



## **Six Figure Author: Using Data to Sell Books**

*Chris Fox*

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# Six Figure Author: Using Data to Sell Books

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## **Six Figure Author: Using Data to Sell Books** Chris Fox **Sell Books the Smart Way**

Five years ago releasing a book as an indie author meant uploading it, then begging everyone you knew to buy it. That method simply doesn't work anymore. Fortunately, there's a better way.

Amazon has spent billions of dollars over the last decade building the world's best sales engine. They use machine learning to sell massive piles of books, and that engine is just waiting for you to tap into it. This is the book that will teach you how.

Ready to become a six figure author? You'll learn:

- Why a sale isn't just a sale. Who you sell to is more important than how many
- How to find your target audience
- How to train Amazon to sell for you

## **Six Figure Author: Using Data to Sell Books Details**

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Author : Chris Fox

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# **From Reader Review Six Figure Author: Using Data to Sell Books for online ebook**

## **Jennifer Gilmour says**

First of all I want to thank the author for writing about the difficulties an author faces. This book would be recommended for new authors to read before they publish their first book but I also found a lot of the content useful as an author of two years.

I will be implementing some of the suggestions and look forward to analysing the results. When finishing the book it came to me that you need to stick at your path as an author, it's so easy to give up and a disheartening industry. Thankfully I haven't given up and I am starting to see the rewards.

The most useful part of this book was the Amazon information which I have read little about. Thank you for sharing your findings.

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## **Jeff Willis says**

This is the third writing advice book I've read from Chris Fox and I'm hooked. I'll probably buy every writing book he publishes; each of the three I've read to this point have been full of useful information and advice, from how to analyze the market to how to optimize your own process. It's clear that Chris practices what he preaches, and it's refreshing to see someone who's so open about sharing his successes and failures for the benefit of others. This book is definitely worth your time.

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## **Joseph John says**

Chris Fox doesn't beat around the bush. He tells you what you needs to know. Great book on advertising. A must read for new authors.

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## **Rhett Bruno says**

I used many of his methods to launch a Space Opera Box Set. It was with a publisher, but I convinced them to pursue this method with me. What resulted was the best launch of my career. Even outside KU, priced above 99-cents at launch and published wide, focusing on the right readers has left my book on the top of it's charts for far longer than any book before. Chris definitely knows what he's doing about. It's not how many people you sell to, but who you sell to. Words to live by at a book launch! Any aspiring author should check this out.

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## **Carissa says**

**Great tips & mindset**

Like his other books, Chris does a great job helping authors get their minds wrapped around this business of being an author. Now that I'm finished with my first read through, I'm starting the exercises. Looking forward to implementing some of his tips, as well as others I'm learning right now. Stellar book!

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### **Lucas Carlson says**

#### **Some of the most important points an author can know right now**

This book is critical reading for any author. Some of the most important points an author can know right now about how to market and sell your books.

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### **August says**

An easy read that made me go back and buy a lot of Fox's other author how-to books. I took away one very clear directive about how to sell self-published books on Amazon, and for me, that was worth the price of the e-book.

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### **Dany says**

I know I keep saying this about Chris Fox' Write Faster, Write Smarter book series, but man, this was incredibly useful. I learned a lot reading this and though the marketing can seem a little overwhelming at times, I'm kinda curious to start dipping my toes into the water just to see what happens. Also -- and I don't think I've mentioned *that* one before -- I just find Chris' writing voice to be superlikeable.

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### **Suzannah says**

Good - IF you are aiming for a rapid-release write-to-market Amazon-exclusive strategy. And honestly, Fox probably does a better job than anyone else does of arguing for an Amazon-exclusive strategy: he explains how different Amazon is, and how much better at selling stuff, than pretty much every other bookstore out there. Amazon is the 900-pound gorilla of book marketing, and in this book Fox will explain just why every bit of that weight is well-earned. Amazon has come close to being a monopoly purely because it has revolutionised online shopping.

All this said, even if you don't plan to follow the rapid release/write to market/Amazon exclusive strategy, this book still has some fantastic advice for those wanting to improve their marketing game. The chapters on building relationships with other authors and readers were particularly helpful.

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### **M.A. Nichols says**

In many ways, this is a great book. It's got lots of solid, actionable advice, and it's written in concise, clear

language that is still engaging. It's a good place for indie authors who are looking to find success in publishing.

However, I will say that it is very overpriced. It's hardly 60 pages and rehashes a lot of solid, sound advice that you can find for free on any of the dozens of podcasts out there. It really felt like it should have been bundled in with some of the other books in this series (especially "Write to Market", since there were quite a few times when it referenced that book). While this is a good book, it's really more of a short story than a novel yet it's priced at \$3.99. If you're only going to buy one book on indie publishing, I'd say this is one of the ones that would top my list. But if you're someone who has read and researched the market a lot (like I have), you might not find this worth the cost.

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### **Paul Sating says**

#### **A lot of what I needed**

Writers, you must have this in your arsenal. It contains a number of practical tools you can employ today to get your career in the right direction.

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### **Ahmad Moshrif says**

I wouldn't put any Stars rating because this book is specialized for US Authors (or Amazon.com markets) Which I'm not living in any of these places.

Anyway, I like Mr. Fox for what he wrote in the series: Write Faster, Write Smarter work.

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### **Yesenia Vargas says**

#### **Here's the info. Now to do the work.**

It's that easy and that hard, apparently. Chris lays out some more amazing information for today's indie author trying to make it. He's on the cusp of what's working and what will work. He's definitely a couple steps ahead and he shows it in this book. I highly recommend it for authors.

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### **Stephanie Bibb says**

I have enjoyed reading some of Chris Fox's other marketing books, so I decided to go ahead and give *Six Figure Author* a try. I'm glad I did.

I think my biggest takeaway from this book was understanding the concept of how Amazon's algorithm's

work (at the time the book was written), and why some authors are so insistent about trying to keep those algorithms clean. Chris Fox explains how Amazon can be useful for the self-published author, and what methods can help authors take the next step in improving their visibility.

He also discusses the concept of “serial readers,” the readers who go through a lot of books in short amount of time, and how to go about finding the right audience for your book, as well as how email marketing plays an important roll in promotions.

Each chapter has a lesson at the end, which are helpful in themselves (though some will be familiar from his other books).

I haven't implemented his strategies for myself yet, so I can't speak as to how well they work. However, I am hoping to give them a try and to see what I can do with his advice. If you're looking for more ideas of how you might be able to further your writing career, you might give *Six Figure Author* a read, or at least start with the free book he offers on his mailing list to see if you like his writing style.

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## **Emma Sea says**

I really like Fox's conversational voice. I did find a large cross over in material between this book, *Write to Market: Deliver a Book that Sells* and *5,000 Words Per Hour: Write Faster, Write Smarter*. That's reasonable, I suppose. There's no magic wand:

Write consistently

Turn out books fast (every 60 days)

Grow your mailing list/s

Know what your target reader wants and values

Go all in on KU to take advantage of Amazon's focused targeting to readers

Engage authentically with reader communities

Despite the repetition I'm still happy to have bought the book.

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