

**PUBLISHED**  
**IS BETTER**  
**THAN PERFECT**  
OVERCOME PROCRASTINATION  
AND **PUBLISH THAT BOOK!**



**DAVID LEE MARTIN**

# **PUBLISHED IS BETTER THAN PERFECT**

**OVERCOME PROCRASTINATION  
& PUBLISH THAT BOOK!**

**DAVID LEE MARTIN**



**IndieAuthor**

INDIEAUTHOR.COM

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*“The best time to plant a seed is  
twenty years ago. The second  
best time is now.”*

— PROVERB



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## ABOUT THE AUTHOR

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### Who, Me?

Generally you would expect this page to gush about all of my achievements and accolades, and why I, the self-proclaimed guru of all things indie, should be humbly listened to as I pontificate on my publishing success.

I remember well my first #1 Amazon best-seller. I felt like I had graduated!

Or the time one of my pen names was the top selling author in the Religion and Spirituality category across all of Amazon, beating out all of the traditionally published authors. That was in the run up to Christmas and my latest series was rocking the charts all over the place.

Or that first \$10K month! Wow!

Did that mean I had finally made it? I'm not entirely sure.

I also remember reading and hearing other indie authors and publishers brag on similar breakthroughs, before I experienced them myself, and feeling that awful pang of envy and self-doubt.

I remember the countless times I put my all into a book project, only to see it fall flat on its face.

I guess what I'm trying to say is, I have been there - in the pits and on the peaks.

One of my favorite descriptions of how I see myself is being right here in the trenches, alongside other ordinary men and women trying to make this self-publishing thing work. A fellow creative who knows he was made for more, and who is willing to risk rejection and ridicule to see his writing dream come to fruition.

My name is David Lee Martin.

I have always been a writer at some level. In fact my own self-publishing journey started before Kindle was even a twinkle in Amazon's eye. I used a photocopier to create my books, and punched a couple of staples down the spine. They cost me about a dollar to create, and I sold them in seminars for \$3 a shot.

My books in my photocopy days had to be short or they would not fold and stay closed!

Funnily enough, the majority of my Kindle and print-on-demand published books are still short. Old habits die hard!

Big difference is, I have moved from a few \$3 sales at the book table to several hundred dollars a day on the virtual shelves of the biggest bookstore in the world.

In the past three years alone I have surpassed \$650,000 income from massive sales of tiny 99-cent books in relatively small sub-genre markets – both in fiction and non-fiction.

And I know that my story is not unique. In fact, my results are modest compared to some other indie authors I know.

But that's not really the point, is it?

The author I am interested in, and the one *you* are interested in, is **YOU!**

**YOU** are a writer. An author. A publisher.

You are a mutineer. A renegade soul who has finally proclaimed, "enough is enough!"

You have thrown off the shackles of insecurity and proclaimed yourself worthy to be heard.

I salute you.

Welcome to the **REVOLUTION!**

## A MANIFESTO

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# It's Time

There comes a time.

This short manifesto is a rallying call to all indie authors, or would-be writers, to step up to the plate and recognize the day in which we live.

What a time to be a creator.

You can get an idea today, write a book tomorrow, and by end of play day 3 it is published and available and selling in the biggest store on earth.

Do you honestly grasp just how radical this change is?

Never in history have the gatekeepers been so sidelined, and the ordinary writer given such dangerous liberty.

No one can stand in your way, and you can learn your craft on the job, making waves (and money) as you hone your ability.

No more waiting in the wings. No more begging to be heard. No more scraping for the crumbs after the big dogs have lapped up the cream.

Now is the time to write.

To publish.

To reach your audience, and taste the financial fruits of your creative labors.

I know it's possible. I am doing it myself. Comfortably full-time, and able to choose every single day how I spend my minutes on earth.

An unknown, little read, and very average publisher compared to many. I have no magic pixie dust, or elevated connections. Just a laptop, some ideas, and guts enough to take a risk.

## The High Seas of Possibility

There are a growing number of creatives who have thrown off the shackles of tradition, embracing a technological renaissance that is exploding around the globe – a tech-driven tsunami that is blowing away old ways of doing things.

As an indie author this is undoubtedly the very best of times.

