

# So, you want to be an Independent Author

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## Chapter 1: Setting Yourself Up for Success

by Edwin Rydberg



**QUANTUM DOT PRESS**  
— HELPING BRING YOUR BOOK TO THE WORLD —

# 4 Chapter Course

**North Yorkshire County Council** Saturdays, February 18 - March 11, 2pm - 3:30pm  
Victoria Room, Harrogate Library

**QUANTUM DOT PRESS**  
— HELPING BRING YOUR BOOK TO THE WORLD —



**Quantum Dot Press** Presents **So, you want to be an independent author**

February 18 Setting Yourself Up for Success  
February 25 Writing: Effective Use of the Tools  
March 4 Publishing: Where, How, When?  
March 11 Marketing: What You Need to Succeed

Attendance is FREE, but spaces will fill fast, so book your spot with Eventbrite or through the Library

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# *Book Marketing for the Faint-Hearted*

MARKETING PRIMER

Your pathway to

- *Getting Known*
- *Growing an Audience*
- *Selling more Books!*



EDWIN RYDBERG

*UtilityFogPress*

This has been the best learning experience I've had on marketing. Thank you so much Edwin, for your patience, knowledge and humour.

- Linda Jones

Thank you Edwin for your step by step guide to marketing. Your material was comprehensive, well presented and easy to understand. Your presentation style was well paced and clear with plenty of opportunity for questions. I now feel that I have skills to develop a marketing plan and the information as to how to take a plan forward.

- Kate Swann

## About Edwin Rydberg

I'm Canadian (not American!)

Started writing fiction in 2005 (won EMBO award)

2006 began first of 3 manuscripts written in 1.5 years

Joined writing communities Writing.com and NaNoWriMo

Discovered I had an interest in other aspects of book publishing.





## About Edwin Rydberg

Began publishing in 2008 (anthologies) with Utility Fog Press

Co-founded York Novelists writing group

[QUANTUMDOTPRESS.COM](http://QUANTUMDOTPRESS.COM)



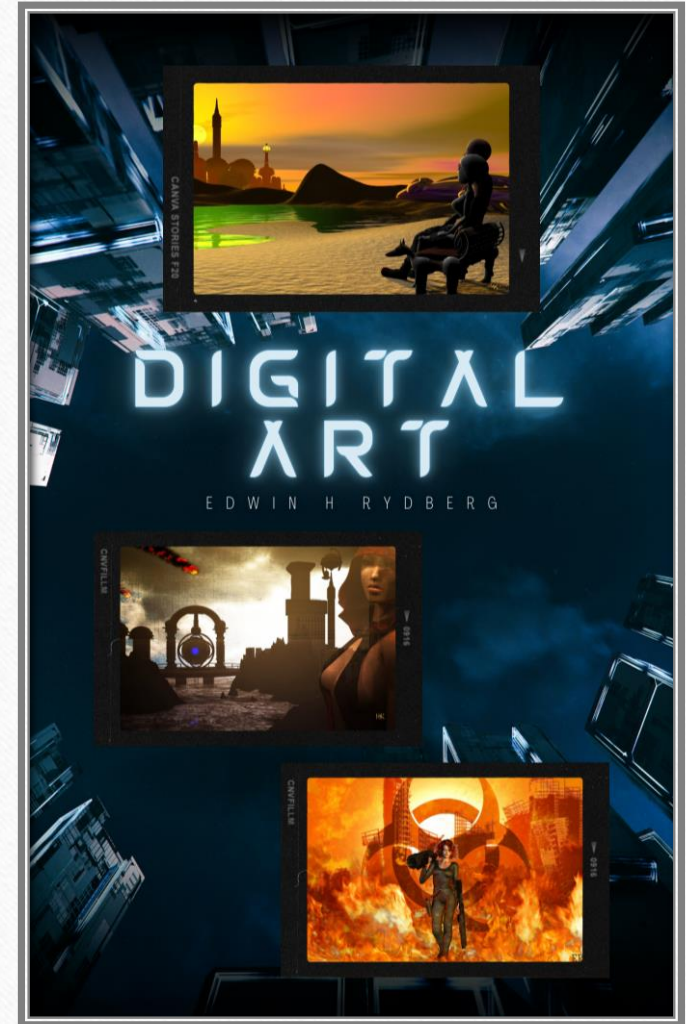


## About Edwin Rydberg

Learned Digital Art

(sold pieces at genre conventions)

