



Indie As F*****

A straight-talking guide to owning your book and selling it without apologising

Let's cut the crap.

You wrote a book. That's more than most people ever do.

So why are you acting like it's something to whisper about at parties?

Being an indie author isn't second best it's being in control.

It's real. It's raw. And it's yours.

This is your no BS guide to showing up, standing tall, and selling your book like it deserves to be read.

1. Stop saying "just an indie author"

Every time you downplay yourself, readers feel it.

You're not "just" anything. You're running a business.
Own it. Say it like you mean it:
"I'm an indie author."
Then pause. Let it land.

2. You're the boss

No one's telling you what to write. No agent. No publisher. No committee.

You make the calls.

That's freedom , and it's bloody powerful.
Use it. Don't apologise for it.

3. Don't beg for readers. Intrigue them.

Stop saying "*please buy my book.*"
Start making them curious.

Use a hook. Drop a teaser. Share a problem.
Post something that makes them ask:
"Wait... what's that about?"

4. Confidence sounds like this:

"I write thrillers with bite. Think Jason Bourne meets Jack Reacher."

"I run my own publishing label. I write it, market it, sell it."

That's confidence.
Fake it until your own words start sounding like that naturally.

5. You're invisible if you don't speak

Not posting about your book doesn't make you mysterious — **it makes you invisible.**

Talk about your process.

Share a line.

Tell people what fired you up when you wrote that scene.

Readers love the story *behind* the story.

Final Word

You don't need permission to promote your work.

You wrote the damn book. Be proud of it. Talk like it. Sell like it. And if you need help with

that?

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