If you were not part of this same scurvy crew you probably would not be reading this right now.

The very fact that you have picked up this short firebrand book of encouragement tells me that you have already struck off

from the shore. Maybe you are still finding your sea legs, but the oceans of possibility have called your name and there's no turning back.

I'm going to share in broad strokes some of the keys that are working for me as I plunge forward in this self-pubbing adventure, and I hope that they provide a few light-bulb moments for you too.

The pathway to published is actually rather simple and uncomplicated. My mission is to carry as many willing passengers with me to self-published success as I can.

The words you have in your hands are more a signpost to inspire your next step.

I hope they do just that!



*“It’s just one little baby step at a time,” she continued. “If you try to figure out how to do everything, all at once, you’ll get overwhelmed. But if you focus on one task at a time, and keep walking in the same direction, all those little steps add up over time. These things are always more possible than they seem.”*

*Packing Light – Allison Vesterfelt*



Y O U

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## You Are a Writer

I have spent several months now pondering the fact that if we fail to accept and pursue our dream of being a writer today, tomorrow will surely steal our future.

Pressing needs too often strangle our resolve to write, and all of our hopes are once again consigned to sometime-oneday.

But sometime-oneday has already passed.

Today is the day to begin becoming who you already are.

Don't procrastinate. Eliminate the excuses and write from your heart. You need no more reason beyond that.

I have found that the writing process is similar to priming a pump. Since water pumps can only move water when they've got water in them, it's necessary to manually fill pumps and pipes before the flow really begins. This is called "priming" and it's got a well-deserved reputation for being a hard and frustrating job.

Case in point? Sometimes you just have to start where you are at, and write anyways. Sans inspiration. Without feeling the magic or touching the muse. Just write.

As you do, the pipes will fill and before you know it, trickles of inspiration begin to squeeze through the cracks in the dam - your heart gate opens, imagination sparks, and new words and worlds spill from your keys to the paper.

The disturbing reality is that what I put off until tomorrow may never see the light of

day. If I don't make the decision to discipline myself to write at this moment, to produce and publish today, the body of work I could develop over the coming years will remain lean and starved.

Is there not a cause?

Do you honestly think that all of these other priorities are more important than the legacy of words you are called to leave behind you?

One word.

Write!



## 182,500 Words Later

Throw your fears to the wind and do it.

Just 500 words a day, and 365 days from now 182,500 words will have been left for generations to come.

That's eighteen ten-thousand word books.

Make that movie. Create that course. Post to that blog. Create that website. Write that novel. Publish that book. Sing that song.

Don't hesitate. Seize the day. Quit vacillating. Stop with your excuses.

Create something marvelously imperfect.

Make it your duty to act on your desire, and write every single day. Don't worry about what you write, just make sure you do it.

The actual medium for your words is not the most important thing here, but you need to be consistent.

Here are just three ideas of where and how you might write:

- A personal journal (made public)
- A blog
- Write a chapter or page of the book you have been thinking about penning all these years.

The key thing is to write.

Each word. Every dot of the 'i' and cross of the 't'. All carve out a pathway to the words that will one day be worthy of the world's attention.



## Magnificent Imperfection

Perfectionism is a killer of dreams. He stalks the alleys of our imaginations seeking to crush any spark that might leap to make a bid for public attention.

Not yet, he reasons. You're not ready, she conjectures.

Then come the comparisons. So many other writers so much better and more qualified. Too much competition in a crowded marketplace. Who would ever listen?

Perfectionism is so darn 'right' yet absolutely wrong!

The world is not waiting for perfect.

It is longing for stories.

For answers and solutions.

To hear the reassuring voices of those  
who have trodden the path they are frightened to embark upon.

Oh, magnificent imperfection!

I welcome you and bow to your wisdom.

Good enough is good enough, and getting  
better every day.

Each stroke of the pen or strike of the key  
is one more faltering step forward toward  
the dream becoming reality.

Don't wait until your writing is perfected  
before you dare to publish.

Accept the sobering fact that perfect is a  
pipe dream, and done is better than almost.

Take the leap and go public with your  
writing.

Publishing a Kindle book is an easy process.

Creating a blog is a breeze.