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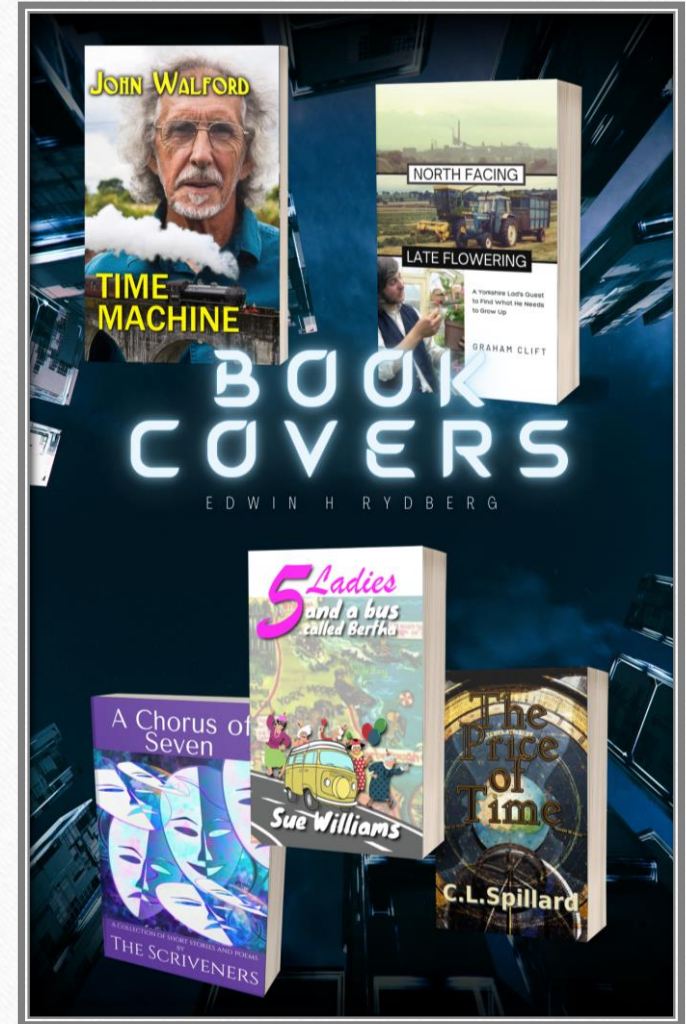
## About Edwin Rydberg

Learned Digital Art

(sold pieces at genre conventions)

I now do book covers

[QUANTUMDOTPRESS.COM](http://QUANTUMDOTPRESS.COM)





## About Edwin Rydberg

My passion is in helping independent authors achieve financial success

I specialise in new-ish authors

Co-founded Promoting Yorkshire Authors

Created Quantum Dot Press imprint to provide inexpensive bespoke services for independent authors

[QUANTUMDOTPRESS.COM](http://QUANTUMDOTPRESS.COM)



**Promoting**  
Yorkshire Authors



**QUANTUM DOT PRESS**  
— HELPING BRING YOUR BOOK TO THE WORLD —







## About Edwin Rydberg

I regularly speak with a large number of independent authors by way of:

Alternate Futures podcast

Books and Beverages UK

QUANTUMDOTPRESS.COM

**ALTERNATE FUTURES**  
PODCAST

**THE SINGULARITY LEGACY**  
SUSAN KAYE QUINN  
**HUMAN**

EPISODE 34  
**SUSAN KAYE QUINN**  
anchor.fm/alternate-futures

**BOOKS AND BEVERAGES UK**  
Promoting Independent UK Authors

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We do:

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booksandbeveragesuk@gmail.com

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- BooksAndBeveragesUK.wordpress.com
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## Setting Yourself Up for Success

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**The Key to Success is Action, and  
the Essential in Action is  
Perseverance.**

- Sun Yat-Sen

## Topics

- Take Care of Yourself, so You Can Take Care of Your Writing
- The Importance of a Routine
- Why Setting Goals is Important

# Genre Doesn't Matter... Much

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The Grass is always Greener...!

