



How To Write A Best Seller





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Introduction





What was the first book you bought for yourself? Do you still remember? Was it a literary classic like *Moby Dick* or *Pride and Prejudice*? Maybe it was an installment of a heralded and beloved fantasy series like *Lord of the Rings* or *Harry Potter*? Could it have been a classic horror thriller novel by Stephen King, or on the other hand could it have been a romance novel? Perhaps it was a book about self-help and finding yourself, something you needed to push you and

Good books help people learn and grow—while great books can change lives. Through the writing of a book, you have the potential to influence and inspire others—to truly get them thinking and contemplating life.

Books have been a staple in the world for centuries – from passing on information in the form of writing, whether through scrolls or engravings and inscriptions in the walls, societies and civilizations have used some form of book for since the start of civilization. Today, the world has evolved to allow for a more convenient and modern way of reading and disseminating books. With the insane amount of books available in this day and age, it's difficult to get your writings and ideas to the top of the bestseller. It's difficult to catch people's attention and even more so to sustain it.

This book attempts to show you how to not only write a bestseller, but to also catch people's attention and encourage them to purchase your book. Furthermore, this book also aims to show you how to capitalize on the facilities and features of the digital world in order to get your book to the very top of people's hearts and minds.





Chapter: 1

Have the Right Mindset

"If you don't see the book you want on the shelf, write it."

Beverly Cleary

What do you want to write about? As you picked this book up or were reading the introduction, it's likely that a particular subject, concept, or idea popped up. Even if it's just a flicker or notion of a thought, there must be something planted in your head that you feel the urge to write about.

When doing or starting anything, it's important to have a right mindset. Having a right mindset will not only help you start, but it will sustain your will to continue the goal you've presented yourself. The right mindset cultivates a strong foundation that will keep you standing strong and sustain you through the obstacles and hardships, difficulties and stress.

Dreams and Aspirations

"A book is a dream that you hold in your hand."

Neil Gaiman



If you're familiar with the famous and bestselling author Neil Gaiman, you're likely aware that his books have been adapted into both television remakes and films such as Stardust and Coraline. His works mostly fall under the fiction and fantasy genre, but are meant for a wide-range of readers: he's created numerous titles for children, such as Coraline, for teens, such as The Graveyard Book, and for adults, like with his Sandman series and novels like The Anansi Boys. As the quote above says, and inspires, a book is like a dream that you hold in your hand.

Now, the quote above can be interpreted in different ways, depending how you look at it. Perhaps one could interpret it as literally one's dreams, the type you get while you're sleeping, manifesting onto the paper and pages. Given Neil Gaiman's works of the fantasy-type, deep tales with monsters and men, suspenseful narratives of dark taverns and hidden kingdoms in the clouds, this doesn't seem like a very far-fetched interpretation.

Often, our own dreams seem like altered realities—therefore a book could be as if you were entering and witnessing this altered reality unravel right before your eyes. However, you're not asleep, you're wide awake, forming the vivid images and personal interpretations of the words of the book in your own head. However, the dreams in this quote could also refer to aspirations. Dreams and aspirations are goals that you hold to your heart, those you wish to come true. A book may be a literal manifestation of both the author's and reader's aspirations. Things one wants to come true through hard work, research, and faith.

If you truly want to write a bestselling book—commit to it, hold it like a dream in both your head and your heart.