Only as you stretch beyond what you have already done will the transformation take place.

Don't judge your success by sales or numbers (although they will inevitably come if you stay the course) - judge your success by the mere fact that 99% of wannabes never take the first step beyond what's comfortable.

The mere fact that you have put yourself out there, and your creativity on the line, seats you in an elite crowd. A gnarly bunch of revolutionaries we may be, but elite nevertheless.

Ok, enough of the dramatics. The truth remains. A magnificent turnaround has taken place that puts the indie author in a position that they have never before enjoyed.

No longer waiting in the wings longing to be chosen, draped in rejection slips. Their

words are now welcomed by the world,  
and today is the day that another name  
will break ranks with the fearful and step  
into the fray.

It is indeed a revolution.

And you are a revolutionary.

This Revolutionary manifesto is a call to  
you, the indie writer and publisher, to cre-  
ative arms. It is designed to incite you to  
radical action. Imperfect action.

In the next and final chapter (I told you I  
was going to keep this short) I want to get  
very practical. It will the lens through  
which the writing you do can be whetted  
and sharpened so it hits the mark.

And that is what I want - for your words  
to find their place in the world.

## Three Key Metrics for Self-Publishing Success

Many authors make the mistake of thinking that the book they are writing is the only metric in the success equation. They reason, if I can only write a totally awesome book, someone will recognize my genius and bring the world to my door.

That may all sound very noble, but it does not really work that way here in the real world where ordinary folks are writing, publishing and actually making money with their ideas.

Over the past months and years, I have boiled down three elements that I consider to be the key metrics in building a successful indie publishing business.

All three work together to equal \$ and :)  
[SMILEY EMOTICON]

I do not believe in starving artist algebra.

I'm working with a result in mind that releases me to enjoy what I do, and bring joy and elevation to my readers.

Whether in inspirational or practical non-fiction, or just plain storytelling, whether in online training or ranting on a blog - everything is designed to reach an audience.

And that's the first key metric you need to establish.

## **KEY METRIC ONE: FIND YOUR AUDIENCE**

Too many authors and product creators come at things the wrong way around. They write the book or create the course, then go in search of an audience to sell it to.

The wise way to work, however, is to pinpoint your audience first.

Establish that there is indeed a need and a hunger for what you propose, before you even put pen to paper.

It is very easy to pass over the research stage and dive into the creation stage. After all, as a right-brained creative type that's where we feel most natural and most alive.

Truth be told, though, that same creative gene needs truckloads of affirmation to properly flourish.

If you pin yourself down to really research where potential markets already exist it will save a great deal of heartache later

on. You will not only enjoy the process of creation, but the affirmation of readers and fans lapping up what you place on the banquet table.

Pass over this important first step and the only company you and your awesome book might enjoy could be the crickets chirping as an accompaniment to your discouragement.

The exciting thing is, there is an audience out there for almost anything and everything that you can imagine. Just be certain before you embark that you know where they are, and how you might reach them.

Then, and only then does metric number two comes into play.



## **KEY METRIC TWO: WRITE FOR YOUR AUDIENCE**

Now it is going to sound a little like I am contradicting myself. Please stay with me.

I just told you to write, write, write. Write every day. Write from your heart.

All of this remains true, but we are now looking not just at breaking procrastination, we want to shift the focus and shape your words for the other side of the writer coin – your readers.

To do that writing can sometimes be a premature leap.

You first need to read.

Read what your audience is already buying. Get inside their head. Find out what it is they are looking for and what they expect from a good book.

Who are the current bestsellers? What stories are they telling? What questions are they answering? What needs are they meeting in the hearts of their readers that you can tap into and resolve?

Then deliver it to them in spades!

Some people call it, ‘writing to market’. I have met a few who choke on this concept, considering it a sell-out. Most of them have also been proud owners of empty pockets and flat line sales of their books.

Writing to market does not mean we sell out whatsoever. It simply means we meet the expectations of the audience we have chosen to serve.

You do realize you are the servant here, right?

Your readers are not there to serve your ego, you are there to serve them and bring to them the answers and the entertainment they crave.

Most of my books are Christian or inspirational in nature. That’s the market I have chosen to serve.

