
Top Ten Secrets Of Getting Published



Narendra Simone

Proven & Successful Top Ten Secrets of Getting Published

by

Narendra Simone

...Killing softly with his words.

“The Book of Secrets” Series

The second of the many books that includes a proven process based on ten secrets of getting published that I used to publish seven books to date.



A SIMONE BOOKS Publication

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Welcome

Top Ten Secrets of Getting Published

Thank you for purchasing the guide of “Top Ten Secrets of Getting Published” that will illustrate how after thirty-five years of working as a chemical engineer I successfully changed careers to become a published writer (of both eBooks and Paperbacks).

It is my hope that this book will also serve as your first step to learn a proven process that that would guide you and encourage you to publish your work. Writing is only half the story on your way to become a successful author and if it is a good story than why not share it with the world by publishing it.

This Getting Published Guide focuses on solutions based on my personal experiences rather than dwelling on the problems in an attempt to show you how to become a published author.



Narendra Simone

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Narendra's Books

Published

Temple of Hope
The Unholy Ghost
Desert Song
Cry of the Soul
Pink Balcony Silver Moon
Tuscan Dream
1001 Arabian Nightmares
Kismet, Karma & Kamasutra
Top Ten Secrets of Book Writing
Top ten Secrets of Getting Published
Top ten Secrets of Crowd Funding

Upcoming Books

The Transylvania Effect
Shakesbear
The Sweet Spot
Long Way Home
The Girl Who Shot Hitler
The Last Goodbye
The First Dawn
The Unbroken Line
Top ten Secrets of Writing Fiction

“Those who find ugly meanings in beautiful things are corrupt without being charming. This is a fault. Those who find beautiful meanings in beautiful things are the cultivated. For these there is hope. They are the elect to whom beautiful things mean only Beauty. There is no such thing as a moral or an immoral book. Books are well written, or badly written. That is all.”

- Oscar Wilde

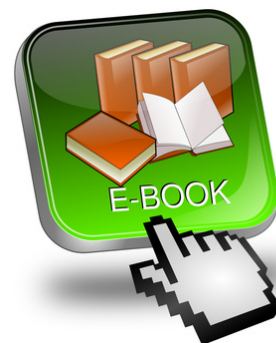


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- Praises for Narendra’s Books



1. Introduction

After thirty-five years of working as a chemical engineer I decided to write and publish a book. It was not easy. Some of the companies that offered to help me show the way to publishing wanted me first to buy editing services from them. Others offered their experiences as a service to teach me the publishing process but again for a fee. Most assistance and services that were available attracted a fee and gave no guarantee. In other words I had to find a way to do it for myself and in the process save time and money.

I embarked on a methodical process of learning how to publish that would yield good results. Having now published five books with ten more ready for publication, I am offering the ‘Top Ten Secrets of Getting Published’ that I learned in the process of becoming a published author.

The guide of ‘Top Ten Secrets of Getting Published’ would illustrate a ‘Wow & How’ procedure of getting published. Wow because this eBook guide offers no obligation and free of charge information and ‘how’ because it focuses on a process that is proven and functional.

As a new writer entering into an industry that is driven by the bottom line you would face many hurdles in trying to get published through the conventional process. The main reason being that the agents and publishers typically want to work only with the well known and the published authors. But all is not lost. This Getting Published Guide focuses on solutions and not dwells on the problems in an attempt to help you to show you the path to become a published book writer.

To see examples of my published eBooks and paperbacks, please visit <http://www.bestmysterybooks.com> and also check out my ongoing marketing and promotion initiatives on www.facebook.com/AuthorNarendraSimone

You are now on a journey to a successful and satisfying life as a published author.

2. Why is this Book Different?

A good question! Today one has many choices: to attend courses, participate in conferences, buy books, and download guides on how to get published. All of these options and more cost time! Time is precious so before you commit yourself to reading this book, ask what value will you find in this guide and why is this book different?

Different because it is *low-cost*. Most such Books would like you to pay upwards of \$20, but this book is sold at a minimal price of \$4.99 (simply to cover its cost). For a limited time I am offering this book for free.

Different because it is *well proven*. Using this process I have published seven books and ten more are ready to be published in near future.

Different because it is a product of hard work. This represents ten years of researching, developing and implementing the techniques of getting published.

Different because it is written with the goal of helping aspiring authors in their pursuit to becoming a published author without being either misled or scammed.

