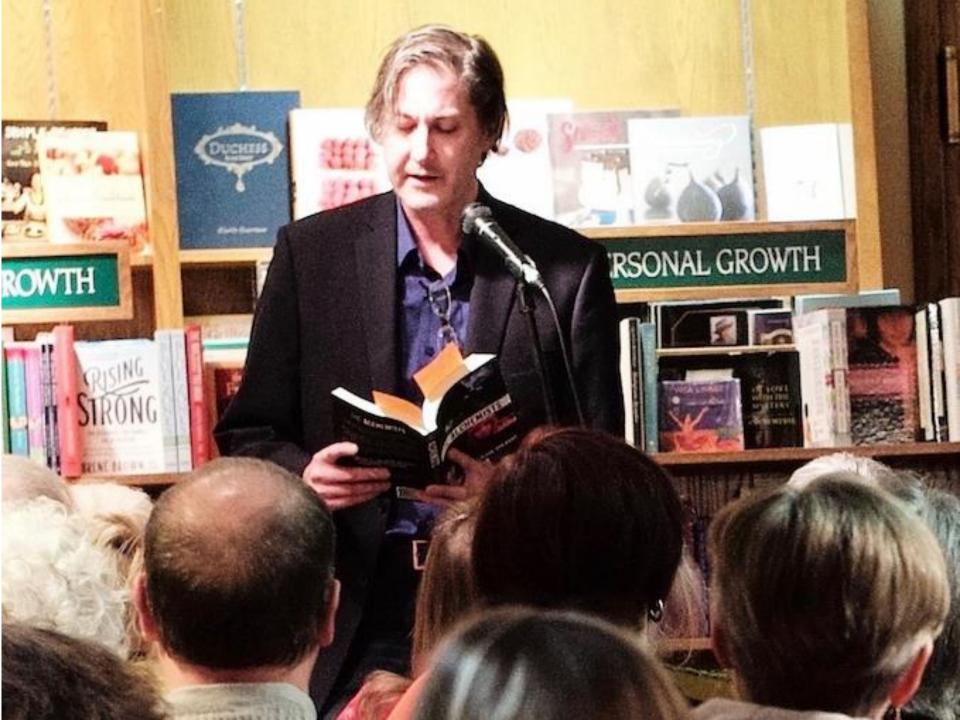
Confessions of a Mid-Lister 30 lessons from one novelist's journey in publishing

