

# How to Position Your Book and Maybe Take Over the World

## 1 Choose a profitable genre

What genre matches your passion and topic and has a large (potentially affluent) readership?

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## 2 Identify genre specifics

List six defining characteristics of the genre.

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

## 3 Steal that special spice and make it your own

What can you add to the conversation that isn't already being said, or how might you discuss a common truth in a fresh way?

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## 4 Make an indecent amount of money from book sales

World domination requires solid budgeting. Take a minute to fill out these tables and see where you stand.

value of writing time:	<input type="text"/>
research budget:	<input type="text"/>
editing budget:	<input type="text"/>
traditional publishing marketing budget:	<input type="text"/>
self-publishing layout, cover design, printing, and marketing budget:	<input type="text"/>
<b>TOTAL COST</b>	<input type="text"/>

  

book wholesale price:	<input type="text"/>
10,000 books x 15% (trad) of price or 70% (self) of price:	<input type="text"/>

Subtract budgets from gross income of 10,000 books. Did you make at least a dollar? Congratulations! You have made an indecent amount of money from a book!

## 5 Take over the world

It's time to start your next book and repeat the process. Soon the world will be yours!