Different because it will be followed by other such books in an ongoing 'The Book of Secrets' series.



Secret **#1**

3. Secret #1—The first impression is always the last impression:



“A person who publishes a book willfully appears before the populace with his pants down. If it is a good book nothing can hurt him. If it is a bad book nothing can help him.”

--Edna St. Vincent Millay

Publishing a book that is not worthy of dissemination could be the biggest mistake an author could commit. It is because once published a writer no longer has control over it as it belongs to the readers. And once a poor image of an author or his material is formed, it is hard if not impossible to dislodge that impression from reader's minds.

So put away your publishing plan for the moment and ensure that the book you have written is perfect in every way. I have discussed this before in my guide, “Top Ten Secrets of Book Writing” and it is worth repeating the point that a book must be publishing worthy. What does it mean?

A book must have an accurate time line, its characters should ring true, the plot has to be interesting, and the story flowing forward and free of errors. It takes more.

There are considerations other than the storyline that you also must take into account, such as the English language itself. Find a family member or a friend who is willing to read your story and can offer you a candid critique: character-by-character, and scene-by-scene. Study these critiques and discuss ‘what if’ and ‘why not’ scenarios. Take all criticism as positive and use it to your advantage by improving your story.

But we are not done yet. The novel that you have revised and thought finished must be reviewed one more time with ‘quality’ in mind. Ensure that the story progresses organically, has momentum, is filled with hooks to keep the readers turning pages, the characters are true, there are

no inconsistencies in the characters' behavior, the suspense offers cliffhanger intensity, and the conflict evokes the appropriate emotion.

But that is not enough. Check your grammar, spelling and tense for correctness. There is more. Use active sound and bring your dialogue to life with a natural voice. Just when you think you have a masterpiece, ask yourself what is missing. Talk it over with friends and family. Revise, revise and revise.

There will always be some who will be envious of your success as a writer and criticize your work, trying to discourage you with such statements as 'not bad for the first one,' or 'not as good as my other friend has done,' or 'not bad, but don't give up your day job just yet.' Ignore them with a smile.

You are trying to become a storyteller and not an English professor. So, don't worry if you cannot correct grammar, use appropriate tense, and maintain an active voice because once you have come this far it is time to engage a professional editor to critique and do a line-by-line edit of your book. There are literally hundreds if not thousands of editors who are trying to sell their services. Beware, because like in any other profession, they are not equal.

Make a short list of say six editors selected from reputable magazines like "Writer's Digest" or, if you are a member of a writer's guild, ask for their recommendation, or search Google for list of recommended editors. Send each a four-page sample of your manuscript and ask them to give you an example of their work and their fee. This sample edit should be free of charge. Select the best and determine if the cost meets your budget.

Once your manuscript is fully edited, you should receive two versions from your editor—a highlighted manuscript with suggested changes and corrections, and a clean copy. Go over the former with patience and study every suggested change to both learn how it improves your original work and see if you feel satisfied with the change.

If you are dissatisfied with the edited version and have the time and money, then perhaps you may want to engage the services of another editor and see how she will enhance an already edited version of your manuscript. Once you feel fully satisfied that your book is worthy of publication then you are ready to move on to the publication process. Communicet cum mundo.

4. Secret #2—To be or not to be self published?



“Publishing is in a kind of Jurassic age.” --Paulo Coelho

Now that you have spent lifetime writing that masterpiece and had it edited, proofread and perfected in every way you could think, obviously you are itching to share it with the world. You expect some miracle to happen. You want agents to be chasing you and publishers offering you a deal for your manuscript.

You write several queries to agents and publishing houses. But you hear nothing. You are not about to give up for you have already come a long way. So you consult Google and find out that you need to develop a query letter, a book pitch, and a book proposal. But before you get down to invest more time and energy in developing all your support material and start building an agents list and start hounding them, take a step back. Make yourself a coffee or tea and sit yourself down in a quiet place and think. Is this the right way to go? One must move with time or risk being left behind.

What other ways are there, you might ask?

Well, I come from a 37 years of international experience in business management consulting and know its golden rule. It is not always about revenue and profits that one needs to look at to evaluate a good business proposition. Yes, publishing is a business proposition and you need to look at it exactly in that way. The golden rule is to look at the risks involved, identify them and then develop a risk management plan including measures to mitigate risks. Sounds difficult? It is not.

