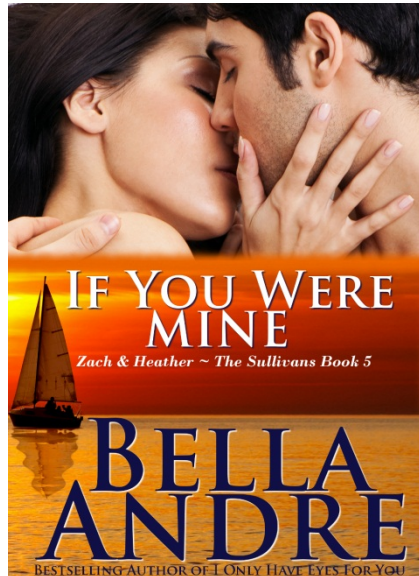


# Making it as an Indie eBook Author Lessons learned a year & 700,000 eBooks later



Bella Andre ~ Oak Press, LLC ~ Lucy Kevin  
Digital Book 2012 Conference ~ Book Expo America

# The Washington Post

**Novel rejected? There's an e-book gold rush!**

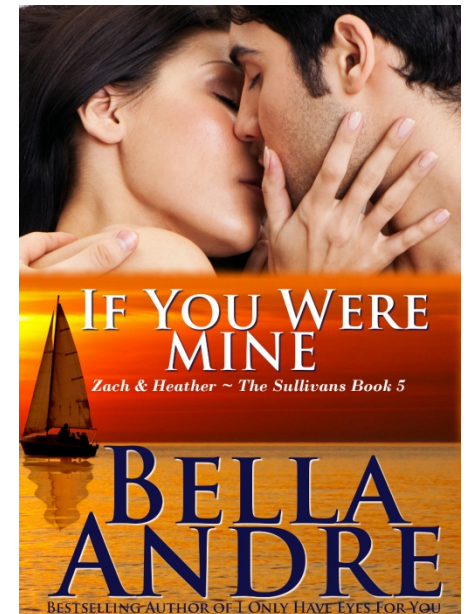
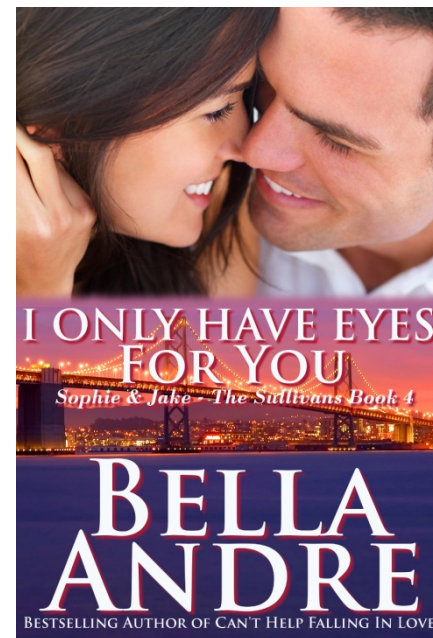
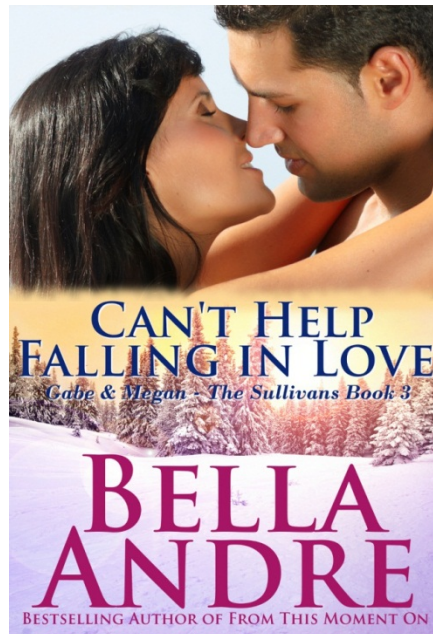
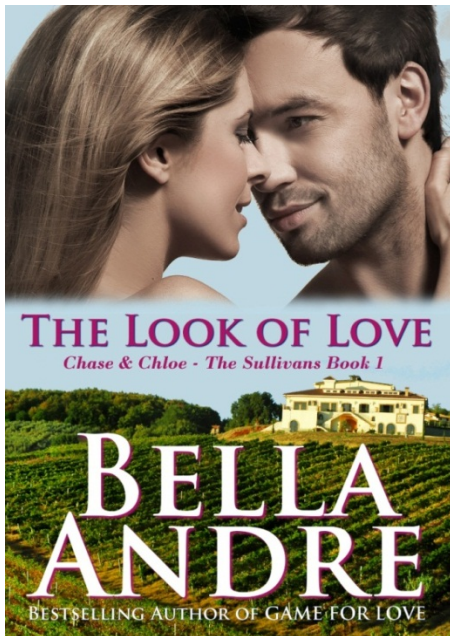


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## VERY CLEAR AUTHOR BRANDING

Online retail search systems make it easy for readers to see all the eBooks in a series at once. Very clear branding helps readers identify my Sullivan family contemporary romances written as Bella Andre.



