



## Indie Author Survival Guide

*Susan Kaye Quinn*

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This book is for every author who's thinking about indie publishing, or has already taken the leap, and wonders why no one told them about the sharks, the life-sucking social media quicksand, or the best way to avoid sales-checking, yellow-spotted fever. This is a guide for the heart as much as the head. And because I promised myself that I wouldn't write a book about how I made a gazillion dollars publishing ebooks, I would write about the fear: owning it, overcoming it, facing it. From a person who didn't pursue a creative life for a long time, and then discovered creativity can set you free.

*Note:* gazillion is a technical term, which in this case means something less than a million and more than the average income in my state.

Susan Kaye Quinn is the author of the bestselling Mindajck Trilogy and Debt Collector serial, and has been indie publishing since 2011. She's not an indie rockstar or a breakout success: she's one of thousands of solidly midlist indie authors making a living with their works. This book is a compilation of her four years of blogging through changes in the publishing industry—updated, revised, and supplemented to be relevant in 2013. It's a guide to help her fellow writer-friends take their own leaps into the wild (and wonderful) world of indie publishing... and not only survive, but thrive.

## Indie Author Survival Guide Details

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## From Reader Review Indie Author Survival Guide for online ebook

### Christine Fonseca says

Hands down one of the most INSPIRATIONAL reads this year. THANK YOU Susan...  
Just THANK YOU

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### Martin Rinehart says

If I had to pick just one of Grahl, Penn, Gaughran, ... this is the one I'd pick.

A five star book, save for the two star format. Cutesy Aheads (My, That's a Cute Backpack). The author's name on every page (but not chapter names, Ahead names,...). Graphs with solid information (I hope) two small to read. (Mine's the print edition. Apparently not the best.) Worst, she actually has two chapters on formatting. (And assumes that we use the expensive MSWord instead of the equally capable, and free, LibreOffice.)

I'm trying to figure out how to market my first novel. Less of Grahl's relentless helpfulness, less of Penn's breadth (book trailers and podcasts for newbies?), less of Gaughran's search for Amazon bestseller listings. More of the solid info I think I can turn into a marketing plan that might work.

I love you, Susan! But, uh, if you get a moment...

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### Kari Trenten says

This was an essential read for me as a budding professional writer, hoping to learn more about independent publication. It pointed me in the direction of Dan Holloway and the Alliance of Independent Authors. It made helpful suggestions of how to spot dorsal fins on potential sharks that might try to swallow the unsuspecting. Best of all, this book validated my own instincts, encouraging me to trust my own judgment in deciding what I wished to do as a writer. It suggested ways to make a plan to satisfy those wishes, how to use my own goals to judge whether or not to make certain major decisions.

This book was one of the most empowering and helpful books I've been fortunate enough to read. It forced me to think in a positive way about my career. Not all of the information related may still be relevant in the rapidly changing world of publication. Not all of it was relevant to me. Some of it was very personal to the author, as she shared her own journey as a self published writer, offering it as resource material in what she'd learned about the business. For all of that, this book changed me, awakening my brain to an active, creative state, kindling a self awareness rather than sending me into the seductive, passive trance I find myself in when absorbing an excellent read. For all of these qualities, I give this five stars.

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### **Jade Eby says**

Gah. I just love Susan Kaye Quinn. I've been following her for years since she first started blogging and of course I've followed these chapters on her blog religiously. I loved them so much I wanted to help support her by purchasing and re-reading the book. I believe this is a must-read for indie writers. I'd say it up there with *The Naked Truth about Self-Publishing*.

When I get a free minute, I'll update with a proper review.

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### **Nina del Arce says**

This is encouraging - but also realistic! While the web is full of blogs and free resources touching on many of the same concepts brought up in this title by Susan Kaye Quinn, this book has a more personal perspective and what I found to be a very sympathetic tone. It's more than just a survival guide; it's getting a friend who has been there, done that, and is willing to show you how. Recommended for anyone who wants to make their dream of a career as a self-published writer something more than just a dream.

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### **Shelley Sly says**

I originally bought the *Indie Author Survival Guide* in 2013, back when I was still deciding whether or not I wanted to self-publish. I took handwritten notes on the Guide (filled up half a notebook!) and after going through my notes, I decided 100% that I was meant to be an indie author. Not that I was brainwashed, but that I was now well-informed by Susan Kaye Quinn's detailed explanations on everything from where to publish, to formatting, to everything post-publication, including sales and reviews.

Fast forward to 2015. The Second Edition has been released, and I got just as much valuable info from this book the second time around. Not only was the new content very helpful -- the publishing world is always changing, so it was great to see updates -- but even the parts of the Guide that I'd already read were helpful to re-read, because I was in a different position than I was when I first read the book, now having published two books and preparing my third. (I took notes this second time around, too.)

Although I think this book is fantastic specifically for newer indie authors and writers planning to self-publish, I don't think there's a single type of writer that I would not recommend this book to. Even traditionally published, even veteran indie published, even not-sure-if-I-ever-want-to-publish -- everyone will get something out of this. The How To Publish aspect of the Guide helped me when I first started out, but the encouraging messages about the indie author career path is what I'll keep coming back to this Guide for. A definite 5 out of 5 stars!

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### **Samantha Sterling says**

Are you a new writer wondering if you're ready to share your work with the world? Are you a seasoned, published writer looking to explore publishing on your own? Are you just a writer looking for some new ideas? If you answered yes to any of these questions, this book is a great read for you!