In both fiction and non-fiction my starting point is always, “what is my reader looking for from any book that I place in their hand?”

I ask myself how I can help them. How I can clothe the stories and messages that burn in my heart in flavors that will satisfy the appetite of the people I want to be reading them?

The fact that I am one of my audience and share their tastes, challenges, and aspirations is also helpful.

If at all possible pursue markets that you are familiar with. Markets that fit with your values and the things that you feel strongly about. It will make the long haul so much more enjoyable for you.

Selling out, which we mentioned earlier, is more pronounced if we pursue a market demographic just for the \$\$\$ it can bring.

There is a lot of money on the table in erotic literature for example. I know if I published there I could make money, probably lots of it. But my heart would

not be in it. My conscience would smart every time I pressed publish. For others, it may be different, but I have found every time I have been swayed by potential dollar signs rather than something my heart is actually invested in, it has proved nothing more than a distraction.

Build a business that you are proud of, one that you are comfortable with.

This will look different for different people, but build now as you mean to go on and you will be much more likely to face the challenges with stalwart courage and not cave in if (and when) obstacles and setbacks present themselves.

Do your research, but don't fall into the trap of just chasing the money. You, most likely, are part of your ideal audience. If you know what you would like to read, don't be surprised that there are many more eager readers just like you out there.

Don't get me wrong. Money is good, and you need it, but a long-term business that will serve you for years to come will be

built on a foundation that fits with your values.

Too many people approach the make money online opportunity in a very short-sighted way. We are building a real business here. As such, we want to start and build from the ground up as we mean to continue.

It is a wonderful thing to be an author, and to have a readership who really *gets* you. I love hearing from readers of my books, or students on my courses and training products. It is so fulfilling to know you are making a difference in people's lives.

You can do that.

Have a mission behind your desire to write and publish.

Something that's bigger than you, something that takes your eyes off your bottom line and squarely onto the people you want to serve.

It does not need to be something grandiose. Simply wanting to entertain elderly

grandmas who love sweet fictional short stories, pilgrim Christians looking for inspiration, or fellow indie authors seeking a breakthrough, is noble enough for me.

What's your mission?

Write down why you want to write.

What is it you want to say, and what peculiar seed has been planted in your heart that made you think about being a writer in the first place?

The mere fact that the desire to write is alive within your heart should tell you that something wonderful is at work.

For me the seed was planted by my girlfriend many years ago.

It was a printed paper bookmark with some of the most inspiring words on that I have ever read.

Larna is now my wife of almost 20 years, and I still have that dog-eared cardboard bookmark pinned to my computer monitor...



*“You are a lover of words... One day, you will write a book. People turn to you because You give voice to dreams, notice the little things, and make otherwise impossible imaginings appear real. You are a rare bird who thinks the world is beautiful enough to try to figure it out, who has the courage to dive into your wild mind and go swimming there.*

*You are someone who still believes in cloud watching, people watching, daydreaming, tomorrow, favorite colors, silver clouds, dandelions, and sorrow. Be sacred. Be cool. Be wild. Go far. Words do more than plant miracle seeds. With you writing them, they can change the world. –“*

*Ashley Rice*



## **KEY METRIC NUMBER THREE: REACH YOUR AUDIENCE**

We have determined the audience we want to write or create for. We have discovered what it is that they want or expect. We have written or created something that meets that need.

Now it's time to reach them.

This is super important, and again something that really should be considered even before you begin your writing.

Ask yourself, “Ok, I know an audience exists who would like what I have to offer, I see the need there and I am ready to meet it. But once I have my product or publication ready to ship, how will I actually get it in front of them?”

One of the most frustrating things is having a great book and you know it meets the market, but not knowing how to actually place it before them effectively.

Before you go through the whole process of creation I suggest you do a couple of things.

Do some due diligence and search the internet for blogs, forums – places where your target audience might gather.

Can you participate in those places? Can you offer and add value to those communities?

Take time to browse Amazon's virtual shelves. Are there other books just like yours? Mark my words, you want there to be other books just like yours. Their existence confirms that readers are ready and waiting who have an interest and a passion for what you want to place on the table. Competition, when evaluated and understood properly, is a good thing.