The risks associated with going down the traditional publishing route of working with an agent or one of the few remaining publishing

houses are too many. These include limited and delayed responses, constant rejections, loss of control on content, and poor royalty. I have friends who had succeeded going down this path only to discover that in future they would rather self publish than waste time with agents and/or publishing houses. Why? Because in today's market agents and publishing houses decisions are based on marketability and not so much on literary value of books.

Perhaps it would help you more if I were to emphasize the benefits of self-publishing rather than criticize traditional publishing.

- **Timeliness**—You could place your book in the market in weeks compared to three to four years with the traditional publishing process (honestly, I'm not criticizing, just making a comparison).
 - **Lost Opportunity Cost**—If you write on something that is in vogue in the current market then traditional publishing process (due to their lengthy and time consuming process) would miss out on the value of your book by missing out on the current opportunities.
 - **Control on Content**—With self-publishing you control the content, the cover, the format and design...in brief, it is your book. In traditional publishing by the time editor finish making changes sometimes even your story if not yours.
 - **Profitability**—Self-publishing would yield royalties around 70% compared to about 5% in traditional publishing. This means that in traditional publishing you would have to sell about 12 to 15 times more than you would as a self-published author to make the same amount of money. You do the math.
 - **Cash Flow**—Traditional publishers would pay you once or twice a year while self-publishing houses would make monthly payments. I know which one I would prefer.
 - **Longevity**—Traditional publishers would typically keep your book on shelves for 18 months, which is unlikely to make any debut author successful. Self-published author may keep their books for sale for an indefinite period.
 - **Capital Outlay**—With self-publishing you may order as few or as many books as your budget would allow you. It follows the industry trend of 'Just-in' without tying down any capital in inventory and storage.
-

- Competitiveness—Self-published author can control the price at which they would like their books to be competitively available. eBooks could be as low as 99 cents. Selecting your own editor and designer, etc. could also control self-published print books cost.
- Rights—I have kept the best for the last. Unlike traditional publishing houses when you self publish you keep all the rights to your book. In future you want to sell its foreign language rights or sell the script to moviemakers, you can do any of this because you have all the rights to your book. Trust me this benefit is worth its weight in gold and I realized that as I am currently exploring movie option for one of my books.

The clear message here is to go with the self-publishing route. This is the way of the future. All the skeptics need to take a lesson from the history by remembering the fate of conventional cameras vs. the digital cameras and 78 rpm. records vs. CDs. It is the age of smart devices and smart choices.



5. Secret #3—The two most important pages of a book:



“You can't judge a book by its cover but you can sure sell a bunch of books if you have a good one.”

-Jayce O'Neal

If you, god forbid, had decided to go with the conventional publishing route then god help you and also you don't need to read this book any further. However, in case you did make the smart choice of going the self-publishing way then read on.

Of course the book has to be worthy in every aspect of its story, plot, dialogues, intrigue and everything we talked about in the Secret No. 1. But before you take a plunge there are two most important pages that you would have to pay a lot of attention to—the front and the back covers.

The front cover of a book though simple in its content is the first thing a potential reader would see and may even base his or her purchasing decision on it. It is a kind of an advertising banner that you have at your disposal to make your book attractive for the purpose of selling.

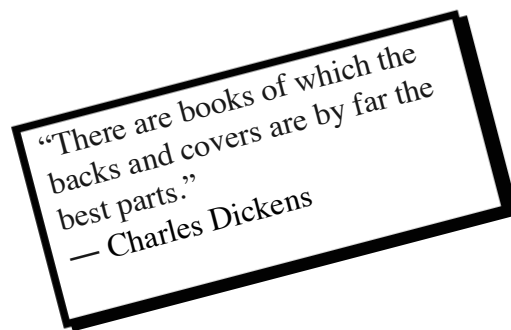
The first thing is imagery. An eye-catching image is better than complicated graphics or a collage of pictures. So chose your image carefully. Also, the prime and bright colors have better appeal than dull and insignificant colors. Get a designer to make the best use of your image and colors. Get a couple of options and then decide what suites the book the best. Almost, all self-publishing houses have book cover designers and they would take your ideas and work with you to create a good cover design.

Perhaps the next most important thing for the book cover is the book title. Keep the title short but give it a special consideration to reflect

the content of your book. If necessary and creates value then give your book a short subtitle. Of course your name should appear underneath the title.