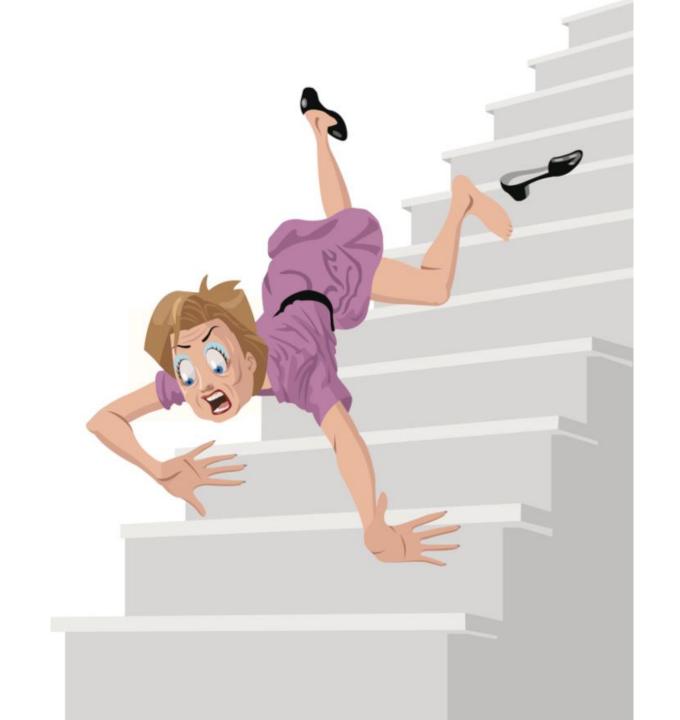


By Craig DiLouie



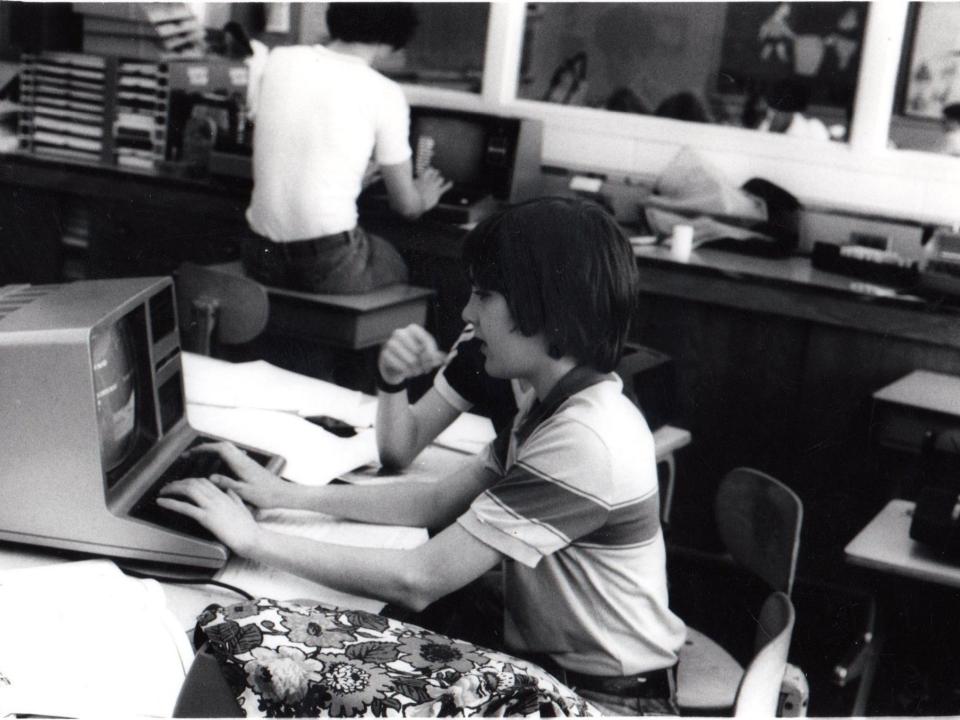
"How did you do it?"

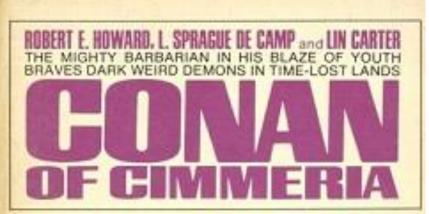
"Just do what I did."



Success in commercial fiction is about the right book at the right place at the right time.

Success is also how you define it.

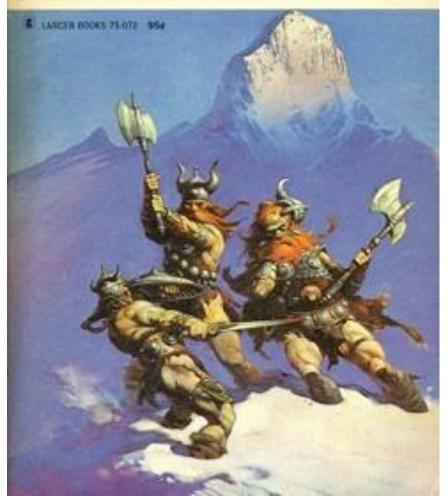






Robert E. Howard

Complete Works





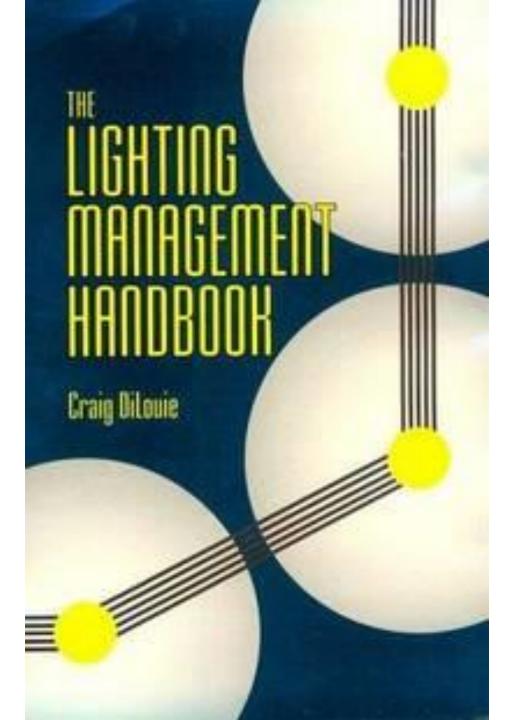
Series Four

Dream big.