An Open Heart and Open Mind

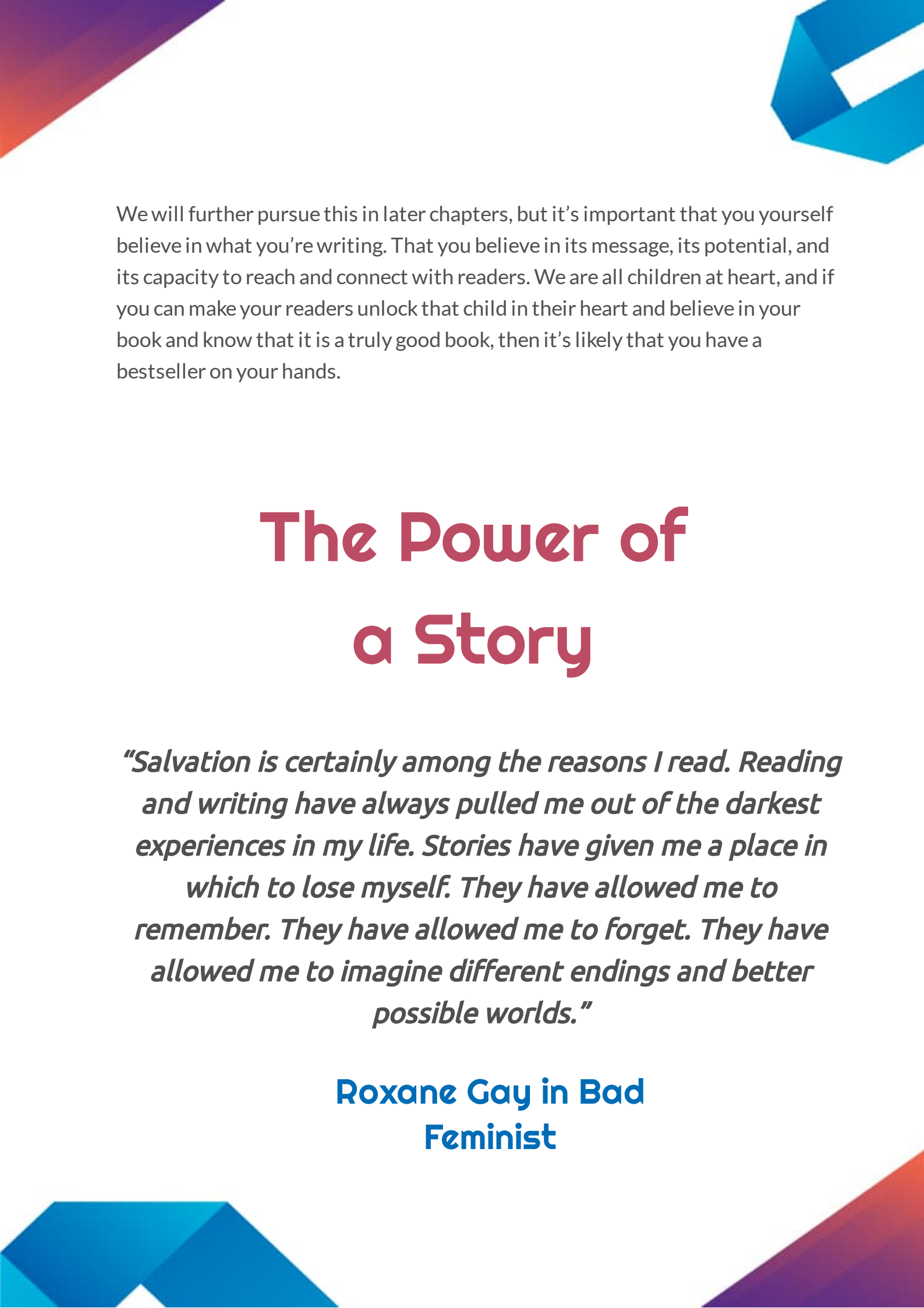
Children know perfectly well that unicorns aren't real, but they also know that books about unicorns, if they are good books, are true books."

Ursula K. Le Guin

To write a bestseller, you need to keep an open mind and let your creative juices flow. Your first draft will likely not be your final output, so don't be afraid to go over your work and change things— perhaps you'll see it in a better light once you've finished it. Allow yourself to be open to different possibilities—**whether you're writing fiction or non-fiction, *don't limit yourself to your initial idea.***



Keep the core of your concept and plan solid like a rock, but allow your work to flow and be flexible in order for it to reach its maximum potential and optimum state. There is no ceiling to the depths of one's writing—allow yourself to go further and dig deeper in order to explore the different ways and means you can convey your message and connect with your readers.



We will further pursue this in later chapters, but it's important that you yourself believe in what you're writing. That you believe in its message, its potential, and its capacity to reach and connect with readers. We are all children at heart, and if you can make your readers unlock that child in their heart and believe in your book and know that it is a truly good book, then it's likely that you have a bestseller on your hands.

The Power of a Story

“Salvation is certainly among the reasons I read. Reading and writing have always pulled me out of the darkest experiences in my life. Stories have given me a place in which to lose myself. They have allowed me to remember. They have allowed me to forget. They have allowed me to imagine different endings and better possible worlds.”

Roxane Gay in *Bad Feminist*