Other genres may seem easier to write or sell, but all have their challenges

Concentrate on your own (good business practices take you far in all genres)



## Setting Yourself Up for Success

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**Without Health, there is no happiness, no peace, no success.**

## Topics

- Take Care of Yourself, so You Can Take Care of Your Writing
- The Importance of a Routine
- Why Setting Goals is Important

# Writing Can be Physically Demanding

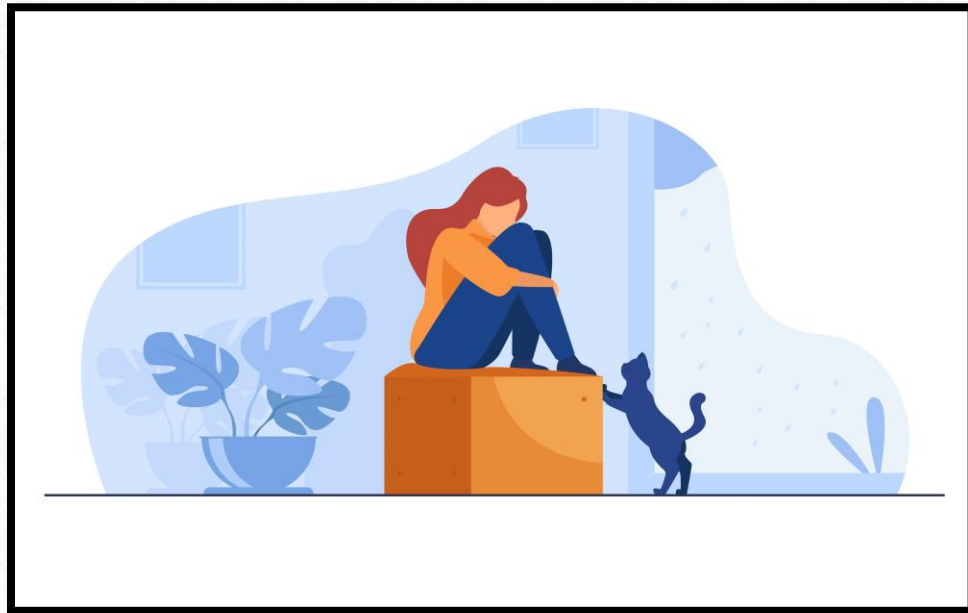


## Physical Health

- It's difficult to write if you are in too much pain to sit at the desk
- Get regular exercise and fresh air
- Have a good chair
- Set up your writing area well
  - Standing desks can be great
  - Lots of light
  - Plants / space
  - Correct monitor height

