



## EPISODE 8

# *What's the Best Way to Make Money Writing Fiction?*

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Well, hey there! This is the Author Revolution Podcast and I'm your host, Carissa Andrews.

In this episode, we'll be discussing the best way to make money writing fiction.

Now, I've been in this industry a long time. In fact, one could even say I've been in it longer than it might appear. My very first job was as a bookseller in my local bookstore called Little Professor Books. I went on to also work at Waldenbooks when I moved to Duluth for college. I've also worked for publishers, printers, and of course graphic designers.

So, are you ready for the secret sauce? You know, the magic ticket when it comes to the best way to make money writing fiction?

Awesome. Let's get straight to it, then, shall we?

The best way to make money writing fiction is... DRUMROLL PLEASE...

To write your fiction and actually finish it. When you've finished it, publish it.

Yes, it's that simple.



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Now, if your goal is to make a TON of money, that could be a different story. But first, I do want to talk to the reality of how to write fiction that sells.

Regardless of genre, you can make money writing fiction. How much really is dependent on a number of factors, and we'll get into those in just a second.

When I first started writing Pendomus, even though it was a solo book as the intro to a trilogy, it sold relatively well all on its own. However, my biggest mistake was not having the whole series done before I hit publish. I knew, even back in 2013, that series were hot, and series sold. It's part of the reason I knew I'd write a trilogy.

However, I didn't see the huge life changes that came at me in the middle of writing the trilogy, so it derailed my progress. I think I've mentioned this before, but my second and third books didn't come out until late 2017.

So, to put things into perspective, from the time Pendomus was published in 2013 to the end of 2017, I made a grand total of \$322.08. However, most of that bulk came once Polarities and Revolutions launched. Then, that number was split into thirds. Each book making around \$100 each. However, when I got serious about writing, marketing, and being present for my author career,

I have since gone on to make over \$6000 between January 2018 to today. While it's not the mucho grande bucks some authors may claim, I will say that the majority of that was all done on a totally shoestring budget with very little ad spend. In fact, most of my ad spend didn't come in until this year.

Knowing what I know now, I can safely say there are three major ways to increase your royalties with fiction. So, let's go over them.

The first is: **Write to Market**

What does this mean? Basically, you keep your finger on the pulse of what's hot right now and write a book that readers want. This could mean picking a genre you know sells well. For those who don't know, that would be: Romance, Mysteries, and Thrillers and most of their subgenres. If you want to make sure you're writing in a genre you like, you can also learn the trends happening in those genres and meet your readers where they currently are.

At this point, I will mention that I write books that call to me, and they're not always to market. This does make it more difficult to sell in the moment, but it's not a deal breaker, by any means.

When you write what calls to you, it may or may not be in alignment with what the market wants. What the readers currently want. If readers aren't looking for a book or series in your genre or with your theme, it can be a harder sell. The good news, though, is that reader tastes change and shift all the time. What was a great genre one day can take a backseat, and vice versa. Such is the case with dystopian YA right now.

However, once you have a book written and published, it doesn't go away. When a trend comes back around, you just need to be ready to capitalize on it.

Which can help us segue nicely into the second way to increase royalties:

**Diversifying.**

When I say diversifying, I don't mean writing in different genres – although you can, if you want to see which one works best for you. Instead, what I mean is to make sure you're not only publishing your ebook – but you're also publishing the paperback and audiobook versions, as well.

It might seem like a no-brainer for increasing royalties, but you would be surprised by the number of authors out there who aren't capitalizing on this. Why, just this month alone, so far, paperback books are dominating my sales – making up 75% of my overall royalties. That's huge. And it's also not surprising, seeing as it's almost Christmas.

Other months, my audiobook sales have trounced the ebook sales. It all depends on what readers need and are looking for. By having what they want, when they want it, you are making it WAY easier to increase your royalties with minimal added effort.

The third way to write fiction that sells is to obviously **write in a series**. Ideally, the longer, the better.

This is one of the areas I have yet to put into play, but it's on my list for 2021. I mean, come on guys, I'm only one person and I can only test out so many things at any given time. Right?

As of right now, my longest series is 4 books, but I do have plans to take Diana Hawthorne's Oracle title and extend her into her own series that can be a long-tail series. Meaning, it doesn't have to have a specific end.

Here's the thing, when you write in a series, it gives your readers time to not only find you as an author – but to find your books, like your books, and continue reading your books. When readers like your characters, they will follow the series. Trust me. This, in turn, increases your royalties by both sales and page reads if you're in Kindle Unlimited – which I highly recommend if you're writing a series.

And if you've been listening to my podcast before now, you'll know that in addition, I also recommend rapid releasing those books for maximum exposure and royalties. If you want to refresh yourself on the different types of rapid release styles, head over to [authorrevolution.org/6](http://authorrevolution.org/6).



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2020 is going to be the year we go all in on writing and rapid releasing a series, guys. For those of you who don't know, I'm going to be launching a new online course called Rapid Release Roadmap in the spring. If you'd like to be put on my waiting list for the course, you can head over to today's show notes at [authorrevolution.org/8](http://authorrevolution.org/8). When you sign up, you'll receive a PDF download showing you the overview for the course we'll be taking.

As always, if you liked this episode or have any feedback for me, I would love it if you'd leave me a review on iTunes. Once I get a few of them, I'd like to start doing listener shout-outs, so your review could be read live on the air.

If you haven't yet subscribed to this podcast, be sure to click the subscribe button so new episodes will be downloaded the day they're released. That way, you won't miss a thing. Next week we'll be talking about our New Year goals and which is better – processes or goals. You won't want to miss it, that's for sure.

Until next time. Go forth and be awesome.



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