The back cover may not have the same importance as the front cover but nonetheless is an important feature of your book. Typically a potential purchaser would pick up a book because of its appealing cover and once satisfied with it would flip the book over to read the information provided on the back cover. Use the space wisely to add information on book plot, your own bio, and a review or two. Some people like to add a thumbnail picture but in my view it is discretionary and not that important a factor. In fact it could go against you. For example if you are writing romance and you look like a Frankenstein than you are better off not using your picture. Remember it is all about promotion and selling.

Think of the two pages as a beautiful wrapper of a wonderful gift that you are trying to offer to the readers. Make it appealing and informative.



6. Secret #4—More than a book:



“And by the way, everything in life is writable about if you have the outgoing guts to do it, and the imagination to improvise. The worst enemy to creativity is self-doubt.”

-Sylvia Plath

Once you see that amazing book cover and your name on it you want to get several copies printed straight away to sell them to your friends. Not as much to make money but to seek recognition. We all crave attention and want to hear from our family and friends praises for our hard work.

But hold on, we are not quite there yet. Even if the designer has formatted the inside text and the book looks good inside and out there are a few more things that your book still needs.

An important item is the ISBN that you could either purchase from a third party or from your self-publishing company. Most self-publishing companies would include ISBN in their overall package or you could buy it from certain companies. Although eBooks do not require an ISBN it is always a good practice to have one. If you have an ambition to publish several books and would like to promote your own publishing company then you would have to purchase your own ISBNs.

You also need to write a disclaimer to indemnify yourself from any potential liabilities. You would see a standard paragraph inside every book of such a disclaimer. Also, include a paragraph on claiming your rights. You need these paragraphs to be included in your book to protect your intellectual property from plagiarism and ensuring that you are compensated for any and all commercial use of your book and its contents.

You may want to include a paragraph of acknowledgement to thank

all those who have helped you create your book. This does not dilute your credibility. In fact it portrays the generous nature of your personality and readers find this to be quite appealing.

You could also add a dedication. It could be anywhere from a personal dedicate to your loved ones to organizations involved in charity or other worthy causes. Some authors like to include a famous quote from an important and recognized person. A single line quote sometime can convey more powerful message than a whole book. Use such a quote to convey the message of your book.

You could also use your book for promoting your next book(s). At the end of your book you could include excerpts or the first chapter of your next book. Pre-selling your next book would help you build your readership when the time comes. If you are an author of multiple books you could include a list of all your books that obviously adds credibility to your writing.



7. Secret #5—Yes, what others think does matter!



“Lock up your libraries if you like, but there is no gate, no lock, no bolt that you can set upon the freedom of my mind.”

-Virginia Woolf

Perhaps the most powerful tool in the publishing business is to get independent reviews from recognized sources of your book. It is said that reviews sell books. And we all know that success of an author is measured by the sales of his or hers books. So how does one get reviews?

Well, you may submit your transcript to various newspapers, literary magazines, TV shows, Radio Shows, recognized authors and many other such resources to ask them to give you a review. What are the chances of getting reviews from such resources if you are self published? Slim to none, I am afraid. Getting such reviews are not easy.

So what are the options?

Fortunately the self-publishing companies are geared up for such challenges. There are several organizations that would offer professional reviews for your book for a fee. Do research them and try them for a single review first. Some of these organizations are quite pricy and there is no guarantee that you would get a good review of your book. But then reviews are supposed to be honest and reflect the strengths and weaknesses of your book.

If you can't afford to pay for the reviews then fortunately there is a free service. Amazon has an excellent feature at their site. A reader who purchases a book on Amazon is entitled to post a review at the Amazon website. Encourage your readers to leave a review. All reviews are useful

and better than none.

Then there are innovative ways of getting reviews. You could offer complimentary copies of your book to book-reading clubs and such other organizations and ask them in return to give you reviews.

Offering complimentary copies to get reviews is perhaps the cheapest way to collect reviews and in doing so you are also marketing your book. To make your complimentary copies more attractive autograph them and use stickers like 'Autographed by the Author' and 'Local Author' etc. to personalize the give away copies of your books. Such copies people tend to hang on to and would not pass it on to their friends, which otherwise would have resulted in loss of revenue to you. You could always join writer's clubs and ask your fellow writers to give you a review of your book and in exchange you may return the favor.

The above are only some of the ideas. You may want to come up with your own ideas on how to get reviews. Remember reviews are the best way to promote your book so try harder and get as many reviews as you can get.