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## PUBLISHING IN 2 DIFFERENT SUB-GENRES UNDER 2 DIFFERENT NAMES

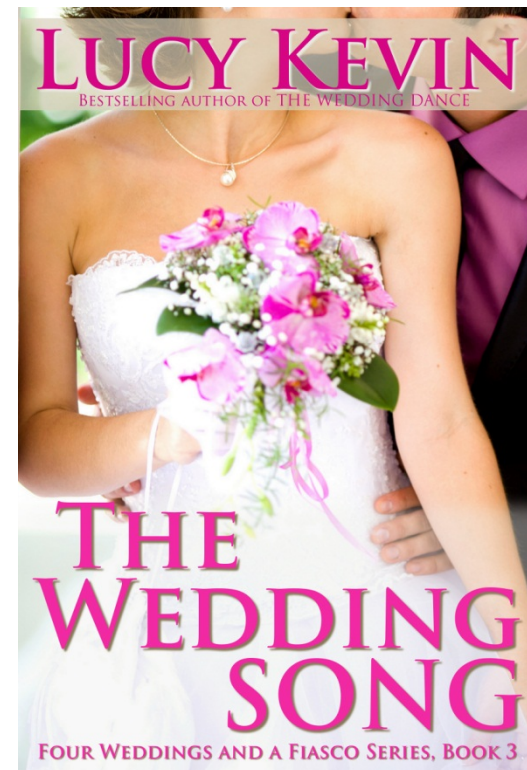
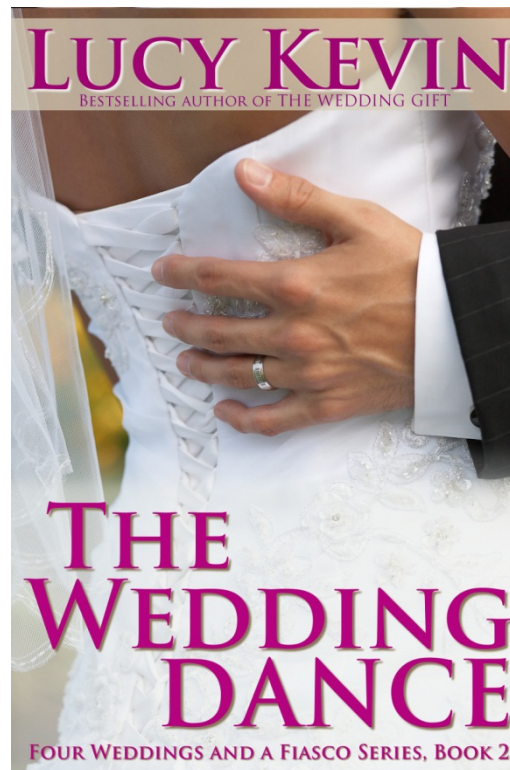
Illustrated romance covers were popular ten years ago and then disappeared. After making a calculated guess that readers were still looking for the fun read promised by these covers, 25,000 Lucy Kevin books sold in the first month.





## **AUTHOR BRANDING (Part 2)**

The five planned books in my Four Weddings and a Fiasco series written as Lucy Kevin are deliberately covered so that readers make an instant connection between the books. The series connection has paid off on eBook bestseller lists.



