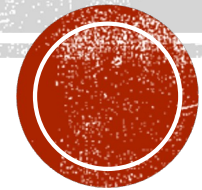


THE WRITER MINDSET

Craig A. Hart

February 11, 2023



OUTLINE AND OBJECTIVES

1

Shifting your
mindset from
writer-artist to
writer-marketer

2

Understanding
your writing as a
business

3

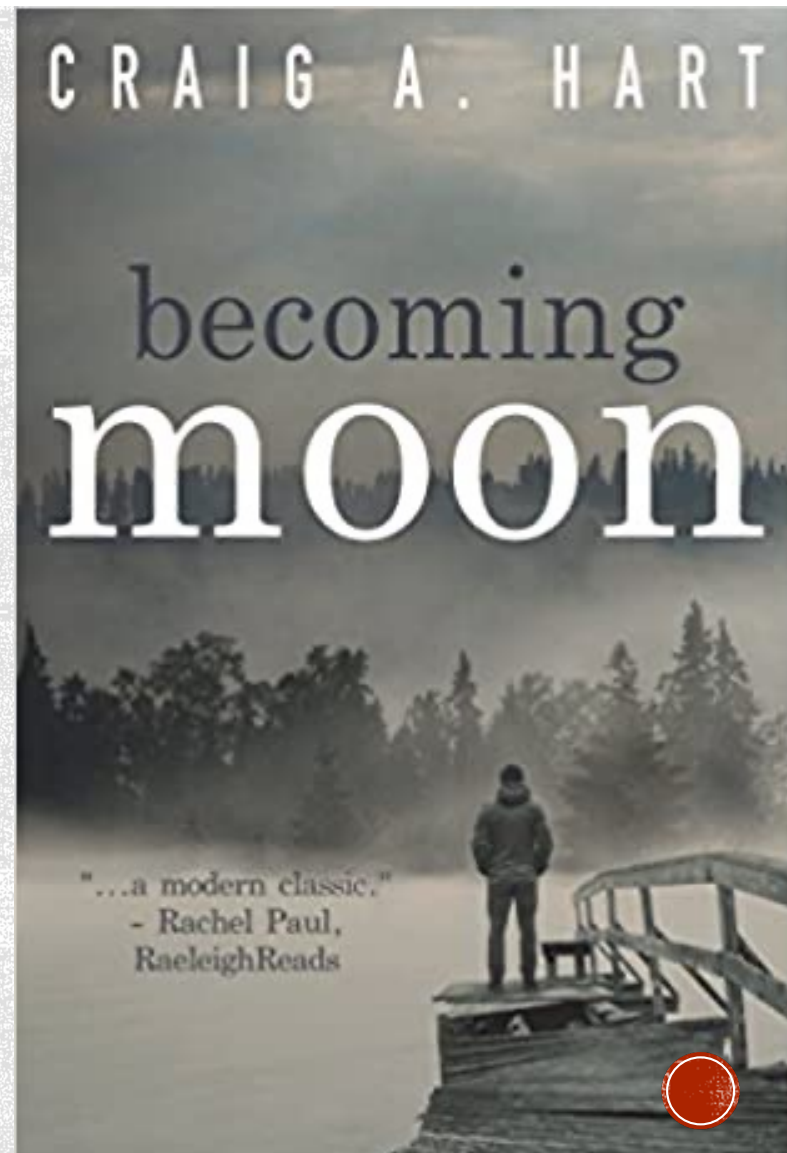
Looking at your
book as a product



HALLMARKS OF A WRITER-ARTIST

- Love to write.
- Writing is personally fulfilling.
- Have something to say.
- Want to make a difference.

AND THERE IS NOTHING
WRONG WITH THESE THINGS!



MOVING FROM WRITER-ARTIST



- But that didn't sell books




MORE AND MORE BOOKS

- Non-fiction
- Essays
- Short Stories
- Literary Magazine





MYTH



If I just put
enough stuff
out there, it
will get
noticed.



