ChaChing!



Multiple Stream Your Way to $20K Months

Lisa Lang Blakeney



Who Am I?

Hi, my name is Lisa Lang Blakeney. I'm a USA Today Best-Selling author of steamy contemporary romances featuring alpha hot antiheroes and athletes.

I've had several careers as a journalist, a therapist and a business coach before I published my first novel in 2015 and had my first six-figure year in 2018. Ever since, I've been quietly earning multiple six figures annually by using a low-stress, every dollar matters, multiple-income strategy.

I write full-time from my home office in Pennsylvania. I'm also a mom of four girls and two Labradoodles and have been married to my college sweetheart for 26 years.



MY TOP 5 CLIFTON STRENGTHS

1. Deliberative
2. Relator
3. Intellection
4. Focus
5. Consistency



My ChaChing Reality

1. I release 3-4 books a year
2. I never chase rank
3. My annual marketing spend is low
4. I have never gone viral on any social media platform
5. I earn my six figures as a wide author

The Advantage

to this low-stress strategy?

1. Consistent income my family can count on
2. I protect my peace
3. Focus only on my strengths
4. Enjoy my journey!



My Growth

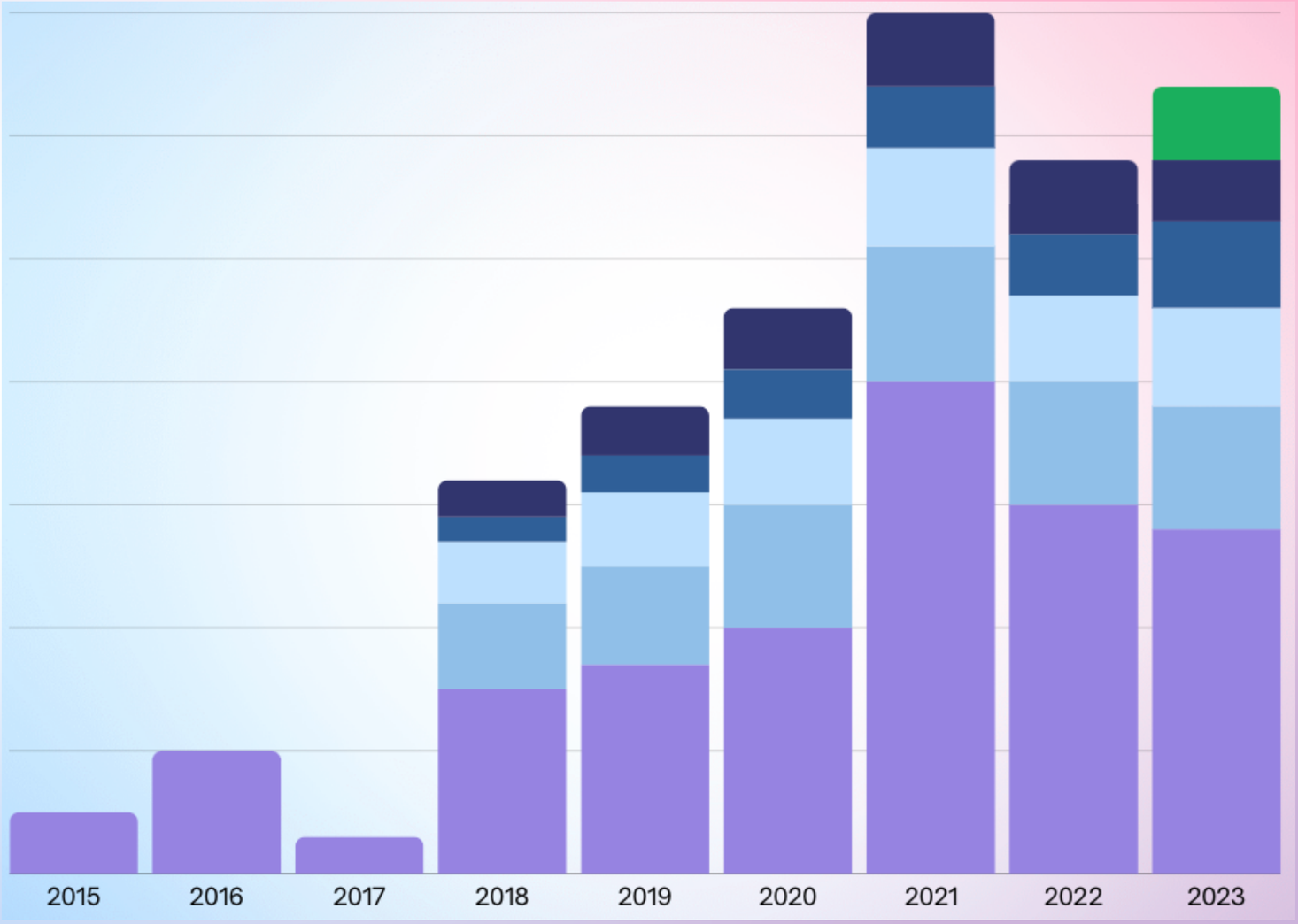
Five Figure Years (KU)

