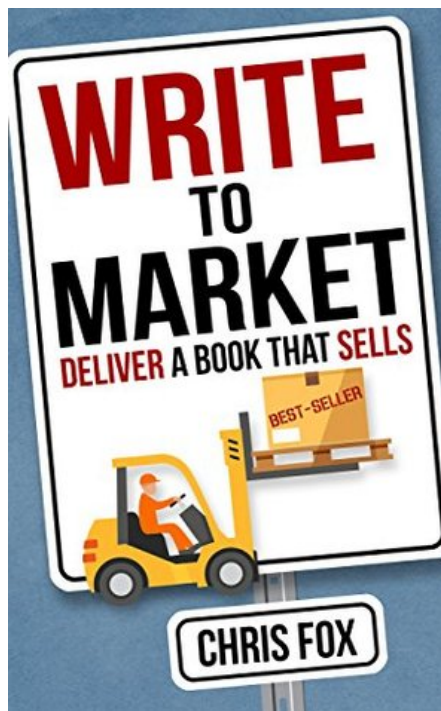




Write to Market: Deliver a Book that Sells

Chris Fox

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Many authors write, then market. Successful authors write TO market

Have you written a book that just isn't selling? Would you like to write a book that readers eagerly devour?

Many authors write, then market. Successful authors write TO market. They start by figuring out how to give readers what they want, and that process begins before writing word one of your novel.

This book will teach you to analyze your favorite genre to discover what readers are buying, to mine reviews for reader expectations, and to nail the tropes your readers subconsciously crave.

Don't leave the success of your novel up to chance. Deliver the kind of book that will have your fans hounding you for the next one.

Write to Market: Deliver a Book that Sells Details

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From Reader Review Write to Market: Deliver a Book that Sells for online ebook

Suanne Laqueur says

Well, now I'm depressed.

Julie says

This is a short book, with a lot of exercises in it. I honestly wish the first exercise was a little more clearcut. That's sort of the most important one. Finding a subgenre that has readers, but maybe not enough authors in it yet. I'm not sure how far to dig down in subgenres... just go by the bestseller lists, or find sub-subgenres at the bottom of a book's page? And what rank was I supposed to be looking for again?

And I have the Kindle Spy Chrome plugin, so actually a bit about how to use Kindle Spy to achieve the same results would've been useful to me.

I do look forward to digging into the exercises in more depth.

J.A. Cipriano says

I was lucky enough to receive an Arc of this book.

Let me just say, if you want to read one book about how to succeed in today's market place. This is the one you should read. Not only is it crafted in Chris's excellent voice, but it's written for the here and now. This is not something that worked in 2011 or even 2013. This is something that worked in January of 2016.

Here's what will happen when you read this. You will begin by saying "It shouldn't be this way." Then you'll think about it for a while and say "I'll prove you wrong, Chris." You will then begin to craft a book following the procedures outlined in this book. It works for any genre. It will be surprisingly easy to do because Chris lays it out step by step using a space opera as an example. I mean, that example alone is worth the price of admission.

And, even though it shouldn't work and shouldn't be the way, it will work. It will give you a book that will be a solid moneymaker. Trust me when I say this. You will not regret reading this one.

Heather Gilbert says

This book was worth every penny and a whole lot more. Great indie publishing advice for 2018. Definitely got my wheels spinning. Highly recommend.

R. Claire says

Tons of useful information for any writer trying to compete on the self-publishing market. Minus one star for the shameless self-promotion, but I suppose he's teaching by example.

Traci Loudin says

This book changed my entire philosophy on writing. Build it and they will come just doesn't make sense. I love blending genres, but before I can build a cool career of genre-bending books, first I need to gain a fanbase and prove I can deliver what readers want to read. Unfortunately, when I read this book, I'd already finished writing Book 1 of an epic fantasy series. So now I'm trying to retrofit what I learned from Write to Market to this Book 1, even though it's an oversaturated market. At the very least, I've decided adding aliens into my epic fantasy isn't a good idea if I want to gain fans while I'm still a newbie author. But you can bet I'll be applying the knowledge I gained from this book on my NEXT series.

Suz says

Relatively simplistic and easy to understand. I'm going to run through it again in the near future specifically to do the workbook stuff.

Juliann Whicker says

Wow this was disappointing. I should say that I am disappointed. I just read 5K/Hr and LOVED it. Here are the things that I loved about that one and hated about this one. 5K, finally a writing book that wasn't filled with shameless self-promotion! Wow, a book where the cross-purpose of marketing their other books wasn't a constant interruption to what I actually wanted to read. This book, so much about the author's other books. So much.

Look at me, I wrote a bunch of books and I'm writing a bunch more and I'll give you ten minutes of actually helpful information although the whole book is so short you won't mind dropping four bucks on it. I do. I mind. I understand that he wants to use his own books for analytical purposes and I suppose it's better than another writing book that breaks down Star Wars as though that is the only story any how-to writing author has ever read, but he could have stuck with other books and not gone on about his own. It's what I hated about Write. Publish. Repeat.

This book had a completely different tone from 5K, much more similar to Write. Publish. Repeat. I also didn't like his language. 5K felt respectful to readers and writers and showed it in language and editing. Man, the editing was not so good in this one. Two missing words in one sentence on the chapter about not needing an editor. And I'm not the kind of writer who hangs onto the sanctity of using pro editors for every step. But two words. He could have listened to his computer read it aloud to him and caught those. The cursing I could do without. Maybe it's coming out from his sci-fi space thing he's writing. Yeah. We get to know all about that.

