

Ways of selling your self-published books



Per copy sold, a self-publishing author is likely to be better off than a traditionally published author. Here's some ways you can maximise sales (and the cash in your pocket!).



Write a good book. It goes without saying, but a well written, exciting book that has been well edited is a good starting point.



Online. Make sure that your book is online, and listed appropriately. If you have a website, make sure it looks professional and shows off your book.



Social Media. Not all of your social media posts need to be about your book, but make it clear and easy for your followers to find your title.



Local and independent bookshops. Hopefully, you have a local bookshop and you have a good relationship with them. Capitalise on that relationship and ask to get your book in there. Then widen your reach with other indie bookshops.



Local newspapers and magazines. Approach the local newspaper or magazine. Offer to write an article or get interviews, especially if your book has a local angle.



Friends, family, friends of friends. They'll be delighted to hear you've produced a book. Be ruthless and don't give away too many free copies!



Other contacts. Work colleagues, friendly librarians, neighbours, get creative. You'll know lots of people, so tap into those resources.

Just Write Right

Copyediting | Proofreading

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