2015 - Published 1st book August 2015
2015 - Published 2nd book in October
2016 - Published 2 more books
2016 - 1st 20k month (1st Bookbub)
*2017 - Horrible year! 😭

Six Figure Years (WIDE)

2018 - 1st six-figure year
2020 - 1st yr of consistent 20k months
2021 - Highest $ year and USA Today List

As I get better at adding streams to my business, my income hovers at a number I'm happy with (for now!)



Um, So What Happened In 2017?

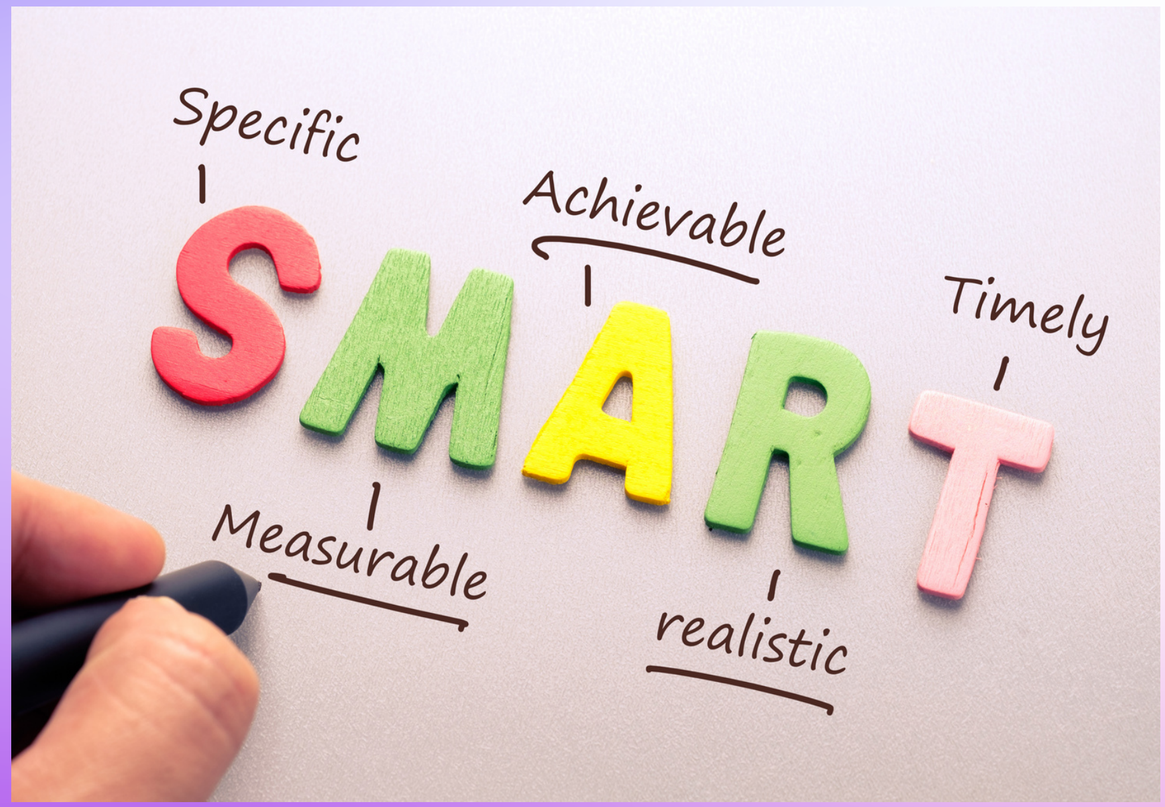


After an Amazon ban of my book 1, I became stuck and didn't do much of anything that year. No releases. Little marketing. And my income was the result. These are all the things I struggled BADLY with that year. (Don't be like me!)



ONE

Goal Setting



Abstract goals like “make more than I spend” were not working. I had to create SMART goals and not be afraid if I didn’t reach all of them.

These days, my $20k gross monthly income goal is non-negotiable, and I plan my releases, promotions, and ad budget annually (with wiggle room for adjustments) to make that happen.

You can start wherever is realistic for you. What is your non-negotiable number? 5k, 10k, 20k?

TWO
Chasing Rank