The beauty of self-publishing approach is that for a small fee you could always add these reviews at any time to embellish your book. Include some of the key accolades of your book on the back cover and in more details inside your book. Readers are impressed when they see recognition of your book by others.



8. Secret #6—The price is right.



“After nourishment, shelter and companionship, stories are the thing we need most in the world.”

-Phillip Pullman

Once you have accomplished the best story you could write about, made your book perfect and worthy of publication, got your book some valuable reviews, developed a great cover design and a catchy book title you must remember that you are entering a highly competitive world of commodity selling. Books no longer a domain of specialty product, a part of the literary world, because now a days anybody and everybody can publish a book. It may sound vulgar but it is the reality.

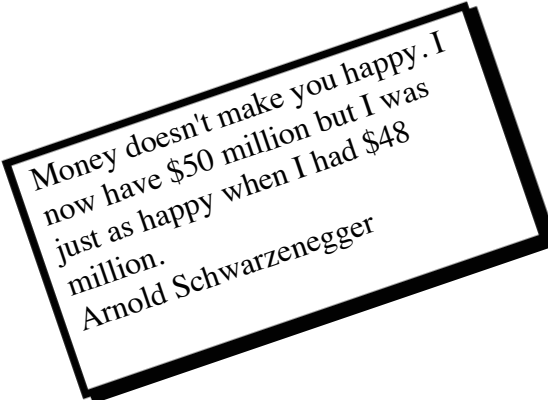
So how does one enter such a fiercely competitive world and combats the competitive forces? Well you managed to contain the production cost by finding cost effective book designer, editor, and publisher and reduced your inventory cost to almost zero. So build on it and price the book right.

Today a novel, typically ranging from 80,000 to 120,000 words would cost upward of \$20 if published through traditional way. Then you add tax and you are looking around \$25 for a book. If you are publishing the smart way, the self-publishing route, than you have two choices. One you could publish your book as an eBook. Such books would sell typically from 99 cents to \$4.99 and there is no tax on eBooks. Once again the beauty of self-publishing route is that you could change the price whenever you want to. If you want to increase your circulation to build readership then you may start your eBook at 99 cents and after a while increase the price. Special and holiday season you may want to offer your eBooks a reduced price and then later command a higher price.

In the inception era of Print On Demand (POD) route for print books the cost was high and so was the price but that is no longer true. With the advent of better technologies and increased competition today you could sell your 250 to 280 pages novel at less than \$12 and make money.

So price your book right to attract readers and build your followers. Don't expect to make your big money on the first book. Consider your first book as an investment or a part of marketing and promotion and offer it at a low price and once people like your characters and you as an author, they won't mind paying higher prices for your next book.

If you writing with intent to make money than pay a lot of consideration to how you price your earlier books. It is vital to your success later.



Money doesn't make you happy. I
now have \$50 million but I was
just as happy when I had \$48
million.
Arnold Schwarzenegger



9. Secret #7—The key to the labyrinth of success:



“The scariest moment is always just before you start.”

-Stephen King

This secret may sound a little out of place but of utmost importance. Your book would need a platform from where it would be launched, promoted, and marketed. Since your book would not be in bookstores and millions of titles are available on online stores so how would one know where to go to find out about you and your book? The answer is: your website.

Author's website is an essential and an integral part of your publishing process. A word of advise: don't develop website focused on you for as a new author no one knows you. Focus your website on your books. It is your books you are trying to promote and sell. In a later book I shall disclose how to make your website effective to attract traffic and increase sales of your books.

One thing to remember that nobody likes a static website. Make it dynamic. The best way to attain that is to create a blog and make that a part of your website. Everyday write something on your blog about your books.

Remember that we live in a highly competitive world so on your website offer free advise. Advise on how to write books, how to market them and how to sell them. You don't have to be an expert to do this, simply share your experience.

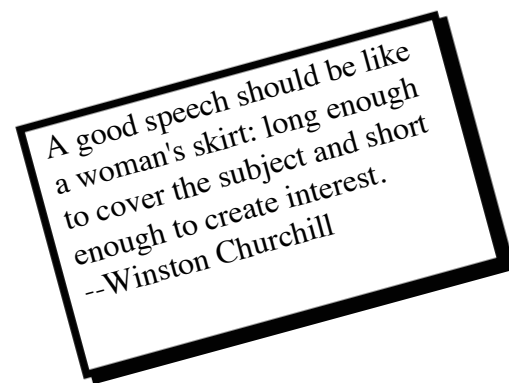
Once you start your blog and make your website dynamic you would soon discover the world of social network. You would be linking all your information and spreading the word through Facebook, Twitter,

LinkedIn and such other social media network but more on this later. For now having a website and blog is sufficient.