As you research in this way, dig down into the smaller categories or niches within the broad niche. These sub-sub-genres will become a clear target that you can place your new books in. These smaller pockets become the stepping-

stones to greater exposure and traffic to your book.

Hitting the high-spots in top level genre categories is not easy, but you can slip into the lower rungs and gently climb your way up as you build an audience of loyal readers.

An example in non-fiction might be religious books. I can dig down through the layers from *Religion and Spirituality* in general to *Christian* in particular, then on to *Spiritual Growth* and finally *Prayer*. I could even go a layer further and choose *Spiritual Warfare* if that were the subject of my book.

You get the idea.

Similar journeys are available for almost every nuance of book, both fiction and non-fiction.

These smaller corners - sub-sub-sub categories - are an easy in for newer authors, yet can still provide profitable little enclaves to grow from as you build your

army of readers, and climb into broader and more lucrative categories.

Finally, and this is a little technical but don't be intimidated, you can do it: go to Facebook and set up an advertising account with them. It is free to do so.

Don't worry. I am not going to tell you to spend a cent. This is just for research, nothing more right now.

This exercise that will help you determine if you can reach your market easily and quickly or not, even from a standing start.

In a Facebook ad account you can create a new ad, and as part of the ad set up process, you are able to look for interests that your potential audience may have.

This could be something broad like, *Historical Romance*, or more defined like *Women from the New York area of the United States, aged between 35-55, with an interest in jet-skiing*.

It could be folks who like another popular author similar to the ones you are trying to reach – names like *Stephen King*, *Lee Child*, *James Patterson*. Who are the popular authors in your niche or genre?

For non-fiction you can look for demographics and interests related to your specific topics. And again, it could be authors of popular books and authors who already have a following in the arena you want to sell words to.

These will obviously differ depending on your genre and subject, but making sure that there is a targetable audience for a Facebook advert is a wise move.

Getting your offer, your book, in front of a targeted audience, is key, and in this regard Facebook is king of the hill.

Do your due diligence and embark on a little research alongside your research for the book itself.

On the one hand you research as a writer and an author, on the other you research as a marketer and a publisher.

**Both are important if you plan to actually make a living from your art.**

K . I . S . S .

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## Keep It Stupidly Simple

So, there you have the success pathway  
laid before you in simplest terms.

FIND YOUR AUDIENCE +  
WRITE FOR YOUR AUDIENCE +  
REACH YOUR AUDIENCE  
= \$ AND SMILES

Summed up in simplest terms the equation  
looks like this...

AUDIENCE + AUDIENCE + AUDIENCE = \$ :)

In other words, a writer is nothing without a reader. Your readers are the lion's portion in the success equation.

If you can grasp that one truth, you are virtually guaranteed success as a writer.



## FINAL WORDS

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### Encouragement

Ask anyone who knows me and they will tell you how much I crave and appreciate words of encouragement from others.

I am not ashamed of the fact, and carry my weaknesses on my arm alongside my so-called strengths.

A pastor friend of mine used to use a phrase that has stuck with me all through life:

*“Most of us are like the rest of us.”*

True words indeed!

Wherever you are at on your own pathway to published, I want to encourage you – you can do this!

The truth is that every other author has stood in the same place that you stand right now.

At some point in their journey they tasted the same bitter disappointments, they faced the same dastardly fears, and they have tasted those moments of joy and breakthrough.

I have a long list of book titles I plan to pen (it grows every day).

One of my favorites is: “*The Journey Is The Destination*”.

If we can learn to enjoy the journey, be present in the moment, and appreciate at any step just how far we have come, we have actually arrived.

My encouragement to you?

Don't let the wind and waves stop you from taking the next step.

Keep writing. Keep learning.

Your breakthrough is just one more word away.

*“God provides the wind, but  
man must raise the sails.” —  
St. Augustine*

The winds of change and opportunity are blowing strong. All that remains is for you to raise your sails and seize the day!