I was definitely swept up in chasing rank back in those days and felt awful when I didn't hit where I hoped. But once I adopted a "bank over rank" mentality, it was like a weight was lifted off my shoulders and I could breathe.



THREE

Strategy Overwhelm



I'd been advised to try a million different things, such as rapid releasing, Amazon exclusivity, or the newest trope to get to the next level, but all these "things" put my author brain on strategy overload.

What I learned to understand is that I only needed to lean into the "things" I loved and did well. **I didn't have to do everything.** For me that's write, send newsletters, run ads and be everywhere.



FOUR
Ineffective Habit Stacking

I hadn't implemented enough income-generating habits in my daily schedule versus author platform-building habits. Stacking habits in areas that don't generate immediate $ results was sucking up my time.

Example: social media, website updates, admin work



Other obstacles that could be holding you back from your coins...



1. Comparing yourself to other authors
2. Thinking you have to take out a second mortgage to get to the next level
3. Believing you need to go viral for any of this work to anymore



So What Adjustments Did I Make?



1. ACT LIKE A BOSS



AND REMEMBERED MY BOOKS



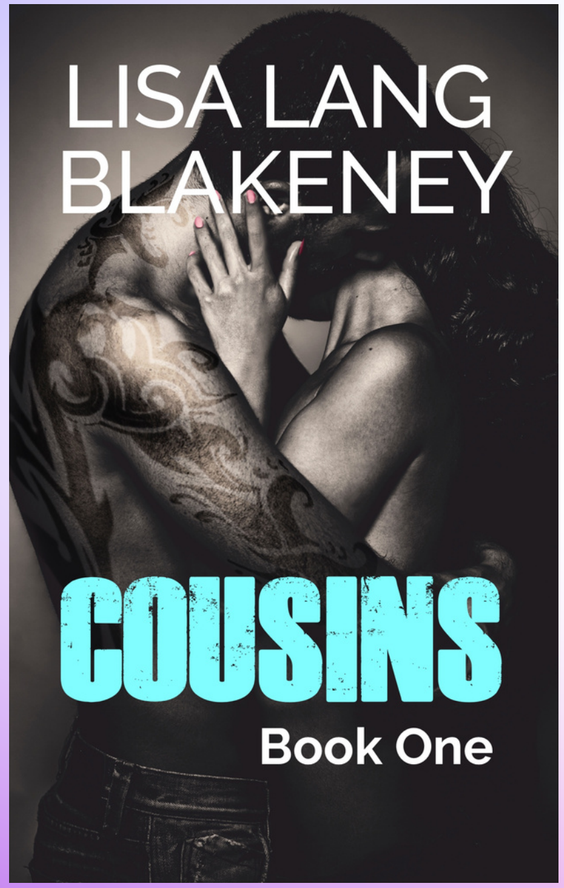
Were not
my babies.

