

Being a writer
means dreaming
with your eyes
open & sharing
what you see.



MichaelHyatt.com/quotes

About Leeanna

- Contemporary Romance Author
- Live on the Kapiti Coast
- Published first book in 2014
 - Goal – to publish one book by the time I turned 50
- Became a *USA Today* bestselling author in 2016
- Previously District Libraries and Arts Manager
- Librarian for 30 years
- Awesome family and friends
- Why romance? Because I love happy endings!



My books...





Why did I chose to be an indie author?

- Allows me to be in control of the publishing process (number of books published per year, genre, content, covers, editing, branding, etc.)
- I knew I didn't have to do the whole process myself (outsourcing of individual elements, such as covers)
- Financially, it was more rewarding than being a traditionally published author and gave me the potential to earn a lot more money
- I can work from anywhere, at anytime, for as many years as I would like
- Romance – 2013 \$1.44 billion dollar industry
- Not for everyone, but it's great to have a choice!



WHY do YOU want to publish a book?

- Sell one book to someone who isn't your mum 😊
- Share your family history with the rest of your whanau
- Write a New York Times bestseller
- Share your story with the world
- Feel a sense of pride and accomplishment in writing and publishing a book

The business of writing...



www.leeannamorgan.com



Graphic
Design

< Web >
DESIGN



Vellum

Online retail platforms...ebook and print on demand



Increased Earnings

The Sky's the Limit!



Indie Ebook Authors Earn Higher Percentage of List Price

Indie	Traditional
60-80%	12-17%

- **Indies earn more at lower prices**
 - **At \$2.99, indies earn ~\$2.00. Traditional author would have to price over \$10 to earn \$2.00**
 - **Lower price = reach more readers = more sales at higher profits per sale**



Indies are hitting the bestseller lists

- **Self-published ebooks scaling all the bestseller lists**
- **Self-published titles on the NYT list nearly every week**
- **Prediction: Within three years, over 1/2 of ebook bestsellers on NYT list will be indie ebooks**

Marketing...Passive and Active

- Price
- Branding
- Newsletters
- Amazon Ads
- Facebook / Facebook Ads
- Bookbub Ads
- Cross-promotional opportunities with other authors
 - Multi-author boxed sets
 - Promotion in other author's newsletters
- Instagram
- Pinterest
- Online Marketing Platforms
 - Freebooksy
 - Bargainbooksy
 - Robin Reads
 - Ebook Soda
 - Ereader News Today
 - Booksends



Sealed with a Kiss (Emerald Lake Billionaires Book 1)

By Leeanna Morgan | Sweet Contemporary Romance
When John's daughter asks for the one thing he can't give her it nearly breaks his heart. Rachel holds the key to his daughter's happiness, but will she willingly hold the key to his heart? A heartwarming Christmas romance from a USA Today bestselling author. [Read More](#)

Free

KINDLE

NOOK

APPLE

GOOGLE

KOBO

How a book is created...

- Series idea (not a single title)...what if?
 - Main characters – new or existing?
- Blurbs
- Cover design
 - Search for images
 - Send to cover designer (Steven Novak)
 - Fine tune
- Plot
 - Michael Hauge's Six Plot Structure
 - Cherry Adair's Plotting Board
- Write
- Edit
- Format (Vellum)
- Upload to retail sites (ebook and print on demand)
- Update my website and Facebook pages
- Marketing



That is part of the beauty
of literature. You discover that
your longings are universal
longings, that you're not lonely
and isolated from anyone.
You Belong.

— F. Scott Fitzgerald