"Read and read to find out what kind of writer you want to be. Write and write to find out what kind of writer you are."

—Colson Whitehead





Writing is a discipline.





If you are always writing, you are a better writer than you were last year and will be a better writer next year.

Be willing to experiment. Know the rules. Break the rules.

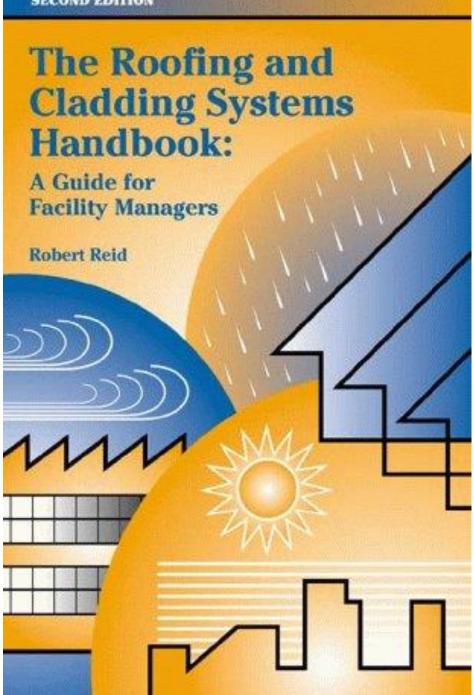
Craft

- Reading ease
- Short sentences, paragraphs
- Filler words
- Passive voice
- Crutch words
- White space
- Internalization

Never stop dreaming.

There is no shame in moments of desperation, but don't let them own you.