A critical part of having a website is to where to host it. Chose one of the largest companies who offer website development tools with already prepared templates and hosting services. All this would be important when we start aggressive marketing campaigns.

Once you have your website working make sure to include its URL on the back cover of your book.

A word of advise: keep your website effective through simplicity, not too long to overwhelm people and not too short to leave them confused.



10. Secret #8—Where and how of eBook publishing:



“The first draft of anything is shit.”

-Ernest Hemingway

When you start searching as to which company to choose as your publisher for your eBook you would find that there are many companies and they all make tall claims.

Most of these companies are very comparable when it comes to cost of publishing. Since it is a one-time cost to set up your book so don't pay overdue attention to the cost. What is more important is their distribution network.

There are a variety of technology platform with closed system architecture so you would need your book converted into suitable formats to apply to all these technology platforms to gain access to the global market.

The following are major eBook distribution network for Indie authors: Amazon Kindle, iPad, Baker & Taylor, Nook, Reader, Kobo, eBookPie, and Copia. And you guessed it, an eBook has to be converted in different formats to suite these distributors.

Before you make a choice of which company you would like to go with to optimize your cost and maximize your sales remember this one thing that the eBook self publishing companies would help you publish and distribute your book but not necessarily promote and market it.

After a comprehensive research I chose to go with an online company called BookBaby.Com

Why BookBaby, you may ask? Well, there are undoubtedly others

that are equally good as eBook publishing is an evolving industry but BookBaby is my personal preference. It is an easy process to use, certainly affordable, and with worldwide distribution capability. Moreover they have live support and best of all they allow authors to keep 100% of the royalty. You could always go to various online forums and ask other's opinions and experience before making a selection. A well-informed decision is always a good decision.

So how does it work? For a fixed fee of as low as \$99 you upload your eBook but I would recommend their \$149 package where they would convert your PDF or Word file into both ePub and .mobi to allow access to most of the technology platforms as we discussed earlier. They have a sequential and easy to follow process but pay due attention to cover design. You do not get too many chances to do book cover design reviews so get your thoughts together on what you really want, mull it over, discuss it with friends and family, and then start the design.

BookBaby and companies like BookBaby are typically offering a one-stop service including cover design, formatting, publishing and distribution. They will collect revenue of your book sales and send you a cheque when due. It is that simple.

11. Secret #9—Where and how of paperback book publishing:



“What really knocks me out is a book that, when you're all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it. That doesn't happen much, though.”

-J.D. Sallinger, *The Catcher in the Rye*

There is nothing like seeing your book in print. The feel of holding your own book in your hand to see it, feel it and display it is remarkable. Imagine your friends coming around for dinner and seeing your book on the table saying, “Oh my god, did you write it?” You just don’t get a reaction like that from an eBook. So, there is still hope for the paperbacks.

While the people of iPhone and iPad age are increasingly shifting to reading books on their devices and thus fueling the growth of eBooks the paperbacks though shrinking in sales remain alive. Fortunately the self-publishing industry is offering competitive solutions for aspiring and established authors alike to produce paperbacks.

Most self-publishing companies are today offering both eBook and paperback publishing packages. But my experience tells me that the two techniques are very different and it is not easy for one company to specialize in both. So, it might be a better idea to pick two separate companies, each specializing in their field of expertise.

There are dozens of companies spread over many countries offering low cost option of Print On Demand technology to produce paperbacks on as and when needed basis. Without investing in printing hundreds or thousands of copies of your book such an option is commercially smart. Such technology is attractive with one caveat. It tends to yield high price

books to be economically viable and high price books are not competitive when compared to mass-produced paperbacks through traditional publishers.

But do not despair. Over time POD technology has come a long way and today offers self-published authors a competitive solution to produce paperbacks. Select a company that yields low price books even if it cost a little higher initially for the set up. Most companies also offer author discount in case you want to place a bulk order.