# Writing Can be Psychologically Demanding

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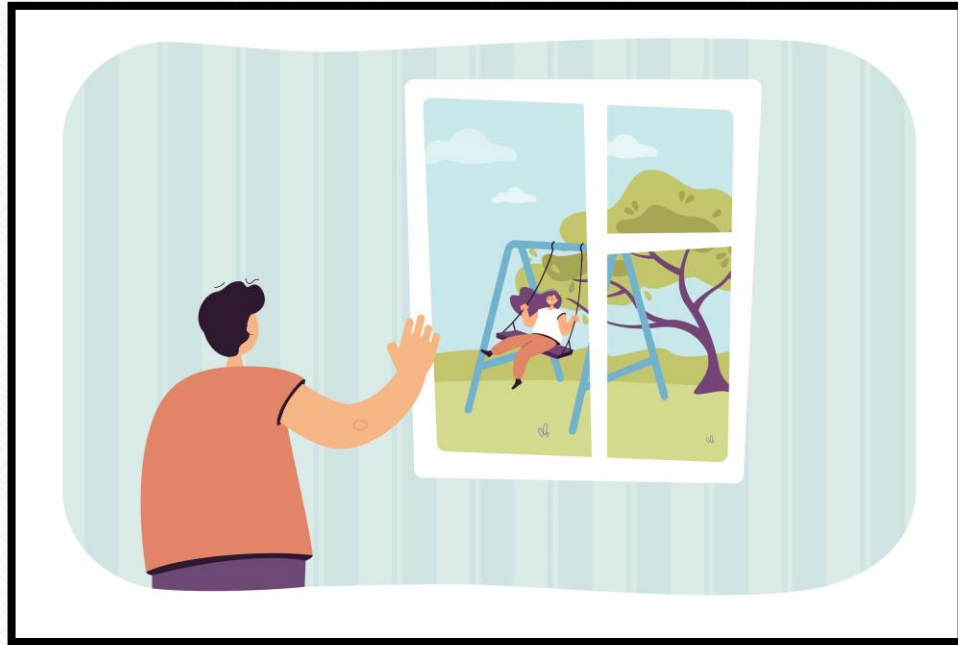


## Psychological Health

- Writing can feel lonely and isolating
- Low moods can sometimes be ‘inspiring’, but mental health issues are often debilitating
- Getting fresh air, removing yourself from social media (or the ‘wrong’ channels) and the news can help. Otherwise, seek the help of a professional.

# Writing Can be Socially Demanding

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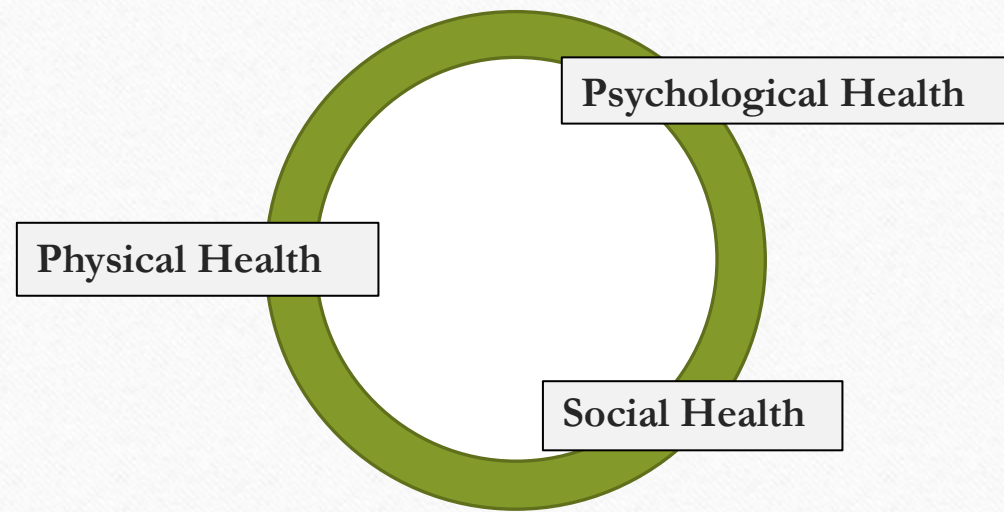


## Social Health

- Family, friends and social circles provide support, feedback, and encouragement to keep going
- Maintain strong social circles

# Take Care of ALL Aspects of Your Health

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## Setting Yourself Up for Success

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**Schedules are meant to HELP not HINDER. Create them with YOUR LIFESTYLE in mind.**

- Chrissy Halton

## Topics

- Take Care of Yourself, so You Can Take Care of Your Writing
- The Importance of a Routine
- Why Setting Goals is Important

# The Path to Success is Rarely Quick or Easy

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## The Claim

- They're gifted
- It just happened!
- They were lucky
- The right place at the right time

## The Reality

- Perhaps, but it still required, effort encouragement, and opportunity
- Rarely true. Behind the scenes are consistent work and good decisions.

