



Everyone's journey is different and that's something we've witnessed first-hand on the podcast.

But there are a few traits that we see again and again in successful self-publishers. Traits that they have developed to help them continue to grow and succeed. And that's what I'm talk about with you all here today.

I'll give you some of the traits that the successful authors we've interviewed on the SPA Girls Podcast have in common and how you can learn to replicate those traits to amplify your success in your own author business.

1. Be clear on your goals and what you want and then take action in pursuit of those goals.

If you don't know where you're going, you're definitely not going to get there! One of the things we always see in bestselling authors is that they know exactly where they're going.

And then they take action to get there!

How can YOU replicate it?

Sit down and get clear on what you want. Awards? Money? Ranking on Amazon? Bestselling books? To speak at conferences? Whatever it is, doesn't matter. You just need to know.

Then reverse engineer it. Look at other authors. Listen to Podcasts. Do your research. Who is doing what you want to be doing?

Figure out your action plan. Then take steps to make it happen. And remember to regularly reassess!

SPA Girls Podcast episodes that will help:

Sarra Cannon – EP419 – Mindset for organization and productivity

Erin Marcus – EP395 – Learn to take charge of your author career

Kathryn Burnett – Ep438 – Overcoming procrastination

2. Be Focused. Don't try to do everything. Know what's working and focus on that (and don't get caught up in the drama.)

This is part of the execution of your goals. It's not enough to take action. You need to be focused with the kind of action you're taking. If you're doing a little bit of everything, you're not going to get anywhere. Bestselling authors are strategic and focused, and don't get distracted by things that don't matter.

How can YOU replicate it?

Look at everything through the lens of your goal. Will it get you to where you want to be? No? Then don't do it. And you will have to learn to say no. To create boundaries. You can't do everything, you need to pick one or two things and focus. All the authors that we've talked to on the podcast do things differently. There are so many ways to get up the mountain, it sometimes blows my mind. But the common theme? They pick something and get really good at it. They focus. And that's what you need to do as well.

SPA Girls Podcast episodes that will help:

Skye Warren – EP192 & EP191 – Narrowing focus on FB Ads

Brighton Walsh – EP387 – Kicking Butt with TikTok for Authors

Mia Brody – EP361 – Instalove and short stories. Had to just focus on what she could do.

3. Do your research and understand the market and your genre.

The bestselling authors we've spoken to are always very savvy about their market. They know what's selling in their genre, they've read a lot in their genre, and they understand the tropes, universal fantasy and reader expectations. You can create a book your readers will love on purpose. This isn't about copying other authors, this is about knowing your readers and giving them your spin on what they want.

Doing it by accident sucks. Because then you can't replicate it.

How YOU can replicate it

Use tools like Publisher Rocket, Kindle Trends and K-Lytics. Check out the top books in your genre on the various platforms. Know who is doing what, and how they're selling. Read in your genre.

SPA Girls Podcast Episodes that will help:

Theodora Taylor – EP465 & 315 – Battered Blurbs and genre research

Nat Connors – EP457 – Kindletrends, understanding your genre

Lana Love – EP468 – Short romance – she looked at what was working and made changes.

Alex Newton – EP417 – K-lytics - selecting your Amazon categories and genre research

4. Clean up your mindset. Believe in yourself and your writing/books. Have confidence and love yourself. Find the joy in writing and marketing.

This one is super important. If you don't think your books are any good, you're worried about how people perceive you, or worry about being judged, you're going to find it difficult to get out there and promote yourself and your books. Or if you think the only way to be successful is to work yourself into the ground, you'll eventually burn out. All the bestselling authors we've had on the podcast have been able to learn how to take care of themselves and love not only themselves but their books.

How YOU can replicate it

If you've never heard or listened to anything on mindset before, there are several authors who do a great job of taking you through it. Renee Rose and Lee Savino are two authors who are awesome at helping authors and their mindset. First thing I'd do would be to buy one of

their books. I also recommend Amanda Frances (not a fiction author, but awesome) and Heather Hildenbrand.

But basically, your brain is a liar, it's trying to keep you small (to protect you) by telling you that you can't do the thing you want to do. You need to learn to say thank you, I love you, and then find a better belief to tell yourself.

SPA Girls Podcast episodes that will help:

Renee Rose – EP365 – Mindset and money magic

Heather Hildenbrand – EP434 – Believe in yourself. Your brain is a liar.

Lee Savino – EP348 – Millionaire author mindset

5. Be willing to pivot/change/try new things. Know the rules and then be willing to break them.

Authors generally have amazing imaginations. Goes with the territory. But the bestselling authors that we've talked to take it one step further. They're people who have been willing to try new things, step outside the box, make their own rules. They strategize, test, consider, and break the rules. They will often do things their way, rather than following the herd.

But this isn't about going off half-cocked and doing whatever you want. This is about knowing the market, doing the research, and then using that knowledge to spot new trends, find new ways to do marketing, and test out new ideas.

How YOU can replicate it

You need to know what others are doing, know the ways they're having success, and then decide for yourself whether you think it's going to work for you. Know the rules and then break them if you think it's the best thing for you.

We've had lots of bestselling authors on the show who've bucked the trends and come out on top.

The main thing to note is that they knew their market, they had the relevant experience... and they were will to take a risk. It won't always work, but when it does, it's amazing.

SPA Girls Podcast episodes that will help:

Anne Marie Meyer – EP467 – Constantly moving forward, challenging herself to improve

Maggie Dallen – EP448 – Changing from front list to backlist promotion

Rebecca Hefner – EP397 - Trying new things with audio promotion

Helen Schuerer – EP426 - Slow writer finding success in fast-paced business

Steffanie Holmes – EP370 & EP164 & EP364 – Kickstarter, rethinking her direction

BONUS TRAITS:

6. Know who you are and what your unique brand is.

Be boldly you. Be the you-i-est you can be (from Amanda Frances.) Being authentic will get you the love of your readers and fans for life. Bestselling authors aren't afraid to be out there in the world, they show up and they show up authentically.

Podcast episodes to listen to:

Lucy Score – EP000 – Awesome with her readers, strong brand

Claire Taylor – Ep439 – Enneagram for Authors

Kait Nolan – EP389 – knows her readers, knows herself.

Melanie Harlow – EP450 – publishing strategy and building a strong readership.

7. Always keep growing/evolving/learning.

This will look different for everyone, but we all need to keep moving forward, learning new things, finding new ways to be creative, to make our businesses work. The world doesn't stay still and neither should we!

Podcast episodes to listen to:

Alessandra Torre – EP407 – Making your books addictive

Becca Syme – EP146 – Write Better Faster

Matt Bird – EP396 – Secrets of Story

Lisa Cron – EP249 – Story coaching