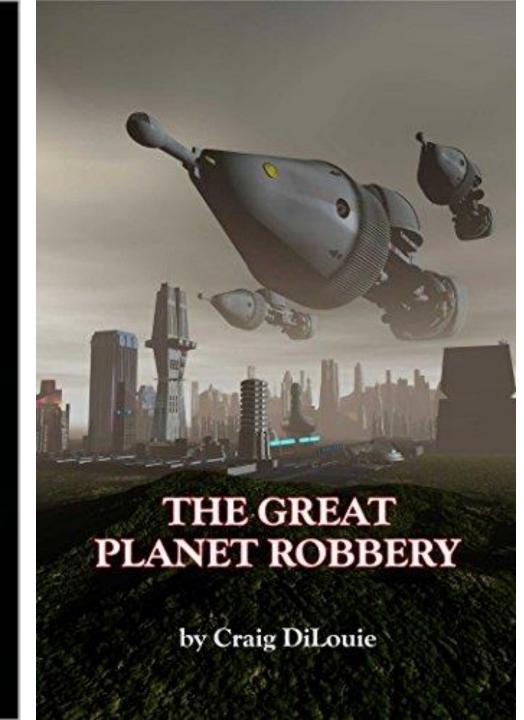




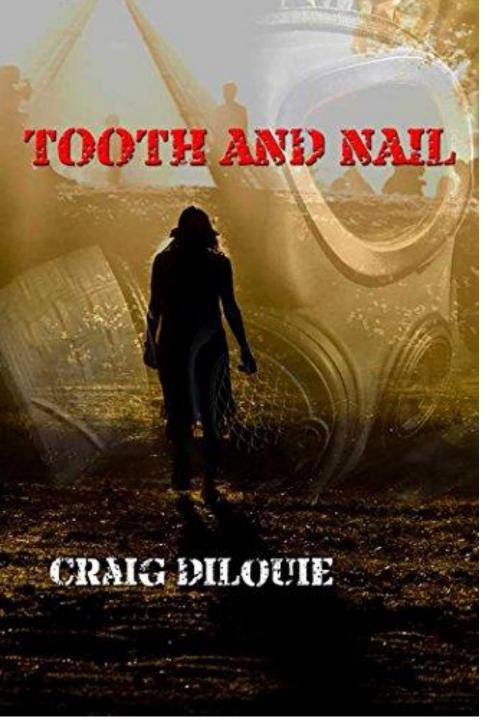


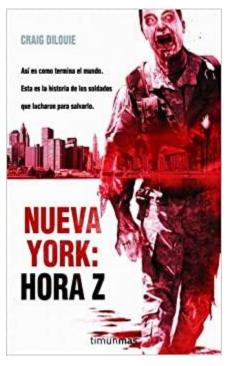














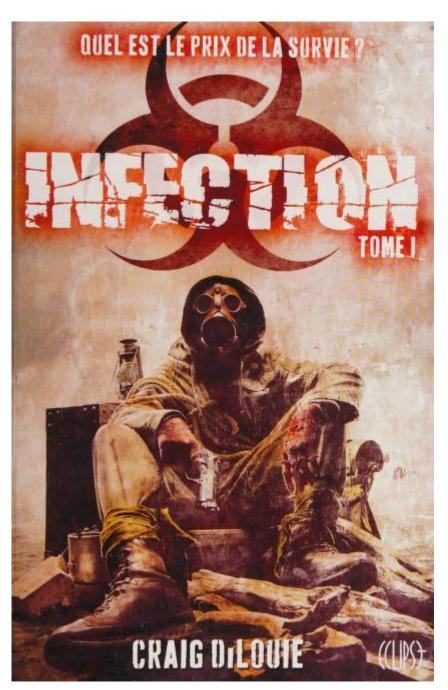
Success in commercial fiction is about the right book at the right place at the right time.

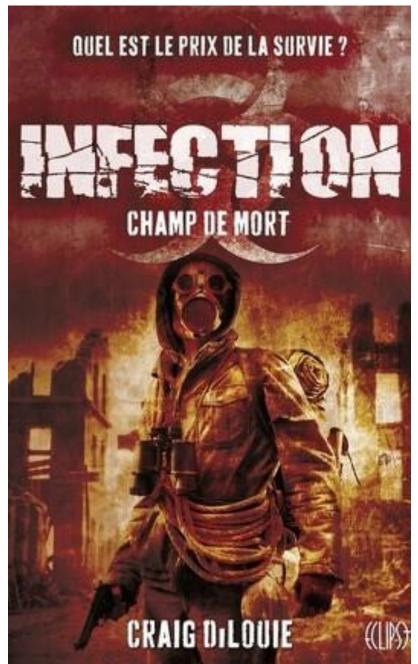
Find a way to make peace with bad reviews.