LIMITED TIME

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# Lessons From The Self Publishing Trenches II Revised & Expanded 2020 Edition



If you are interested to learn more about my publishing system and how I have reliably and consistently increased my Kindle income month-on-month to over \$650,000

in profits you can do so for a limited time in my new limited-edition training package called **Lessons From The Self-Publishing Trenches II – Revised & Expanded 2020 Edition.**

Tiffany Lambert is a friend of mine, and having seen my success with a simple publishing system asked if I would share my secrets with their subscribers.

It took me a while, but I am happy to do so, and I lay it all open in this series of three books.

Originally published 3 years ago when I surpassed \$65,000 within ten months, this new edition opens the doors on my present practices that have amazingly tenX'd that number to over \$650,000 in just three short years.

You can pick up your copy of this expanded and updated 2020 edition from 18<sup>th</sup> February to the 2<sup>nd</sup> March 2020. The doors will open for just 14 days and then I'll be back with bum-in-seat writing and

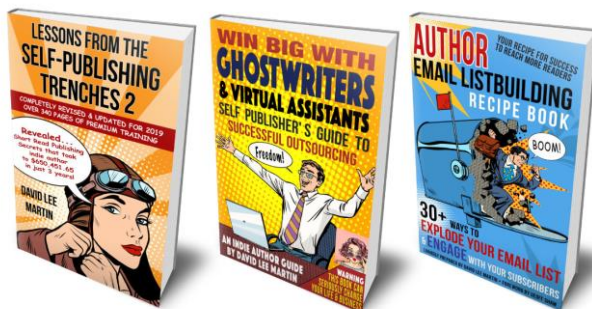
publishing. To grab your copy, click the link below.

Every purchase comes with an iron-clad 30-day money back guarantee so if you don't find massive value in what you read and learn you can shoot me an email and request a prompt refund. I'm confident in all that I share and believe you will find tremendous value, way beyond the cost of the training.

The manuals are delivered directly as PDF's and provide hundreds of pages of incredibly detailed instruction to help your publishing efforts every step of the way.

I cheer your journey and eagerly look forward to your success as you boldly take steps forward in your publishing dreams...

**To pick up any or all of these newly released and significantly updated training manuals use the link below.**



<https://warriorplus.com/o2/a/td4r5/0>

## ABOUT THE AUTHOR



## More Story?

They say that a man's secret is in his story. Baked into our experience are keys that others can glean to open doors without the painful learning curve.

For those who may be interested, here is a bit of my story, one that has led to the creation of a training school for self-



publishers that I believe will be responsible for millions of books and the inspiring words they carry reaching readers in every nation of the world. In fact, one of those books may well be yours!

My story begins with a question...

When in history could a complete nobody pull together a few thousand words, throw together a cover graphic (blatantly and unapologetically inspired by a hero of mine, Chris Fox's wonderful covers), and hit publish on a book - and within two days have a scalding Hot New Release rocking the bestseller lists of 10 highly engaged categories in the biggest book store on earth?

Answer: **RIGHT NOW, MY FRIEND!**

As an example, when *Productivity For Indie Authors - A Book About Doing Less & Making More* was first released within just a couple of days it sat on the Amazon shelves:

#1 in Authorship

#1 in Home-Based Small Business

#1 in Writing Skill Reference

#1 in Woman & Business

#1 in Education Workbooks

#1 in Writing Skills in Advertising

#1 in Fiction Writing Reference

#1 in Non-Fiction Writing Reference

#2 in Creativity Self-Help (Not certain if it stole that #1 spot by the end of the day or not)

#4 in Time Management & Business

And this is not unusual. Number one publications are a weekly occurrence both for my own books, and for the books of many people I work with. Fiction and non-fiction.

You gotta LOVE self-publishing!!!!!!!!!!

But it didn't start there... Read on if you are interested to hear a little bit of my

story leading up to something like this, because honestly, it could be your story too.

If you are a self-publisher or indie author, or want to be, I think you will find it inspiring.

I started my self publishing adventure long before Kindle was even a twinkle in Amazon's eye, on a photocopier and armed with a long-armed stapler. My books had to be short in those days, because they wouldn't stay closed if I tried to fold too many pages.

I am a public speaker, a pastor actually, and would copy the books off, pay for a color photocopy for the covers, and staple those suckers ready to be sold for \$3 (£3 actually, as I'm a UK boy) in meetings I spoke at. I also had cassette tapes for sale. Remember those?