I was really looking forward to this book, to liking everything this guy wrote because it would all be as lovely, useful, and readable as 5K, but it's not. As far as I can tell, this writer has officially broached the 'How to make a million, write a book about how to make a million,' only this is, 'How to write a best-seller? Write a book about how to write a best-seller.'

I'm sure the information is good. I actually have some things I could say to validate his findings. My first series did not make it. Amazon promoted it a ton and it was incredibly awesome. Everyone who read it and made it through the whole thing said so. But it wasn't written to genre. I still can't nail whether it's paranormal, urban fantasy, horror, or literary. Yeah. Try designing a cover to communicate that. I am right now because I'm finally wrapping that monster of a series up and it has about a dozen readers. I love those readers. They are absolutely the best. But it's not making money. My other book, a little less convoluted, YA chick lit fantasy romance actually sells without the freakish amount of effort my other series required. I've realized that simplifying genre helps to be able to market clearly what your book is about, and it's easier to write. People like it more. I don't know if that means better, but I only ask whether my writing is good if I'm not doing it. I wrote 7,700 words yesterday so I have no doubts. Today I haven't counted. Man, this is a rambling review. Now I have to give a glowing five star to 5K.

Rose says

I've been firmly in the camp that thinks that "trope" and "writing to market" are tar and feathering offenses, mostly due to too much personal experience with writers who thought a checklist of TV Tropes made any kind of cohesive story, or that turning out a Harry Potter/Twilight/Hunger Games/etc clone would net them the cash if they could just hop on the bandwagon fast enough. It makes me want to tear out my hair and scream and I'm unutterably tired of the endless parade of clones of whatever the last big blockbuster was. Tired of reading them, and despairing that I could ever write them - and why would I want to? It's pointless to force myself to write what I already hate.

Chris Fox is the first person to clearly define those words - "writing to market" - in a way that very specifically did NOT advocate churning out carbon copies. He clarifies what it really means (the answer is "do your research", "read", and "think about the psychology of the reader", not just mimic) and did so in a way that I can actually heartily embrace and endorse. I feel like several of his points need to be tattooed on the foreheads of the indie publishing community, and I love that he dissected his own progress, both what worked and what didn't, and how he's consciously taking those lessons to heart now. This? Is a writing to market that I could actually do, instead of gagging every time I hear the phrase. Excellent book.

Jennifer Ellision says

Some interesting ideas here... my biggest takeaway is still write what you like in the genre you like but analyze which books in your sphere are selling really well and figure out what tropes they have in common and tweak accordingly.

August says

Amazingly helpful. Yes, you have to be in a certain place to hear the advice in this book, but if you are, it rings true. And it's practical. It's a great reminder that writing is hard damn work, and if you don't put in the

effort on the 20% of things that will gain you 80% of your success (Pareto and all that), you won't publish books that sell because you won't publish books at all. Highly recommended to authors who are interested in making a real career out of self-publishing.

April Wilson says

A compelling argument for how to write commercially successful novels. If you're struggling to find your audience as a writer, this book may show you the way to financial success.

M.A. Nichols says

I really enjoyed this book. It has a lot of good, actionable advice to help indie authors improve their productivity and the quality and marketability of their novels. I would highly recommend authors reading this if they wish to understand marketing their novels better, and I have seen how following this line of thinking when approaching your novels helps sell them better.

The only reason I took a star off is that I read both this and "Six Figure Author" back-to-back, and there is a bit of repeat info. Not much, but some. And frankly, while it's a really good book, it's overpriced for the length. It's really more of a novelette or short story but priced at \$3.99. If it had been bundled together with "Six Figure Author", it would have been better. Even together, they're barely a novel, and they really felt like they should have been one book.

Tim Niederriter says

Time tells

This book feels like a bare minimum. I wanted both more instruction and examples. Over all I was disappointed in the book.

Suzannah says

Starting the New Year right with some indie-authoring wisdom ;)

Like most sensitive artists with literary pretensions, "write to market" sounded like a horrible way to prostitute my art. Maybe it is. Then again, maybe it's not. Chris Fox did an excellent job in this book of laying out a method of choosing a genre, discovering what the readers in your genre want to read, and researching, writing, and packaging in such a way as to meet those desires.

This is less about turning out carbon copies of bestsellers than it's about knowing the usual tropes of your genre and using them in a creative way. I can definitely see how this kind of thing can help me rather than box me in as an author, so I'm going to do the exercises and see what happens.

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Thoughts on a second read-through:

Here's what I've learned from doing the exercises in this book and thinking about this "write to market" advice.

1. I don't want to write to market. Not for the books that are close to my heart. For those books, my ideas won't fit into genre boxes unless I lobotomise them. And I'm not going to do that.
2. Doing the trope exercises in this book was an amazing way to *enrich* my books. Sitting down to ask myself "what are readers going to hope to see from a series set during the Crusades" helped me identify a whole new bunch of really, really exciting possibilities. While I won't use Fox's advice to limit myself, I'd recommend doing the exercises as a way to get myself dreaming a little larger.
3. Just because I don't want to write my most beloved stories to market doesn't mean I'll never write *anything* to market. On the contrary, writing the odd book to market could be a really good way to finance my passion projects. Last year my bro told me about the 20-80 rule - you make 80% of your income off 20% of your time, and he reckons the key to surviving as an artist is to find a commercially lucrative way to spend that 20% of your time so that you can free yourself up to work on the passion projects in the 80%.

At least, that's the theory.
