

# Discussing “Are you my reader?”

written by Holly

July 30, 2011

By Holly Lisle



She's  
SOMEbody's  
ideal  
reader...

It may seem strange to consider that writers don't WANT everyone to read their books. That in fact we have specific readers we want our work to reach, and other folks we genuinely don't want to have as readers.

I have a very clear and specific idea of the person I'm writing for when I'm planning and writing each novel.

Why? Because I know what I write is not going to appeal to everyone. It's going to appeal to people who share certain core values that matter to me, and who love some elements of genre and content I love.

I write what I love—my ideal readers will love what I love, and because of this, my fiction will fit them.

## Here is my description of my ideal

## reader...

And, trust me—this is not everyone. This is, in fact, a pretty small subset of everyone.

So... Are you my reader? If not, whose reader are you, and what are YOU looking for in fiction.

If you're a writer, who's your ideal reader?

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# Heads Up on the Book That Changes Publishing

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**Last week, like a zillion other writers, I received notice of the publication of John Locke's *How I Sold 1 Million eBooks in Five Months*.**

I bought it.

It fits PERFECTLY with **How To Think Sideways** and **How To Revise Your Novel**.

I've been focusing heavily on teaching the traditional path to publishing because I'm good at it, I know how to do it, and I know how to show others how to do it. And one look at the Eureka! boards will show you my students are succeeding.

**BUT...self-publishing has been as good to me as professional publishing.** The only problem is, I can't teach what I do with self-publishing because my method starts with, "First, sell 32 novels to top New York Publishers..." and ends with writing **non-fiction**. Not exactly a path most of you have any interest in following.

Certainly not a way to sell your fiction yourself.

**EVERYTHING changed when I read John Locke's book.** He made himself into the first self-published million-seller, and then he wrote a book on how he did it. It's a good book, and the parts he goes into detail on are genius.

But HE DOESN'T COVER EVERYTHING. He has whole vast swatches where he says "You're going to have to learn how to do this yourself."

I realized reading through what he's leaving you to figure out on your own that I ALREADY KNOW this. Every bit of it. The week six lessons are on developing your own personal genre, finding your target market, and writing books to that target. These are steps in Locke's process.

So the Walkthrough for WEEK 6 of How To Think Sideways—Finding Or Creating Your Market—is going to be be **the step-by-step on what John Locke left out and said you were going to have to learn on your own.**

His book is available as an e-book via Kindle, Nook, and iBooks, and there are software readers out there you can get for your computer if you don't have one of these e-readers.

**Please understand that I CANNOT and WILL NOT reveal the parts of his system he covers in depth.**

He earned his \$4.99, and I'm not going to violate his copyright—so to get full benefit from Week 6, you're going to have to get a copy of John Locke's **How I Sold 1 Million eBooks in Five Months**.

This is about building your career yourself—controlling your fiction, making sure that you and your hard-earned career don't get dumped into professional publishing's "didn't do as well as we had hoped" bin after three books. **I've been there.** Remember? It sucks, and here's the thing.

**YOU DON'T EVER have to be there.**

This is your path to full-time writing if you want it, and I'm going this route with some of my own work.

This is the book, the system, the process I've been waiting for. If it's what you've been waiting for, buy his book and get ready for Thursday, when the Week 6 Walkthrough Talkthrough: What John Locke DIDN'T Cover goes live and I walk you through the rest of how to make his system work for you.

Here are links to buy the book. They are NOT affiliate links. I want the man to keep full price on each sale—this book is that much of a game-changer:

Kindle:

<http://www.amazon.com/Sold-Million-eBooks-Months-ebook/dp/B0056BMK6K>

Nook:

<http://www.barnesandnoble.com/w/how-i-sold-1-million-ebooks-in-5-months-john-locke/1103948392>

iBooks: From your i-device, go to iBooks and search "John

Locke 1 million ebooks”

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