As you can imagine it's was not a money-spinner. It was passion driven. As, I suspect, are you.

Passion can take you a long way, especially when you mix it with some expert

training. Unfortunately, I was missing the expert training at that time, but did have passion by the truckload.

Thing is, our history can tell us a lot about the trajectory our life is likely to take. I always had a passion for words - spoken and written. And a burden to share my knowledge and breakthroughs with others so they could bypass some of the painful avenues I took to get here.

Even when I had a tiny (and I mean tiiiiiiiny) audience, I still put myself out there. Don't despise the day of small beginnings. No body started out with all the eggs in the basket. Most success stories have a history covered in yolk!

Little did I know that the doors that prevented writers getting their words out to the four corners of the earth would be blown from their hinges within a few decades.

Amazingly, I still publish short books. Lots of them. Despite plenty of setbacks I

never gave up. This writing and publishing thing is not what I do, it is who I am. I'm sure many of you could relate to that statement.

As a fellow indie author and self-publisher I know well the pressures that can prevent your publishing dreams taking full shape. The daily demands, and propensity to procrastinate, the insecurity - all conspiring to keep you one step behind your breakthrough.

Plus you have to make some money, right?

Sometimes it feels like you are chasing your own tail. We know, as self-publishers, that there is a lot more to this gig than just writing. It can become overwhelming.

I was like that. I tried everything from niche websites, product creation, an eBay business (or three), a local website biz building sites for local businesses in my area. I tried affiliate marketing, email marketing, Google adsense, Youtube, SEO...

You get the picture.

Then I discovered Kindle. Late starter, but I got there in the end.

And struggled with the same issues that you do. What do I publish? How do I format? How do I promote?

My portfolio of titles now reaches beyond 600 titles (and counting) and includes everything from cookbooks (they really work, and I still make money with them by the way), toddler books (ABC's and 123's), comic books, journals, kid's stories, illustrated children's books... the list goes on.

My first outsourced fiction book cost me fortune. And sold virtually no copies. A handful. To my mom. And grandma.

I was publishing Minecraft (a kid's computer game) books in the kids book niche, and Microsoft bought out the company that made Minecraft. They sent me a letter threatening to sue me if I didn't take my books down.

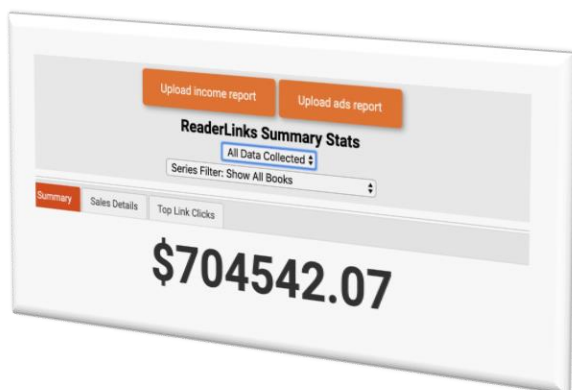
I built up a blog that was generating lots of traffic ([jesuschrist.co.uk](http://jesuschrist.co.uk)), until it sat on first page for the search term, "Jesus

Christ", and it was gathering heaps of subscribers, until I pressed a wrong button in the Wordpress dashboard that hid it from Google bots and it suddenly disappeared from the search engines and was then hacked by viagra sellers and Bollywood video distributors.

I once spent three weeks creating a video tutorial course - membership site, bonuses, 5 hours of content that took a hundred hours to create - you name it, that sold a massive one copy - and that was my test purchase. True story. I was too proud to refund myself!

I guess what I am trying to say is this - don't give up! Act on your ideas! Some will work, many won't, but when they do, boy oh boy - it's worth it!

I just took a snapshot of my current income over time from Kindle...



In the words of my friend, Paul Coleman,  
“not too shabby!”

But I didn't start there.

I remember well looking with eyes on stalks at income reports of other people and thinking, "how on God's earth can that be possible?"

The other question in the back of my mind was, "What's wrong with me? Why, when I am working my butt off, am I still struggling like crazy?"