**I NEEDED A
SHIFT.**



S.M.A.R.T. GOALS

Specific

Measurable

Achievable

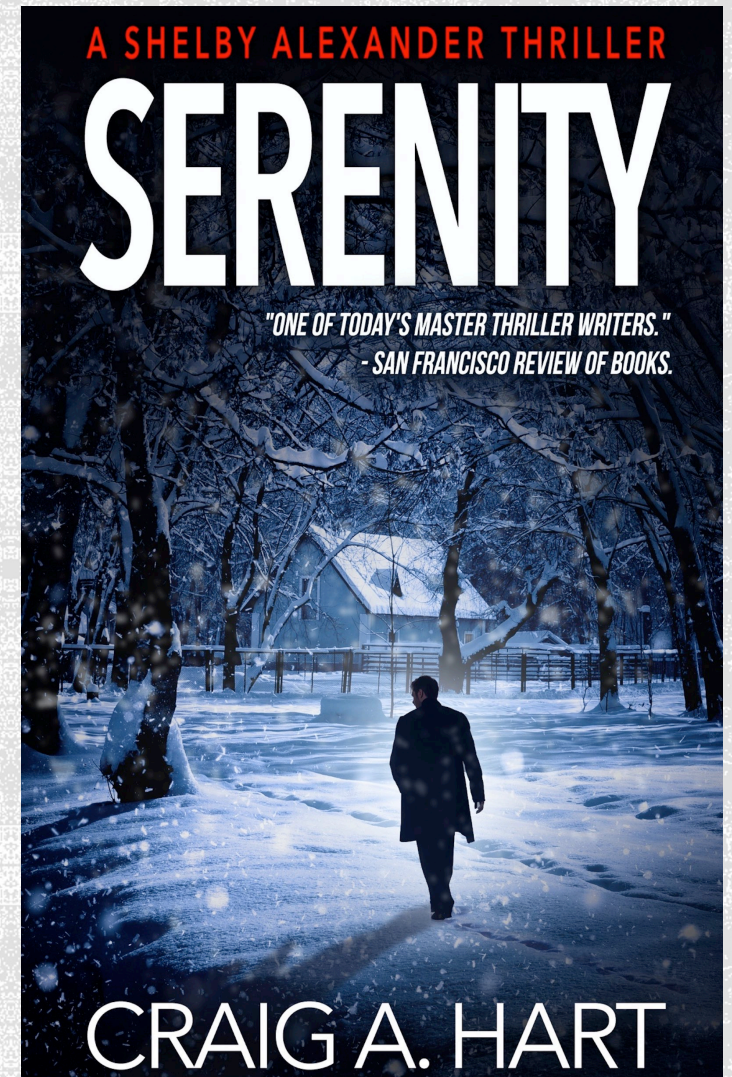
Relevant

Time-Based



HALLMARKS OF A WRITER-MARKETER

- Write with sustainability.
- Have something to sell.
- Want to make writing profitable.





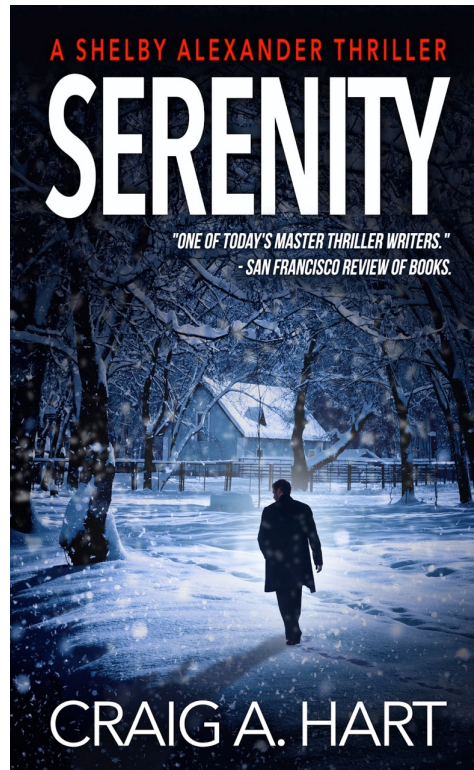
UNDERSTANDING YOUR WRITING AS A BUSINESS



YOU ARE A BUSINESS OWNER

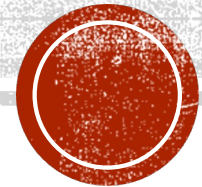
- You have customers (readers)
- You have products (books)
- Your book is a product.





