

Discussing “I’ve quit Big Publishing” to publish myself

written by Holly

July 31, 2011

By Holly Lisle



"I Quit!"

Below is the start of an article that's been a long time coming.

After years of publishing my fiction through big commercial publishers, with thirty-two novels sold to the big New York houses as well as to international publishers around the planet, and more than a million books in print, I have decided to move to self-publishing my fiction.

Why am I going to start publishing myself?

First, because books don't stay in print anymore with major publishing houses, and my 32-novel backlist has just about vanished.

Second, because I know self-publishing works, and doing this will allow me to write the books I want to write the way I want to write them, and present my stories to my readers without an intermediary.

Read the rest, then follow the link there to come back here...

I imagine it seems a little crazy to walk away from twenty years of publishing with the major New York publishers to go into indie publishing and do all the work myself.

The thing is, as fun as it is to walk into a bookstore and see your novels on the shelf, the rest of the experience gets old fast. Prior to reading John Locke's book on self-publishing, I was going round and round with myself about giving up on fiction altogether.

I was already publishing non-fiction (my writing courses), and the experience was FUN. And all the frustration, headaches, and fury associated with my fiction career stood in stark contrast to me being able to talk live to my students in a forum, get immediate feedback on work, and, frankly, get paid regularly.

But I LOVE writing fiction. I didn't want to quit—I simply didn't see a way to make it fun again. To make it as immediate and joyful for me to create as my nonfiction.

When I read Locke's book, I saw myself. Someone who does not care about the numbers, who is not interested in constantly pushing for more readers, who wants only to write stories people love and to get them to the people who will love them.

Being a "team player" has never been my strong suit. Not school, not in nursing, not in writing. I'm not writing for everybody, and I'm not interested in pretending I am. **I want to write for the folks who already love what I'm doing**, not to have someone constantly push me to make my work blander, safer, and more commercial so it will appeal to people who **don't** like what I'm doing.

I was BORN to be indie. And now I can.

I hope you'll join this adventure with me.

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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