What I like about this book is that it is an accumulation of Susan Kaye Quinn's experience and insights that she's organized and made available to one and all. It is not necessarily a how-to manual, but it is definitely a comprehensive and informative guide.

The book reminds you that while writing is an excellent creative outlet and should be treated as such, it is also a skill that needs to be honed as well as a business that can provide you with a conduit to make a good living.

The book provides sound business advice and multiple references which can be used to improve your writing skills or help you develop a strong team to support you during your publishing journey.

For me, the most powerful thing about the book is how candid Susan is about her struggles as a writer, whether she was dealing with putting words on the blank page, pushing herself to be a stronger storyteller, or figuring out the best way to get her work into the hands of readers.

The book is highly motivational, and encourages the reader to take the chance on themselves and own the process of putting their own work out on the market for readers.

Overall, I found the book to be full of great info for all writers at any stage of their career, and I encourage everyone to take the time to read the book, you are guaranteed to learn something that will help you grow as a writer and entrepreneur!

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### **Kara Jorgensen says**

Best book on indie/self-publishing I have read thus far. This is the book I wish I read before I published my first book instead of diving head-first into the publishing pool.

Okay, enough gushing. Susan Kaye Quinn is an experienced indie author who knows her stuff. She takes prospective and established indies through the process of publishing, formatting, looking for editors or cover artists, dealing with sales, marketing, and anything else an indie author could possibly have questions about. Not only is Quinn positive, but she is realistic, which I think is what every author needs. She also brings in the current state of the rapidly changing publishing industry in a way that doesn't completely diss or support either side of the industry. Both have challenges and positives that she explores.

Overall, the book is informative, straight-forward, upbeat, and impossible to put down. I wish my MFA classes would use this as a textbook, it's THAT informative.

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### **Siobhan Davis says**

This is a fantastic blueprint if you are an aspiring or debut author as it's jam packed with tons of relevant information which will guide you on your new self-publishing journey. Even though most of it was stuff I already knew at this stage of my career, I still came away with a few little gems. I love the writing style - it's warm and personable and full of humor as well as being clear in instruction. Most of all what I enjoy about Susan's books and posts for authors is how much they motivate and inspire me. They are a great pick-me-up and reminder when I'm having a bad day.

Highly Recommended.

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### **Anna Tan says**

I'd heard a lot of good stuff about this book, so when the second edition came out and I had money (i.e.

Amazon gift card balance), I decided to get it. Also, I was there as a book blogger when she first released Open Minds, and then she started becoming like this big name in something like 2 - 3 years, and I'm thinking, dang, how did she do that?

Then it sat in my kindle for ages and ages and ages until this month (Jan), when I'm working on releasing my novella (Coexist) and getting the jitters.

Well, the Indie Author Survival Guide has tonnes of good advice, some of which I read and went \*phew! I'm doing that\*, some of which made me cringe, like \*oh noooooo am I making a huge mistake here?\*, and others which are just, *okay, I'll work on that once I get the stuff I'm working on out of the way.*

I guess it's the most beneficial to those who are just starting on the journey - or better still, *before* you start on the journey so you avoid some obvious mistakes - though I'm sure older hands will also be able to glean some nuggets of gold from it as well.

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### **Marian Cheatham says**

This book changed my life. It was a revelation and a must-read for anyone considering self-publishing. Susan Quinn gives the reader concrete step-by-step instructions on how to self-publish a book. She has an easy to understand style flavored with personal insights into her own publishing hits and misses. The Appendix at the end is a wonderful resource of editors, cover designers, and more!

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### **Nikki Jefford says**

I'm a lazy researcher. I love information, but I don't enjoy scanning scads of writing blogs or author boards. I like it all in one tidy digital package and that's just what Susan Kaye Quinn's Indie Author Survival Guide is. It works equally well for writers looking to get in the biz along with seasoned veterans interested in personal, financial, and professional growth.

Here are some (of the many) reasons I loved the guide. It motivated me to:

- Recognize & celebrate my successes (something I don't do nearly enough)
- Set goals
- Manage my time more efficiently
- Turn my focus back to Writing books, not Selling them
- Become more self-sufficient in terms of submitting directly to retailers like Kobo and Apple, opposed to relying on a distributor
- Save up for a Mac!

In this ever evolving eWorld, I appreciate a current take on writing and publishing in the digital age. I miss a lot on social media and it was serendipitous that I happened to see a launch party for the guide on Facebook earlier this month and downloaded that sucker immediately. (I recommend you do the same.)

My favorite bit of advice (which is so true!): "Want to know the secret to doubling your sales? Write another book."

And: "Write for your fans, not your critics."

After languishing in a bit of a writing slump the past five months, I am so grateful to Susan Kaye Quinn for taking time out of her own busy writing schedule to give something back to the creative writing community.

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### **Heather says**

#### **Great info for newbies**

Thanks so much for this Susan! It helped me to realize that indie publication is the route that's best for me.

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### **Katja Vartiainen says**

I give it 4 and 1/2 stars. This book is a must read if you are an indie writer. Lot of helpful tips, about writing, the 'scene', marketing, and thinking patterns. Quinn knows what she's talking about and luckily shares it with us. Half a star away, because of slight repetition towards the end. Just get it, there is no point of me rambling more about it.

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### **Tyrean says**

A wonderful addition to any author's personal collection of writing and publishing books. Quinn's section on writing the back of the book blurb is priceless and practical!

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