

How Top Selling Authors Have Successfully Sold Their eBooks

By *Tanisha Williams*



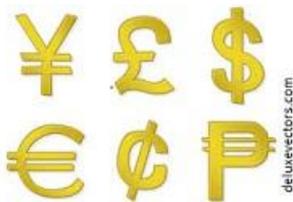
Producing best seller books can be a tough task for any author. Marketing an eBook is what separates the successful authors from those who stayed at the bottom of the sales charts. To generate the most sales, there are specific things authors should do to ensure they are reaching potential consumers.

Amazon is an excellent resource for authors who wish to sell their eBooks. This company now sells more eBooks than printed books. Amazon offers a program to authors who wish to self-publish on its Kindle e-reader devices. The company states that 27 of the top 100 Kindle books were created using a system called Kindle Direct Publishing. By using this system, authors are allowed to bypass traditional publishers and directly deal with Amazon instead. This system claims to be able to digitally publish authors' books in hours. The authors receive 70% of the royalties from the sale of their books.

Hugh Howey, a 37 year old from Florida, wrote an eBook called "Wool" that has had serious success. Howey states that most of his months are six-figure months from the income he makes just by using this system alone. Without this platform that Amazon offers, he states that his book might not have been published at all. By using this system, Howey's sales for his book jumped from hundreds to thousands.



Kerry Wilkinson is another self-published author that has found great success in selling his eBooks. His self-published book, "Locked In", is one book in a three-book series. The three-book series has now sold more than a quarter of a million copies. Wilkinson took the approach of seeing himself as the consumer, and producing a piece of work that he would like. He did his best to keep the chapters short because that is what he would like as a consumer. He also tried not to flit between characters too much because he does not particularly like that either. By thinking like a reader when writing and promoting a book, Wilkinson realized that people would be more likely to read the sample and buy his book.



Finding the right price for an eBook is a market strategy that nearly all top selling authors have used to achieve a lot of success. Authors who wish to sell a top seller book know that they cannot price their book too high or too low, but rather should price the book competitively. By using this tactic, a lot of visibility is generated and the author's fan base can be built rather quickly.

By thinking like their target reader, the author is more likely to price their book reasonably. If the book is priced too low, the reader may think the book is low quality. If the book is priced too high, the author has the potential to lose a lot of sales. Authors who have produced best seller books realize that pricing has a great effect on their sales, so coming up with a reasonable price is essential for success.

Being able to sell an eBook can be a complicated process for many authors. Utilizing Amazon, taking the approach of viewing one's self as the consumer, and finding the right price are just three of the ways some of the top authors have sold their best seller books. By

doing these three specific things, authors have been able to get their eBooks to climb to the top of the charts.

Tanisha Williams is the author of two non-profit e-books "501c3 In 12-Steps" and "Simple Internal Controls That Protect Your Assets". Her desire for more interaction with readers was the key inspiration behind the development of her latest business venture ChatEbooks (<https://www.chatebooks.com/>). ChatEbooks, launched in October 2014, harnesses the strengths of social media in order to help authors and their readers engage and connect within the context of the selling/reading experience.

Article Source: http://EzineArticles.com/?expert=Tanisha_Williams

Article Source: <http://EzineArticles.com/8955215>

* * * * *

Improve Your Writing with a FREE WritersReign Email Course

Free to readers of this article! And to be perfectly frank, free to any Tom, Dick or Harriet that would like to sign up!

Click on the links for further details:

[**CREATIVE COURSE**](#)

[**ARTICLE COURSE**](#)