# Routines Exist to Keep Us Going Through...

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- The distractions of life
- The 'ugggh' days
- The Messy Middles
- The 'the last three chapter suck' realisation
- The 'I can't write' times
- The 'everyone else is better than me' lows
- The 'why is the second book harder than the first book' reveal

# Basically, Routines...

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Help to keep us following a process that we know works, even when we're not seeing the results we'd like to see.

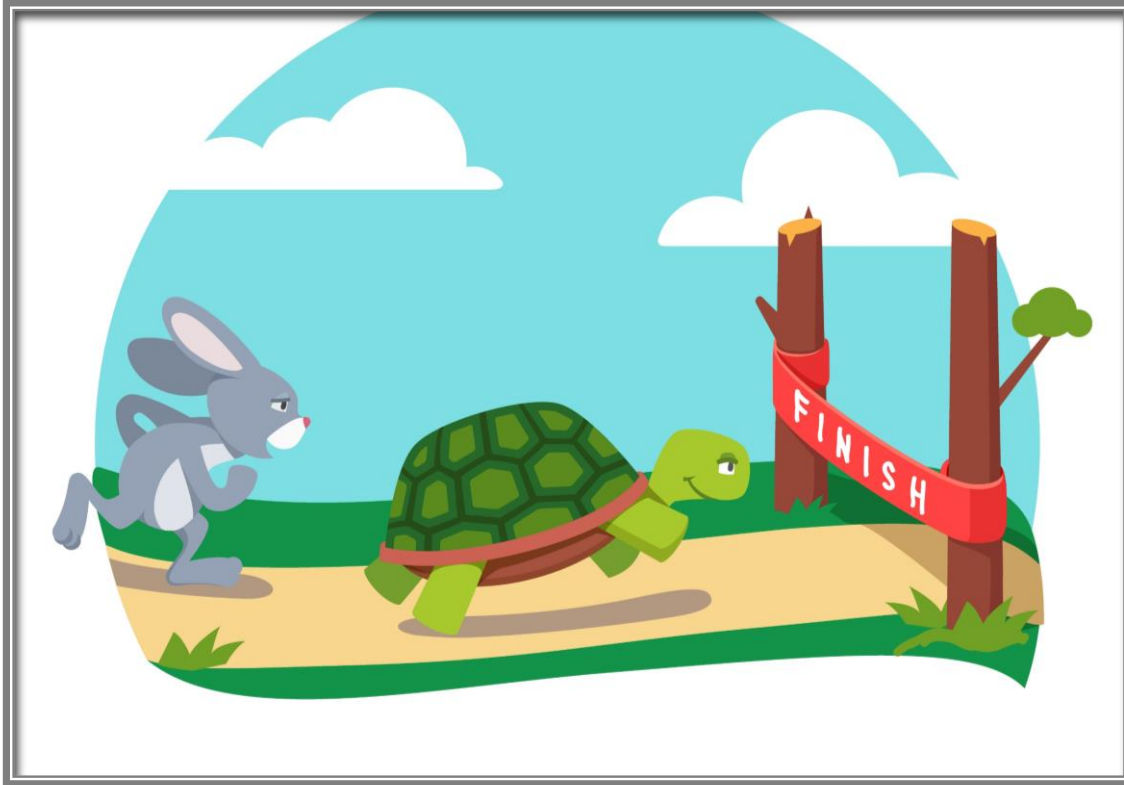
Some parts of a routine are unique to you, and some parts are common.

But always fit your routine to your lifestyle (just realise the pace of success will change accordingly).

Give it time (6 months), but tweak if necessary

# The Path to Success

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- Slow and Steady
- Create a routine to do the things you need to do and you will succeed.
- The pace is up to you

...or

£££ = quick results (sustainable?)

# Create Routines for the 3Cs...

## Creating (writing)

- Set aside a certain amount of time per day/week
- Devote that time exclusively to writing (research and business management are for another time)
- Find a writing community?

## Connecting (marketing/promotion)

- If your time is limited, this time should be roughly equal to your writing time (some suggest more)
- With other authors, readers/fans, influencers, etc.