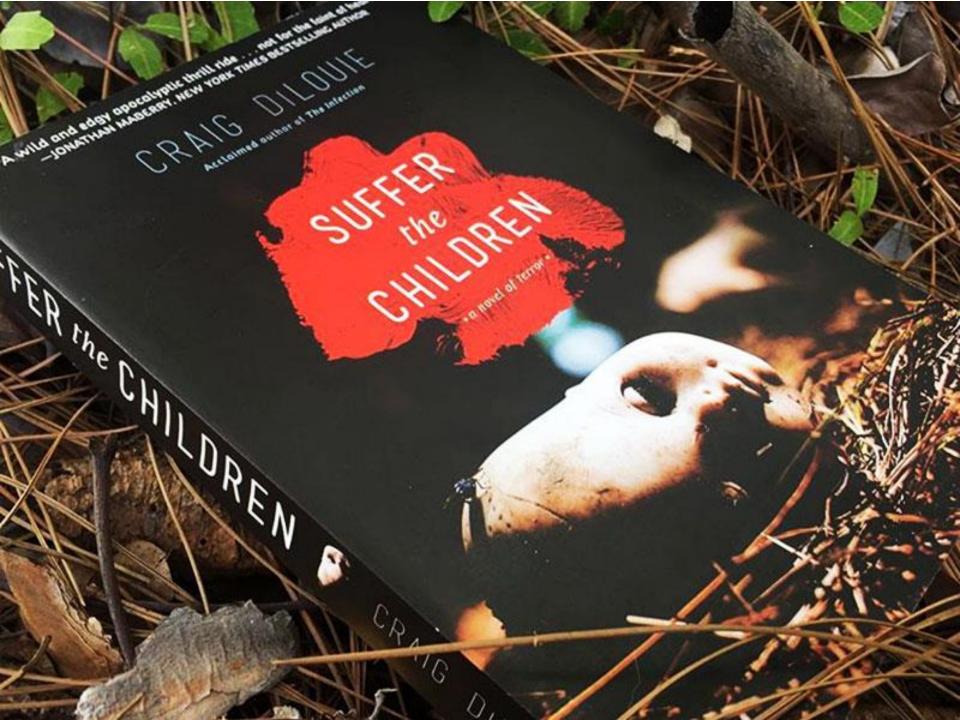
Types of Bad Reviewers

- DNF: reads the Kindle sample, reviews book
- Expert: sees a technical error and writes a review to show off how much they know and tut-tut authors not doing research
- Venter: your book crapped on their breakfast, and they hate you for it; "Don't waste time/money"
- Crazy pills: they can't understand how anyone likes your book and must fix that via a crusade
- Literary critic: they will write an erudite essay presenting subjective opinion as objective fact
- Spoiler: casually ruins book for others
- Psychologist: reviewer can read author's mind

Even God gets bad reviews.







If you want a deal badly enough, you get a bad deal.

Contracts

- What rights granted (AI?)
- Term of rights acquisition
- Advance, royalty rates, reporting, payment
- Exclusive option next work (60-90 days)
- When do they publish
- Can you publish elsewhere and when
- Can you self-publish

A good agent is invaluable.

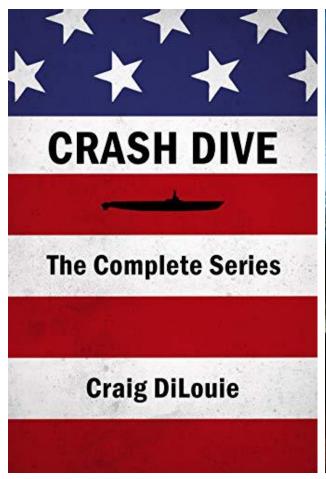
Writing is a long game.

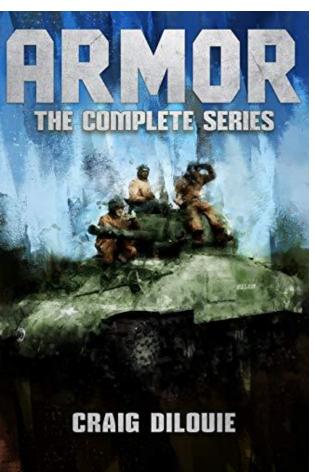
Film/TV options are a lottery ticket.

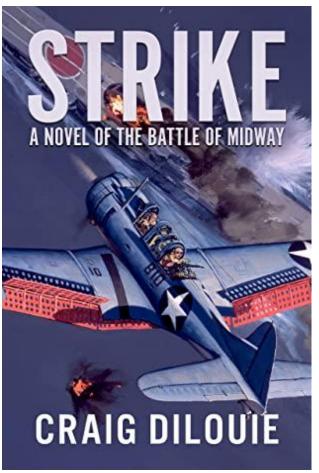
The best marketing you can do is write a good book.

The best way to get True Fans is to stick with one thing that hits big.

