



THE OLD MODEL VERSUS THE NEW MODEL FOR AUTHORS

OLD MODEL

NEW MODEL

Author in ivory tower, mysterious, unavailable	Author is in coffee shops, on street corners, chatting to people, connecting on social media
The isolated author	The connected author
Writing is an internal process	Writing is a collaboration of knowledge
Publisher is king	Reader is king
Point of writing is to write a prize-winning book	Point of writing is to get your book into the hands of as many readers as possible
Author as artist (tortured and long-suffering)	Author as entrepreneur
The world owes authors a living	No-one owes authors anything
'I write, I don't market.'	You are driving the marketing process
'If I don't get a publisher, what's the point?'	Self-publish. Find a way. Be resourceful.
'It's my publishers job to sell the book.'	Partner with your publisher to make sure the book sells
'I have no \$ - authors are poor, we do it for the love, not the \$.'	Invest in the process.
'It's beneath me to ask people to read and review my book.'	Nothing is beneath you. Being an author doesn't make you special. Ask for help.
'If people don't "get" what I've written, or why, it's their problem.'	If people don't get it, it's your failure to connect.
'What's in it for me?'	'What's in it for the reader?'
The point is to sell books	The point is to connect with readers
'What can I get?'	'What can I give?'
Authors work alone	Partner with the right people - publisher, organizations, communities who are desperate for your message.
'It's my "art" - I don't consult.'	Ask potential readers what they think - involve them in the writing process.
'My book is a testament to my artistic vision, which is about me and my view of the world.'	'What vision of life is your book in service to? Are there causes that you could align with?'
'I don't have time to engage with readers'	Engaging with readers is as important as any other part of the writing process
'If I give books away for free, I lose while others get' (scarcity mentality).	(Most) people will respond to generosity with generosity (abundance mentality).
'My book is my product.'	You're not selling a book - you're selling an experience, so how do you want your readers to feel?'
Books are dying.	Books are transforming and have never been stronger or more necessary.