Having researched comprehensively and tried a couple I have found CreateSpace, a company owned by Amazon, to be a quality organization that produces industry standard paperbacks at highly competitive prices. And of course, there is no bigger online bookstore than Amazon for your book to reach the global markets. When rationalization hits the publishing industry it is quite likely that small and unsuccessful companies would disappear forever. Amazon being the giant in the industry would weather any economic storm with ease and would be there in the future to serve you.

The CreateSpace publishing process is simple and it takes only minutes to upload your book. Once again it is a one-stop shop providing cover design, formatting, distribution option and marketing help. Like with any other computer-oriented technology publishing online process takes a while to orient yourself but when you have done it once you would find it easy the next time. Give it a try.

Secret #10

12. Secret #10—Are we there yet?



“This is how you do it: you sit down at the keyboard and you put one word after another until its done. It's that easy, and that hard.”

-Neil Gaiman

You must be wondering if we are there yet. I mean it seems that we have done everything disclosed in the above nine secrets including producing a publication worthy book, designing eye catching cover, an informative back cover, selecting a cost effective eBook and paperback publisher and promoting the masterpiece though personal website. So, have we done everything? Should we now sit back and reap the fruits of our labor?

Well, if you think that is what it takes to get published then you forgot the most critical reason of why you wanted to be published in the first place. Granted that some people would like to publish just to see their work in print, get a couple of copies made and put it on their book shelf. But the majority of us write and get published with an aim to be commercially successful, to see if we could make a living out of it. It is the challenge of striving to build a career out of a passion. Would it not be nice if your passion becomes your work? If that was your objective too then I am afraid we are not quite there yet. Not by a long shot.

You see our readers are not coming through a bookstore. They are out there on the net. How do you appeal to those surfing the net to find and buy your books? That is the question, the answer of which is the subject of my next book of secrets on how to promote and market your book on the net. It is a constantly changing world and we would have to learn to evolve with it.

In the world of selling the rule of ‘3P’ applies—Product, Price & Promotion. You have your product now and you have priced it right. Now

read in my next guide how to promote your rightly priced product throughout the web and reach customers globally and that too at a minimal cost.

At the end of this guide you may want to check out some of the praises my books have received from professional book reviewers that shows that the publishing process described in this guide works. You could also check out some of my eBooks and paperbacks at my website at [Narendra's Website](#)

You can also follow me on various social media sites to check my ongoing suggestions about writing and publishing:

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Other Resources

I'll be writing other guides that would help you in finding solutions on how to become a successful writer. I tend to break away from traditional approaches to book business and based on my over 35 years of international experience as a strategist for major businesses I am always exploring new and innovative ideas that are practical and easy to implement and employ out of the box thinking.

You can also follow me on various social media sites to check my ongoing suggestions about writing, publishing and crowd funding. See why >10,000 Facebook, >10,000 LinkedIn, and >5,000 Twitter fans are reading at my sites.

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“The Book of Secrets” Series

The book of secret series would contain several helpful guides in making you a successfully published author. All books would be made available for a minimal price on the website <http://www.bestmysterybooks.com>

- 1. Top Ten Secrets of Book Writing *[Published]***
 - 2. Top Ten Secrets of Getting Published *[Published]***
 - 3. Top Ten Secrets of Crowd Funding *[Published]***
 - 4. Top Ten Secrets of Book Promotion**
 - 5. Top Ten Secrets of Book Selling**
 - 6. Top Ten Secrets of Fiction Writing**
 - 7. Top Ten Secrets of Memoire Writing**
 - 8. Top Ten Secrets of Travel Story Writing**
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About Narendra:

Narendra (Naren) Simone and the Hindu God, the Lord Krishna has something in common—they were both born in the town of Mathura (India), albeit about a few thousand years apart. He attended schools in India, England and Canada (Narendra, not the Lord Krishna) and studied at the Universities of Agra & IIT Roorkee (both in India), Nottingham (England) and Calgary (Canada). He has lived and worked in the USA, Canada, England, the United Arab Emirates, Bahrain, Saudi Arabia and India.

Witnessing six wars (4 in India and 2 in the Middle East) and travelling to over 80 countries has allowed him to gain an in-depth knowledge of various and diverse cultures. Inspired by true events and human rights issues his writing offers insight into cultural differences, age-old traditional values and behavior dilemma that coexist in the vast diversity and different races of the world.