SHIFTING MINDSET TO WRITER- MARKETER

Or ... how do I actually sell these books?



LOOKING AT YOUR BOOK AS A PRODUCT



- Define your product
- Meet a current need
- Ensure Access



WHAT DEFINES YOUR PRODUCT (BOOK)



GENRE



COVER



GENRE

- Can't be too small ...
- Can't be too big ...
- Has to be juuuust right.



GENRE (CONT.)

TOO BROAD

Literature & Fiction
Medical eBooks
Mystery, Thriller & Suspense
Nonfiction
Parenting & Relationships
Politics & Social Sciences
Reference eBooks
Religion & Spirituality
Romance

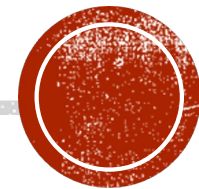
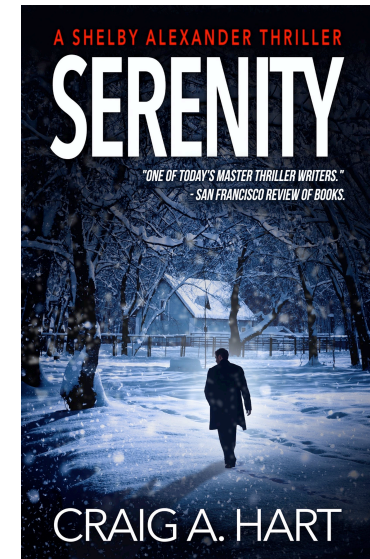
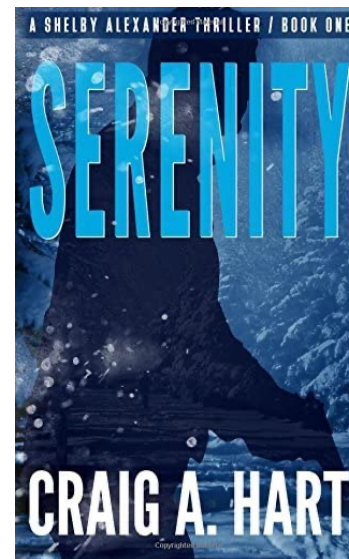
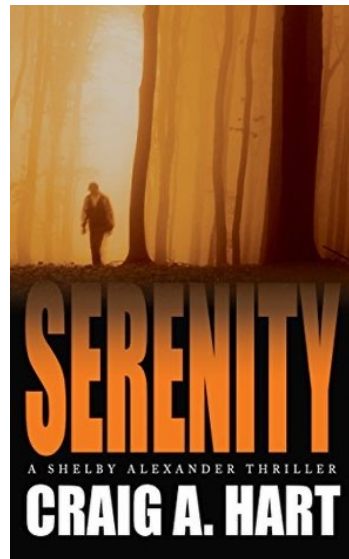
GETTING THERE

◀ Kindle eBooks
Mystery, Thriller & Suspense
Crime & Mystery
Crime Fiction
Mystery
Suspense
Thrillers

GOOD

◀ Kindle eBooks
◀ Mystery, Thriller & Suspense
Thrillers
Assassinations
Conspiracies
Crime
Domestic
Espionage
Financial
Historical
Legal
Medical
Military
Political
Psychological
Pulp
Technothrillers
Terrorism

EVOLUTION OF A COVER





MYTH

Be different, and
you'll stand out

IN ALL THE
WRONG WAYS

DOES MY PRODUCT MEET A CURRENT NEED?

