



10 Common Mistakes Made by Indie Authors - and How to Fix Them

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1. Weak or Unedited Manuscript

Publishing without professional editing leads to grammar errors, plot holes, and poor pacing.

Fix: Hire a professional editor (developmental + copy edit) and a proofreader. At the very least, use beta readers and editing software as a first pass.

2. DIY Covers That Look Amateur

Using self-made covers with poor fonts, colors, or unrelated imagery.

Fix: Invest in a professional cover designer who understands genre expectations.

3. No Target Audience in Mind

Writing for 'everyone' results in a story that resonates with no one.

Fix: Define your ideal reader early. Know their age, genre preferences, and reading habits.

4. Skipping Formatting Standards

Books uploaded with poor spacing, inconsistent fonts, or awkward layout.

Fix: Use professional formatting tools or hire an experienced formatter.

5. Weak Book Description

A boring or vague blurb turns readers away.

Fix: Write a blurb that hooks the reader emotionally and introduces stakes.

6. Launching Without Reviews

Publishing with no reviews creates a trust gap for potential readers.

Fix: Build a launch team in advance - beta readers, ARC readers, and fellow authors.

7. Neglecting Marketing

Assuming the book will sell itself.

Fix: Plan a basic marketing strategy and be consistent.

8. Pricing Errors

Overpricing a debut book or constantly changing price without reason.

Fix: Research similar titles and test pricing strategies.

9. Not Owning the Rights and Files

Relying entirely on a vanity press or platform that limits your control.

Fix: Always own your ISBNs, final files, and publishing accounts.

10. Failing to Treat It Like a Business

Thinking of your writing as a hobby when expecting professional results.

Fix: Set goals, track expenses, reinvest profits, and study the business.