## Community-building

- Join genre readers groups
- Join other groups of interest
- Participate as a valued member (not someone selling something)
  - Mention your books if the topic comes up


# Create Routines that Work for You!

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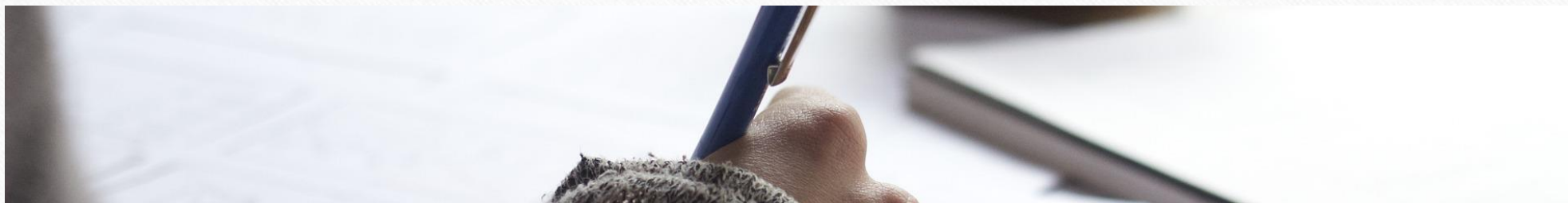
Remember...

**Schedules are meant to HELP not HINDER. Create them with YOUR LIFESTYLE in mind.**

- Chrissy Halton

The 3Cs at... 

- Your Pace
- Your Interests
- Your Goals



## Setting Yourself Up for Success

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**If you don't know where you want to go, how will you know when you've arrived?**

## Topics

- Take Care of Yourself, so You Can Take Care of Your Writing
- The Importance of a Routine
- Why Setting Goals is Important



We write because we have stories to tell or information to compile, but...

# Why Do We Publish?

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We start writing for the love of writing.

But are we happy if no one reads our stories?

Oh, yeah, and wouldn't it be great to be able to do it for a living?

**We don't write to make money, we make money so we can write.**

- Jeff Goins (Real Artists Don't Starve)

# Why Do We Publish?

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~~The 3 R's~~ The 6 R's

**Reward** – Win awards

**Renown** – Get known for your writing

**Royalties** – Earn ££ from your writing

**Reinforce** -- To Support other Business Ventures

**Relaxation** -- The Love of Writing / Storytelling

**Reeducation** – To educate/inform

Goals change throughout your writing career and for each project.

# Pick ONE Goal

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We'd all love to make money and be famous from our writing and you may eventually be, but both are very unlikely.

Consider...

*Royalties*

- There are a great many successful independent authors making a living from their writing that you've never heard of.

*Renown*

- There are a great many 'famous' authors who have trouble making a living from their writing.

# Why Do We Publish?

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**Currently, what is your long-term goal (>5yr)?** *Royalties*

e.g. make a living from writing

**What is your short term goal (1-5 yr)?**

e.g. build an audience of 1000 dedicated readers

**What is your goal for your current project?**

e.g. start building awareness and an audience,  
learn the process

# Your Goal(s) will Dictate Your Path

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## ROYALTIES

- Write what you want...
- Audience Building
- Write constantly
- Self-publishing
- Publish regularly
- Promote widely
- High royalties (70% with KDP)

## RENOWN

- Fiction or Non-Fiction
- Supports career
- Get Agent
- Traditional Publisher
- Provide copies to target audience / influencers
- Develop speaking stream (YouTube / podcast / live speaking / theatre / radio)

## REWARDS

- Write or produce something artistic?
- Get agent
- Traditional Publisher
- Enter into competitions
- Develop relations with gatekeepers and supporters (media / fans / judges)
- Hire book promoter

Primary Goals will Guide Decisions –  
What are YOURs?



WRITING/PUBLISHING STRATEGY

A large, empty rounded rectangular box with a black border, intended for writing a strategy.

MARKETING STRATEGY

A large, empty rounded rectangular box with a black border, intended for writing a strategy.

# Thank You

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See you next week for

Chapter 2: Writing – Effective Use of the Tools