**MARKET
RESEARCH**

BLURB



MARKET RESEARCH



PUBLISHERROCKET



BLURB



**BEST PAGE
FORWARD**



ENSURE ACCESS: DO MY CUSTOMERS UNDERSTAND HOW TO FIND IT?

Distribution

Advertising

Keywords

Categories



DISTRIBUTION

The logo for Kindle Unlimited, featuring the word "kindle" in orange and "unlimited" in white, both in a lowercase sans-serif font, set against a dark gray rectangular background.

kindle
unlimited

The logo for Draft2Digital, featuring the words "DRAFT" and "DIGITAL" in white uppercase sans-serif font, separated by a stylized orange "2" that incorporates an arrow pointing to the right, all set against a dark blue rectangular background.

DRAFT 2 DIGITAL



ADVERTISING

- **AMS (Amazon Marketing)**
- **FACEBOOK**
- **BOOKBUB**

KEYWORDS

PUBLISHERROCKET



CATEGORIES

- bklnk.com
- KDP Support



APPLYING GOALS TO SHIFTED MINDSET



Specific



Measurable



Achievable



Relevant

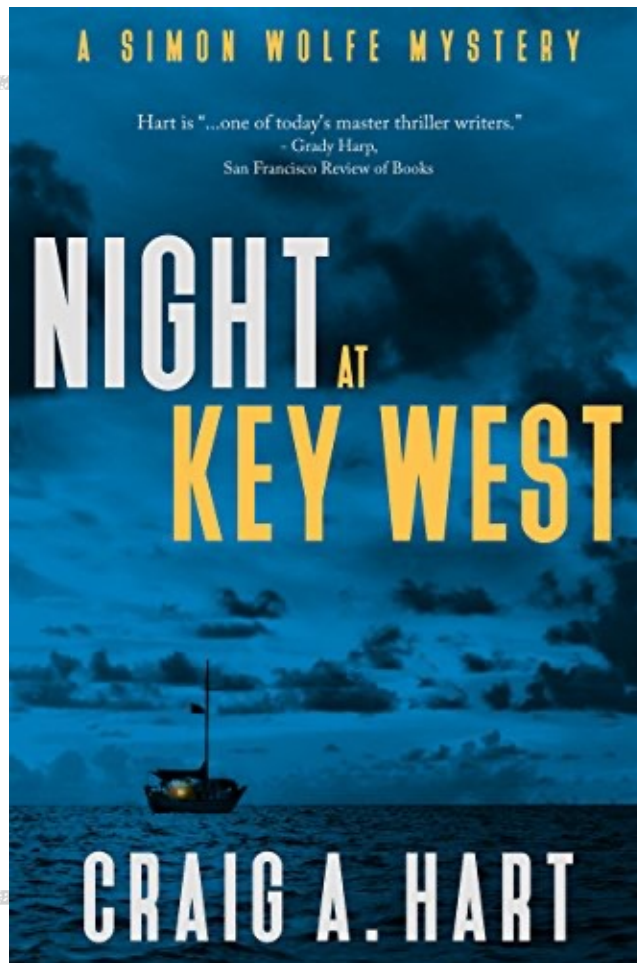


Time-based



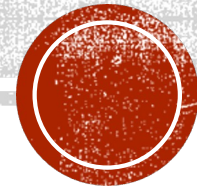
Oct. 2016-Feb. 2023





KEY POINT

YOU DON'T
HAVE TO
HATE WHAT
YOU WRITE





BRINGING IT ALL TOGETHER

- ✓ Shifting your mindset from writer-artist to writer-marketer
- ✓ Understanding your writing as a business
- ✓ Looking at your book as a product





PDF RESOURCES



QUESTIONS?

- Easy questions preferred
- Answers not guaranteed

THANK YOU!

WWW.CRAIGAHART.COM