Nomad by nature and apt on taking up challenges he travelled through many countries building his repertoire of dozens of stories. Writing the stories was not enough. These needed to be told. So, he is building a platform from which he can tell his stories to the world. Today he has over 10,000 LinkedIn connections linking him to about 26 million professionals, over 25,000 Facebook fans, over 5,000 Twitter fans.

Although richly influenced by his foreign travels, Narendra finds his inspiration from his life experiences and through his novels invites you to join him on a journey of life, adventure, mystery and intrigue.

Narendra is a citizen of Canada (and resides in Canada and the USA) and writes fiction, memoirs, and misadventure.

Praises for Narendra's Books:

Desert Song - Narendra Simone in "*Desert Song*" goes beyond entertainment to provide insight into the very complexities that challenge our understanding of conflicts; and prevent peace in the region today. Watch out. This is a great tale. Once you pick this book up you will also find it a challenge to put it down; with surprises continuing till the end. — Kim (Amazon)

Desert Song – "Reading *Desert Song* is what I imagine a few evenings to be like of listening to a master story teller take us through the descent of Beowulf. Medieval in its proportions, gruesome in its verity, raw in its necessity, *Broken Dream* exposes the sinister triangulations of politics, religion, and law in a world wrought with dark forces. Our hero, Matt Slater, witnesses unimaginable crimes in his desperate search for a lost child. Startling ironies erupt on each page as Simone's first thriller hurtles us through a journey both disturbing and authentic. Before you read any other book on the Taliban, read this book first."—Almeda Glenn Miller, author of "*Tiger Dreams*"

Desert Song – A Brilliant Story Masterfully Crafted – "Right from the beginning I enjoyed Narendra's style ... the picture was drawn and I stepped right into the set ... he cleverly interweaves his characters and gives his reader intrigue and interest in learning the dangerous world of Arabia ... Once I started reading it I could not wait to finish it." – Praveen Gupta, Published Author of 14 Books

Desert Song - Narendra Simone is an author that truly knows how to capture the imagination! Like all great storytellers, he transports you into another world and gets you completely wrapped up in it. I recommend this book to anyone who wants to step into a hidden world within the Middle East and get consumed by a cleverly woven tale. Can't wait for Narendra to release more books!"— Maria (Amazon)

The Last Goodbye – "In his riveting story, *The Last Goodbye*, Narendra Simone skillfully portrays the soul of a mother/son relationship in a culture that remains an enigma to so many of us." – Mike Sirota, author of "*Fire Dance*" and "*The Burning Ground*".

Tuscan Dream – **HIGHLY RECOMMENDED** – Narendra is a widely travelled author with an eloquent writing style. Artistic descriptions of the beautiful city of Florence, creates an enriched backdrop for the characters and plot of this novel of romance and intrigue. I began reading this story and could not put it down as it transported me to a culture of great beauty, architecture and art, through the eyes of captivating characters. – Elaine Fuhr, Allbooks Reviews

Cry of the Soul - Nail-biting thriller written with great style—Like his other novels, you are automatically drawn into Simone's novels due to his elaborate style of writing and rich use of the English language. His stories are nicely paced, and his characterization of each person in the story is quite marvellous. – Dickinson (Amazon)

Tuscan Dream - At storytelling Simone is a master, getting you to turn each page with ease. The joy of this book is truly in the writing. — Jan Heart (Amazon)

Temple of Hope - Narendra Simone establishes himself as a top-flight mystery/thriller author with this excellent book. We can only be grateful that Sophie Kramer will be around in his future novels. Highly recommended on many levels.— Grady Harp (Amazon)

Pink Balcony Silver Moon - Amazing combination of poetic character development, great plot and wonderful way to put you right in the scene. — Avid (Amazon)

The Unholy Ghost - This is Narendra Simone's best so far. It addresses the ugly reality of pedophilia in those we should be able to trust. His writing and descriptions are really good and I really like his protagonist, Sophie Kramer. She keeps the pace going at a fast and furious rate and of course everything is not as it first appears. This novel is well worth reading.— Dickinson (Amazon)

Tuscan Dream - Stunning and original - shows great promise—The strength of this novel is undoubtedly in the writing, where the author describes quite remarkably the Italian landscape, atmosphere, the city, and Italian culture - it is extremely rich in language and quite original. I found the novel to be both absorbing and appealing, a measure of the writer's talent.— Jan Heart (Amazon)



“All you have to do is write one true sentence.
Write the truest sentence that you know.”

-Ernest Hemingway

The End