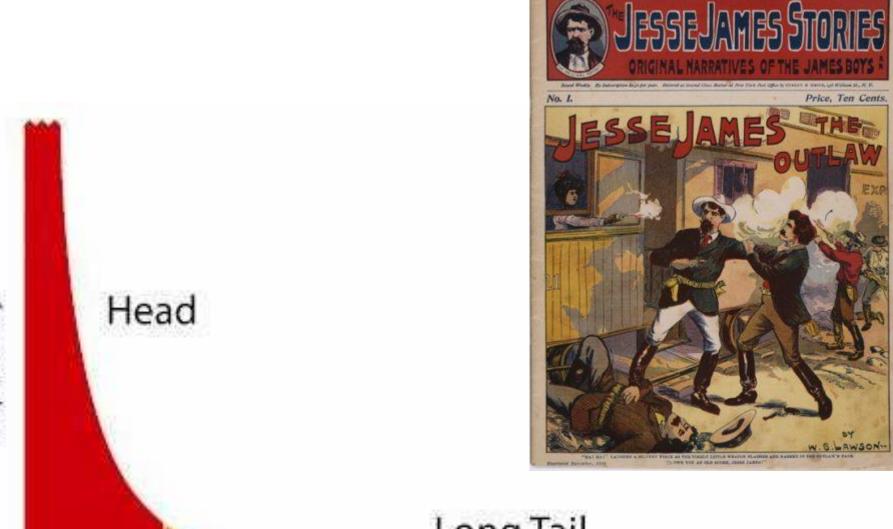
Success is a ladder with many rungs, and it can be fleeting.







Self-publishing can be very profitable and build brand.



Long Tail

Do not marry a publishing path.

KDP is well, it.

Audiobooks are huge.

Study the market but be prepared to be surprised.
Original is not always rewarded. Familiar with a twist often is.

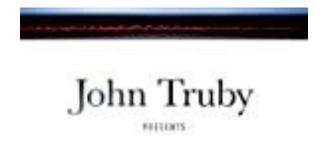
Networking can be immensely valuable.

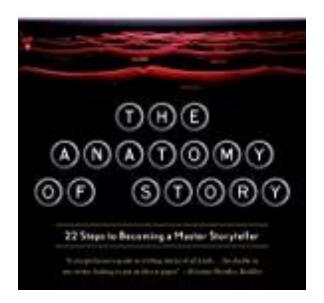
Find an Ideal (gentle) Reader.

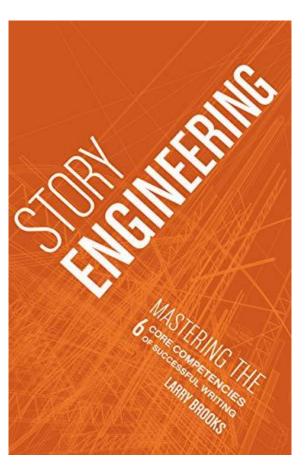
Be professional to readers and supportive of writers.

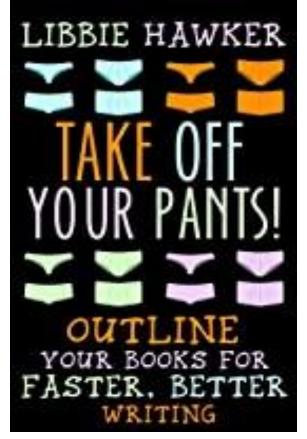


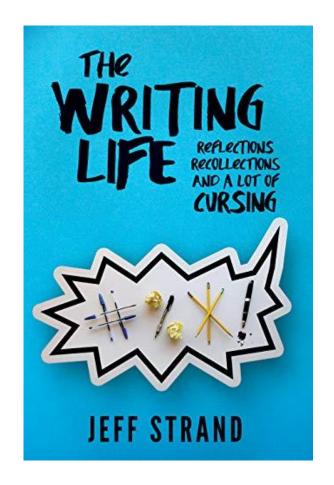
Always level up on craft.

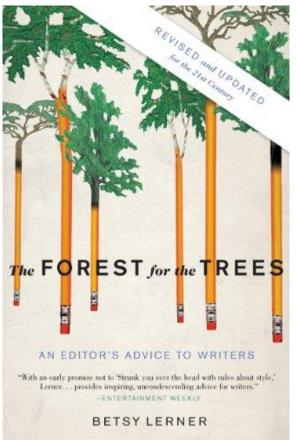






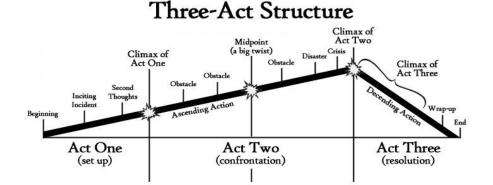


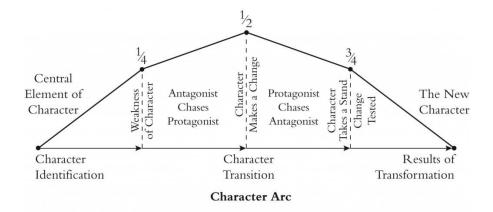




Level Up

- "Plan like an engineer, write like an artist"
- Premise
- Plot structure
- Character arcs
- Theme
- Deep POV





