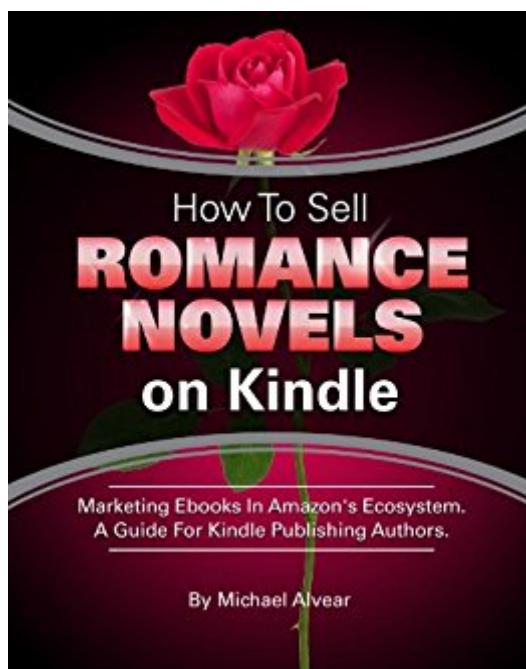


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Synopsis

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Customer Reviews

There are a few good pieces of advice in this book, but take all of it with a grain of sand. The book assumes the romance genre is the same as all other genres for sale. This shows a lack of understanding about the mind set of the romance genre reader. One needs to understand that romance readers are a different type of reader than other genres. Referring to Fifty Shades of Gray as drivel is pretty standard point of view for someone who doesn't read the genre on a regular basis. Fifty Shades accomplished two things it had great characters and broke the BDSM subgenre out into mainstream. It did have flaws, but the characters themselves are what drove the sales of the first book. This alone shows the author's need to treat the genre in a general sense as opposed to the considerations it deserves. The author states that a cover is critical to a sale. I found the cover of this book to be extremely unattractive. If someone hadn't recommended the book I wouldn't have bought it as the cover looks like a huckster's product. The categories discussed were somewhat beneficial but once I visited Mecca (the website where they're stored), I had to keep going back to the book for a link as opposed to hitting the clearly visible HOME link on the site. It got annoying.

The categories themselves are really nothing new other than being a little more extensive than ones, which don't have ranking. The table structure of the categories could have been a little more clear. It would have been nice to see the categories laid out in the manner the author shows in the graphic prior to the great reveal, i.e. separated by rank and alphabetized.

For me "How to Sell Romance Novels on Kindle" is an excellent follow-on to the author's "Make a Killing on Kindle." Michael Alvear re-focuses his advice for the fiction market, and gives specific examples more useful to authors in the Romance market. First, the negative. I don't see this as a major objection, as I'll explain. A lot of material in this book comes straight from "Make a Killing on Kindle." I don't have a problem with that; like any writer I am quite capable of rapidly skimming past familiar blocks of text. I see it as a good example of reasonably recycling material into additional Kindle offerings. A large proportion of the book is new material and based on additional research and experience. It's well worth the purchase based on the new material. Second, some positives. Michael Alvear gives some specific good examples and specific bad examples. I found those examples to be quite helpful. This book has a good discussion of stuffing keywords in titles: maybe yes, maybe no, but Michael helps you make an intelligent decision. Ditto for descriptions. Michael stays focused on his primary goal: How to sell your Kindle books within the ecosystem. I appreciate that he stayed on point throughout the book. An interesting feature of this new offering is the associated research data. He has compiled lists of the most common searches for specific genre. It looks like, as the purchaser of any of his books on selling fiction on Kindle, you get access to ALL of the research results. That's a good approach. The research results, as of this writing, seem a bit thin on the ground. On the other hand, I've not really begun using the results. There may be a lot more meat in there than I realize.

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