How Adam Croft Carved Out His Own Path to Success

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(Image created at BookBrush.com)[/caption]

Selling more books each year than the previous year is crucial (to be successful), as is growing my mailing list and my online following. Ensuring my books get better each time is also very important to me. You need to decide why you're doing this, what your goals are and see if you're meeting and exceeding them. Everyone's idea of success will be different. ~Adam Croft

Adam Croft, a globally acclaimed success story by his own definition as well as by the definition of other notables in the field, has graciously shared a bit of his story. He has also offered, quite generously, some personal advice and tips that led him

to become one of the most successful self-published authors in the US and the UK.

About Adam Croft
With more than one million books sold to date, Adam Croft is one of the best-selling crime and thriller authors in the world. In February 2017, ONLY THE TRUTH became a worldwide bestseller, reaching storewide number 1 at both Amazon US and Amazon UK, making it the bestselling book in the world at that moment in time. The same day, Amazon's overall Author Rankings placed Adam as the most widely read author in the world, with J.K. Rowling in second place. Adam has been featured on BBC television, BBC Radio 4, BBC Radio 5 Live, the BBC World Service, The Guardian, The Huffington Post, The Bookseller and a number of other news and media outlets. (Source: Amazon)

Now for our exclusive interview with Adam Croft.

THE REAL AUTHOR

Q: When did you fall in love with the written word?

I don't know that I ever have, or if I am. All I know is I like reading books and I like creating stories. I like the endless possibilities, the escapism and the ability to provide entertainment for others.

Q: Can you tell us about how you came to publish your first book, how long it took to make that happen and how you stayed motivated (and maybe even sane) during the process?

My first book took me two and a half years to write. That's absolutely ridiculous even for a 500,000-word epic, but this book ended up being a 21,000-word novella.

I had no clue what I was doing. I spent far too long messing around with fonts and changing single words here and there. The book suffered for it — massively. Now I spend no more than a month writing a book, and they are a million times better. Keeping up pace and flow is crucial.

Q: Share with us one or two people in your life who have continually encouraged you to follow the path of an author. How did you handle those who discouraged you?

This is a hard question to answer because I genuinely don't listen to others, whether they're being encouraging or discouraging. If I want to do something, I'm going to do it. I think it's that sheer bloody-mindedness that's kept me going.

THE REAL STORY

Q: What does the balance of work look like for you between writing and promoting?

It's about 90% promoting and working on the business side of things. I write maybe for an hour or two a day, out of a sixteen-hour working day.

Q: Who is your target audience and how did you decide on who that would be?

I write three different types of book, which have three different target audiences. I don't aim to write for any specific audience — I just write the books I want to write, and which I think will sell well, and let the audience decide for themselves.

The old marketing/advertising idea that you need to have one particular (fictional) reader in your mind is absolute nonsense. Readers' tastes and proclivities are far too nuanced to define them within the realms of pure consumerism.

Q: Assuming you get some of these, how do you approach negative reviews?

I don't read reviews, positive or negative. I haven't done for at least a couple of years. I look at the overall star rating for each book to get a rough idea of how popular it's been with its audience, but other than that there's no benefit to anyone in digging into the detail of any single reader's review because people's tastes and opinions vary so much.

THE REAL STATS

Q: How important is it for authors to have a public presence (website, social media, etc.)? And can you offer any tips from your own that have significantly contributed to your success?

*A presence is important, but you need so much more than that. Very, very few authors actually *get* social media and online presence. I'm talking maybe 3-5 authors in the world that I can think of.*

Most authors don't understand advertising and marketing, either. They tend to see the success I and others have had marketing our books and either try to emulate what we do or just dive straight in without any thought or consideration to the ads themselves.

*The former doesn't work because my marketing and advertising strategies are very specific to my books. They won't work on 99% of other books, even ones in my genre. Most of the time they don't even work on *my* other books.*

Q: Do you profit more financially from eBooks or printed books? Is the ROI on audio books worth it?

Ebooks always carry a higher royalty. Print costs for paperbacks are horrendous. Audio is still a very immature market and there are virtually no advertising or marketing opportunities. Fiction audio just doesn't make money for most people. I've invested thousands in it, and the average forecast for just breaking even is around six years per book.

Q: How do you track your success as an author? What makes it worth it for you?

It depends on how you define success. Selling more books each year than the previous year is crucial, as is growing my mailing list and my online following. Ensuring my books get better each time is also very important to me.

You need to decide why you're doing this, what your goals are and see if you're meeting and exceeding them. Everyone's idea of success will be different.

MORE REAL STATS

- How many readers do you have on your email list? ***Almost 50,000***
- What is the largest number of books you've sold in one day? ***Good question. Around 2,000 paid-for, I think.***
- What is the next milestone you are shooting for in book sales? ***As long as they keep selling, I'm happy.***

- How much do you spend a month on advertising? ***This varies enormously depending on where I am in the release cycle. Anything from £2,000-£50,000.***
- How many books do you sell in the first week of launching a new release? ***Again, this varies enormously. In a series where I'm a few books in it might be a few thousand. A psychological thriller which hits the zeitgeist and is marketed well could be tens of thousands.***

Q: What online tools do you most frequently use?

In terms of online tools, it's mostly for reporting. I use AK Report for KDP sales info and the Kindlepreneur description generator. That's about it, really.

JUST FOR KICKS

Q: Do you prefer to write in a quiet space or in a louder setting such as a coffee shop?

Always in absolute quiet.

Q: What is one book or book series (by an author other than yourself) that you have read multiple times and plan to read again?

I almost never read books twice. There are far too many books out there and I buy or receive around 12-15 books for each one I read, so there's no way I'm ever going to catch up as it is.

FINALLY

Q: What is the best way for our readers to connect with you?

adamcroft.net
Twitter
Facebook