



Write. Publish. Repeat.: The No-Luck-Required Guide to Self-Publishing Success

By Sean Platt, Johnny B. Truant

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In 2013, Johnny B. Truant and Sean Platt published 1.5 million words and made their full-time livings as indie authors. In *Write. Publish. Repeat.*, they tell you how exactly how they did it: how they created over 15 independent franchises across 50+ published works, how they turned their art into a logical, sustainable business, and how any independent author can do the same to build a sustainable, profitable career with their writing. *Write. Publish. Repeat.* explains the current self-publishing landscape and covers the truths and myths about what it means to be an indie author now and in the foreseeable future. It explains how to create books your readers will love and will want to return to again and again. *Write. Publish. Repeat.* details expert methods for building story worlds, characters, and plots, understanding your market (right down to your ideal reader), using the best tools possible to capture your draft, and explains proven best practices for editing. The book also discusses covers, titles, formatting, pricing, and publishing to multiple platforms, plus a bit on getting your books into print (and why that might not be a good idea!). But most importantly, *Write. Publish. Repeat.* details the psychology-driven marketing plan that Sean and Johnny built to shape their stories into "products" that readers couldn't help but be drawn into -- thus almost automatically generating sales -- and explores ways that smart, business-minded writers can do the same to future-proof their careers. This book is not a formula with an easy path to follow. It is a guidebook that will help you build a successful indie publishing career, no matter what type of writer you are... so long as you're the type who's willing to do the work.

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Editorial Review

About the Author

Johnny B. Truant is an author, blogger, and podcaster who, like the Ramones, was long denied induction into the Rock and Roll Hall of Fame despite having a large cult following. You can connect with Johnny on Twitter at @JohnnyBTruant, and should send him an email at johnny@johnnybtruant.com if the mood strikes you. Sean Platt is speaker, author, and entrepreneur. He is co-founder of Collective Inkwell and Realm & Sands, writes for children under the name Guy Incognito, and has more than his share of nose. You can find Sean at SeanMPlatt.com, Follow him on Twitter at @SeanPlatt, or email him at seanmichaelplatt@gmail.com. Johnny and Sean, along with David Wright (the guy whose curmudgeonry stance on western research inspired the Unicorn Western series) host two podcasts: the horror/comedy show Better Off Undead and the Self Publishing Podcast. Both podcasts are available on iTunes and the other podcast directories, as well as on Stitcher Radio, and both are for mature audiences only.

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