Many of those people with their outlandish income reports I now know and speak with as friends. There they were, a long



way off high on their pedestals. But I have discovered that they are all very much like me. Not untouchable or specially gifted in some mysterious way after all.

As my pastor used to say, "Most of us are like the rest of us."

That word is true. I'm a lot like you.

I have had plenty of setbacks.

In fact, there were many days I held my head in my hands and wondered if I were doing the right thing at all!

But there have also been some delightful moments too.

The day I sold my first book.

The day my first print-on-demand book arrived in a box from Amazon. I thought I was so awesome. My own REAL book in my hand!

The first unsolicited (not my gran or mom or sister or friend) review that talked about how much my words had changed someone's life.

The first orange bestseller tag on a book I published! Wow, I cannot describe how desperately I wanted one of those. Now I have 8 in one day, and that's just for one book.

The connections I have made with people I now call friends - folks I met along the way, usually in Facebook or Skype groups, and we have quietly cheered one another along through each challenge that presented itself.

Ordinary people like you and I. Great people!

There really is a good deal to be thankful for. And truth be told, I would not be able to honestly communicate with fellow authors and self-publishers authentically if I had not earned my stripes in the self-publishing trenches.

There have been a lot of incremental changes in my thinking and the way I approach my business over the years. Some more significant than others. Here are just

a few things that I think are important, and have helped me get where I am today:

- Believe in your gut - you know who you are and that you have something of value to share with the world.
- Always be learning, but even more important, APPLY what you learn.
- Value your time, and don't waste it on unproductive things in your business.
- Remember to always keep your eye on WHY you are pursuing this dream of financial and creative freedom.
- Stay thankful for even the tiniest breakthrough - they add up.
- Look where you can PARTNER with others - help them, encourage them, cook up WIN-WIN scenarios and be bold enough to reach out to

propose them.

- **BE A CREATOR NOT A CONSUMER!** If you can do something and teach someone else to do it you have a product worth producing.
- **VALUE WHAT YOU HAVE TO SHARE** - there's a time to give and a time to sell, and both are important, valid, and absolutely OK!
- Don't be afraid to do new things, but walk wisely and don't be reckless. There are ways to take baby steps to get where you need to be, and that's ok.
- On the other hand, when you need to jump - jump! take the plunge and trust that you can make it. You can!

One of the biggest changes in the past two years - years I would say some real breakthroughs have occurred in my thinking

more than anything, is when I started asking the ONE THING question.

My shift was prompted by something I read in the Bible (if you know me at all, you know already I'm a big fan of Jesus, and in love with the Bible.)

Anyways...

There's a story in the Bible where Jesus visits some friends. It's the house of two sisters, Mary and Martha, and their brother, Lazarus.

Martha is freaking out, busying herself with everything she thinks everyone else expects of her, and she gets red-face angry with her sister for not helping. And tells Jesus so!

"Why are you not telling her to get busy and help me with all this important stuff?!"

Jesus just turns and says, "Martha, Martha," (I can almost hear the affection in His voice), "Why are you busy and burdened with so many things?"

I felt just like Martha. Busy and burdened!

Jesus continued, "Only one (or but a few things) are necessary, and Mary has chosen something better."

Only one thing? And I can choose?

I started asking the question. What's MY one thing?

I started asking how I could better run my business to free me to do just the things I loved and felt called to do.

Writing is one of them.

I wanted to create a watertight streamlined system that facilitated massive reach without killing me and destroying my wife and kids in the process.

Incredibly, I now only have to work a few hours a week to keep my self-publishing business running and flourishing - I'm free to write and create as I please.

That's why I decided to create products and training that will help other people. I specifically wanted to create something

for people just like I was back in the day – full of passion but needing some expert training to help turn that passion into publications, products and profits.

I have moved miraculously from being a struggling and overwhelmed would-be indie author, to running a six-figure publishing business that virtually runs on auto-pilot.

I really believe in you. If I can do this, I'm sure you can too. Sharing your own unique value with the world through books and products that bless, challenge, teach, train, and strengthen others.

One book at time...

I want to help you build a knockout self-publishing business that works for you, instead of you working for it.

I believe with all my heart that I can help you do that.

Blessings,

*David Lee Martin*



David Lee Martin

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