tips from most all of them. The best tip I got from this one is to put links for your other books in the back of the book. Gee! Brilliant, right? Reading this book I felt like I was listening to a bunch of guys sitting around enjoying hearing themselves talk. Ad nauseum. Guys who are quite in love with themselves and super proud of the fact that they wouldn't get a real job even if their family needed them to (I feel so sorry for their wives.) They even spent a whole chapter on social media telling us why they aren't going to talk about social media. (because they don't know anything about it. Hello, that could have been said in a sentence, not a whole chapter.) This book desperately needed a good editor, preferably one outside their "fan club."

I am sure that fans of their podcast will LOVE this book, and that is their audience. But if you are looking to publish romance this is not the book for you. Why? One of the authors of the book on self-publishing romance tells us she makes 30% of her income from foreign markets while these guys say - foreign markets aren't worth your time. Don't bother. Really? In this global economy with the increase expected in eBook sales in India? Really? They continually talk about their slutty friend (their words, not mine) who writes erotica, but rather than offering us any gems one can use (besides FREE books, another brilliant tidbit), it comes off more like an episode of Beavis & Butthead develop a crush on the cheerleader next door with the bad reputation. These guys sound like they are very successful authors and I wish them all the best. I just won't be reading any more of their books. Not for me.

182 of 194 people found the following review helpful.

IMO, the best book on self-publishing.

By David Gaughran

I have a pretty popular blog on self-publishing, and I've written a couple of books on the topic myself - meaning I've read a lot on the topic and come across lots of different strategies and approaches to building a loyal audience. For my money, this is the best book on self-publishing out there.

It doesn't matter if you are a beginner, someone who has published a few books, or have a lot of experience, you will get a huge amount from this book, which is jam-packed with all sorts of useful information. It's like a How To on how to build a publishing empire. I had several lightbulb moments reading this book, and I know you will too.

These guys know what they are talking about, they have published millions of words, self-published to great success, sold a series to Amazon, and built a loyal readership that will follow them anywhere.

And they tell you how to do it too. Do yourself a favor and grab a copy.

EDIT: I received an ARC of this book, but without any agreement to review, let alone give any certain type of review. I receive tons of ARCs all the time and most never even get read, let alone reviewed...

See all 749 customer reviews...

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