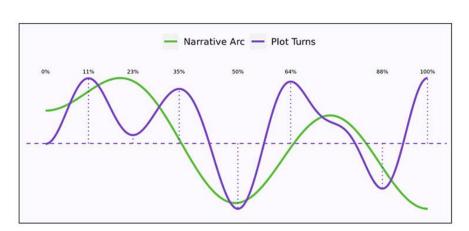
Writing tools can be very helpful.

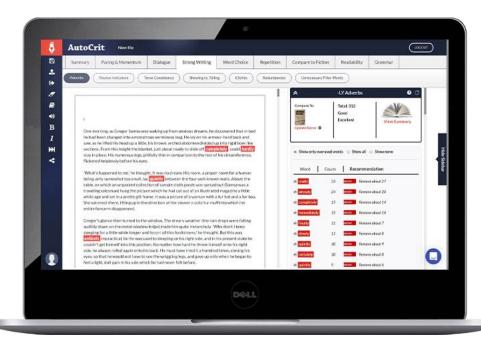
Interesting Tools

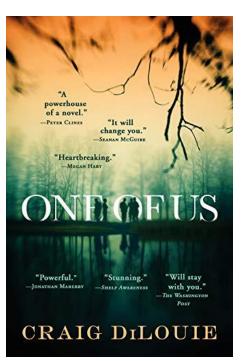
Marlowe Al

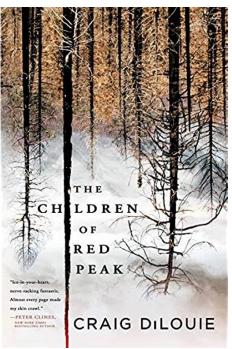
Autocrit

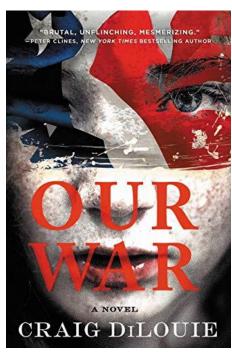
Hemingway App







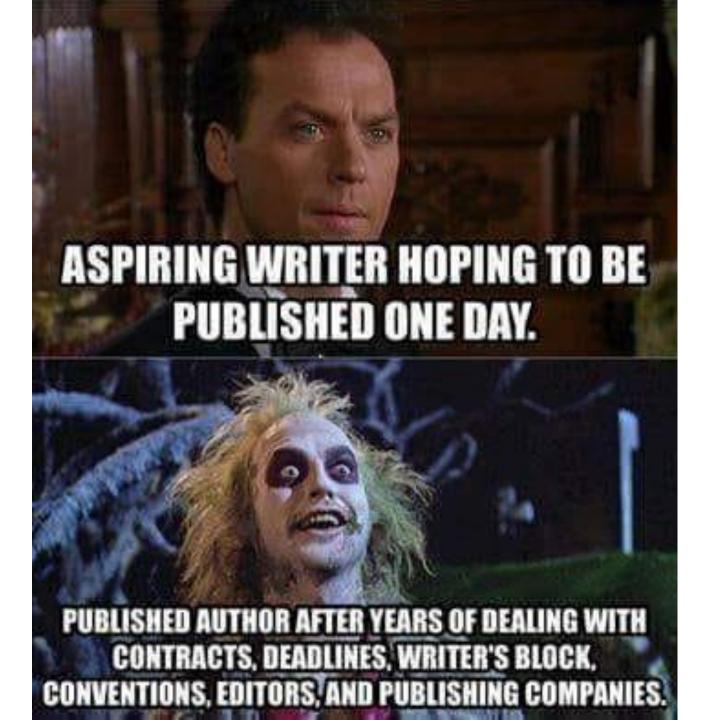






If I could go back in time, I'd tell myself to network.

If you are a writer, you can do nothing else. Find your success.



CraigDiLouie.com/onwriting