

How To Sell More Books By Collaborating With Other Authors.

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Introduction



Unfortunately, there are a lot of new authors who come to the publishing world with a small thinking mindset. It's me against them. I need to stop them making sales so I can make them instead.

But, why?

Take J.K Rowling for a moment. It's been said that because of her Harry Potter books, the teen reading market exploded. Kids who hadn't read before picked up a book and began reading.

And yet there are authors that resent her success and opportunity that's been given to them.

Now when I say collaborate, I don't mean that you both sit down and write a book together. What I'm referring to is finding partners that you can call on when it comes to promotion.

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We're all in the same position of wanting to sell more books. I help you out, you help me out, and we all grow a bigger audience at the same time.

So, what can you do to get some sort of collaboration going? I've listed 6 ways to get the ball rolling, but before we get to them, it's worth keeping the following in mind.

Not everyone you approach will have the same idea of what an author collaboration will look like, so it's worth making out some type of guidelines beforehand.

Things you should look at are...

- How much work do you expect from each other?
- What happens if either one of you doesn't carry their weight?
- If financial costs are being shared, how are they being recorded, and who's liable for the final bill?

These topics might seem a little heavy to get into, especially on a "first date," but it helps to keep the air clear and both parties know where they stand.

There's no point complaining two months down the road when it seems like you're the one doing all the work and they're getting the benefits of it.

Now that we've got that out of the way, let's look at those six ways of selling more books by collaborating with authors and to collaborate with...

1 - Look At The Listing Of Books That Are "Competing" With You.

Why not reach out and see if you can work together? You won't know unless you ask, and if they're in the same niche as you, you shouldn't have much problems working together.

2 - Start Or join A Facebook Group Where You Can Offer Help To Each Other.

Imagine if twenty people tweeted your new book release, and you there's? What if you set up a joint Pinterest page where everyone posted their books to it?

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Growing a Facebook or Pinterest page can not only take work; it can also be a distraction from your writing. Sharing the workload with others can go a long way to making it easier and sustainable.

3 - Share Mailing Lists With One Another.

- If you've got a mailing list of people that like puzzles book, and I've got a list of people who enjoy puzzle books, wouldn't it make sense to promote each other?

Your readers are going to go looking for a new book as soon as your last one is done, so why have them waiting while you're putting your next one together.

There's no reason why you can't sign up as an Amazon affiliate and use your affiliate link with this, you might make some commissions on any sales made there.

4 - Create A joint Promotion Box Set.

- Look for authors that write in the same niche as you and offer one book to be added to a group box set.

This is a great way to get a group of authors all focused on working together to get the maximum out of the promotion. And if the group agree, you can set the price at zero to get the maximum results from it.

5 - Blog Together.

- This is a great idea if you like the idea of blogging, but don't think you're fully committed to it. You can work with other authors and share the workload.

Three authors only putting out just one article a week, can create a growing blog with fresh content without getting swamped with the extra work.

Once the blog gets traction and readers, you could each advertise your books on it. A simple rotating script on the website would guarantee that everyone's book gets exposure.

6 - Podcast Together.

- Like the blogging idea, setting up a podcast together can be a great idea. Going from working alone, you've now got someone to share the workload and content with.

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Your first episodes could be you simply interviewing each other and sharing tips with your listeners. Like sharing a blog, you don't have to appear every week and rotate with a different presenter for each show.

Think any of the above are hard to do? Think maybe you could find a few collaborators like this? Once you can make it work for everyone, you may never work alone anymore.

Now, if you enjoyed this micro report you'll love all the great content over at the WriteCome site.

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