## THE GLOBAL MARKET

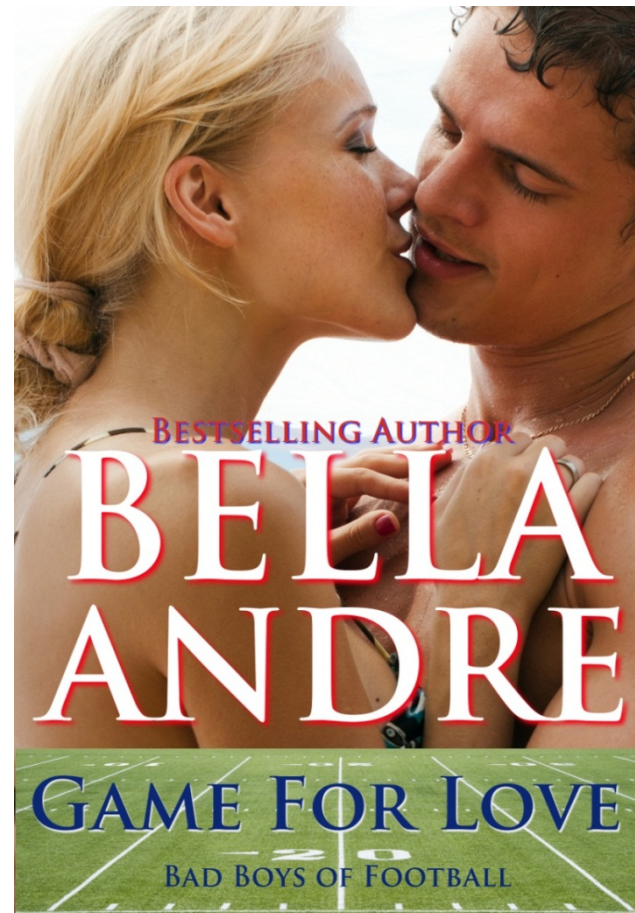
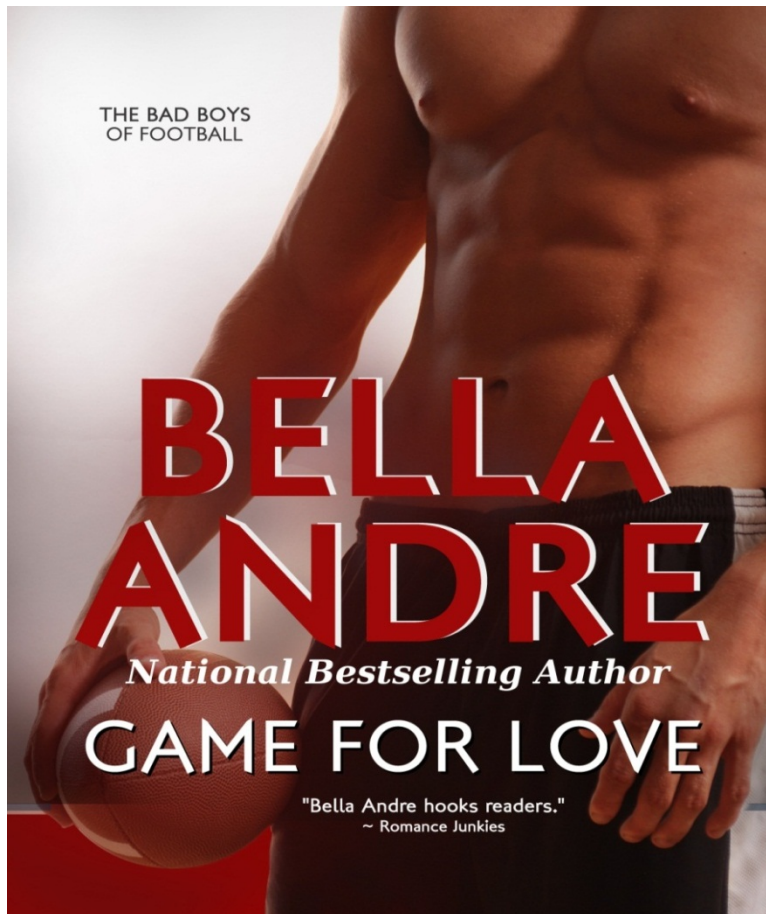
Readers abroad are hungry for eBooks. My recent self-published foreign language releases have been bestsellers in Italy, France, Germany and Spain. I am also working with a foreign rights agent (Danny Baror). We have already licensed my self-published books in Brazil, Japan, Turkey and Italy.





## METADATA

eBooks make quick changes to everything from the manuscript, metadata and covers possible. Changing this cover more than doubled sales within 24 hours.



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# LESSONS LEARNED

- **My pricing sweet spots are \$2.99 (40,000 words) and \$4.99 - \$5.99 (65,000 - 80,000 words).**
- **I can put out books quickly to fulfill reader's requests for more books...and give them exactly the books they want.**
- **My readers don't differentiate between my self-published and NY published books.**
- **The opportunities are endless: Audio, foreign ebooks, film/TV**
  - **It takes a great deal of time and effort to self-publish.**



## Oak Press, LLC

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