IN FACT...

Every book is an employee. Some are more productive workers than others, but they **all matter** and play a critical role in keeping the lights on in your office.



SO I CHANGED THE NAME





2. My ChaChing Manifesto

Every penny counts. It all adds up!



1 book sale
$5.99



1 week
of sales
$5,000



1 month
of sales
$20,000

I think of sales in terms of what each dollar can afford me.

What Are My 30+ Income Streams?

English Releases	Translations	Fiction Apps	Direct Sales
All Major Vendors, Libraries, & Little Ones Too!	**Germany, France, Italy** (In that order)	**Selected Apps** (Do your homework)	**My Favorite:)**
Ebooks	Ebooks	Kindle Vella	Shopify
Paperbacks	Paperbacks	Radish	Patreon
Audiobooks	*Audiobooks	Kiss + Scream	Payhip

I also earn affiliate income through Amazon, Apple and Google

How Do I Track Them?



LISA LANG BLAKENEY'S

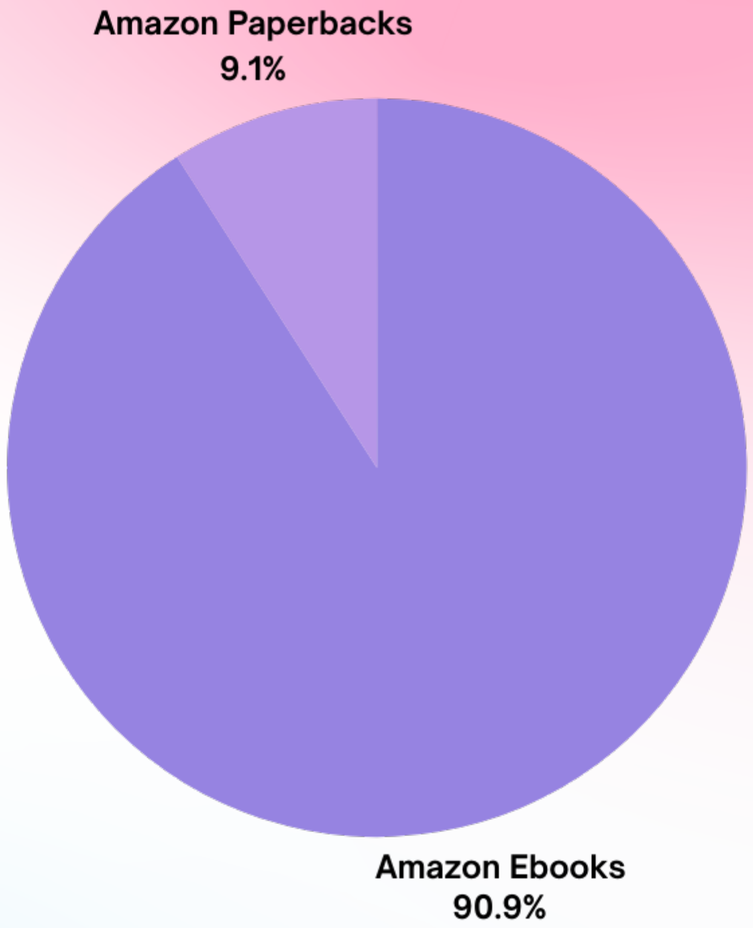
ChaChing Multiple Income Stream Checklist

BOOK	AMAZON	B&N	APPLE BOOKS	KOBO	GOOGLE PLAY	D2D	DIRECT	AMAZON PAPERBACK	INGRAM PAPERBACK
	☐	☐	☐	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐	☐	☐	☐	☐
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	☐	☐	☐	☐	☐	☐	☐	☐	☐

Before Multiple Streams 😑

In 2015, 2016 and 2017 all of my income came from only two income sources and one vendor. As we saw in the statistics, that strategy stopped working for me and was not going to help me grow to 20k months.

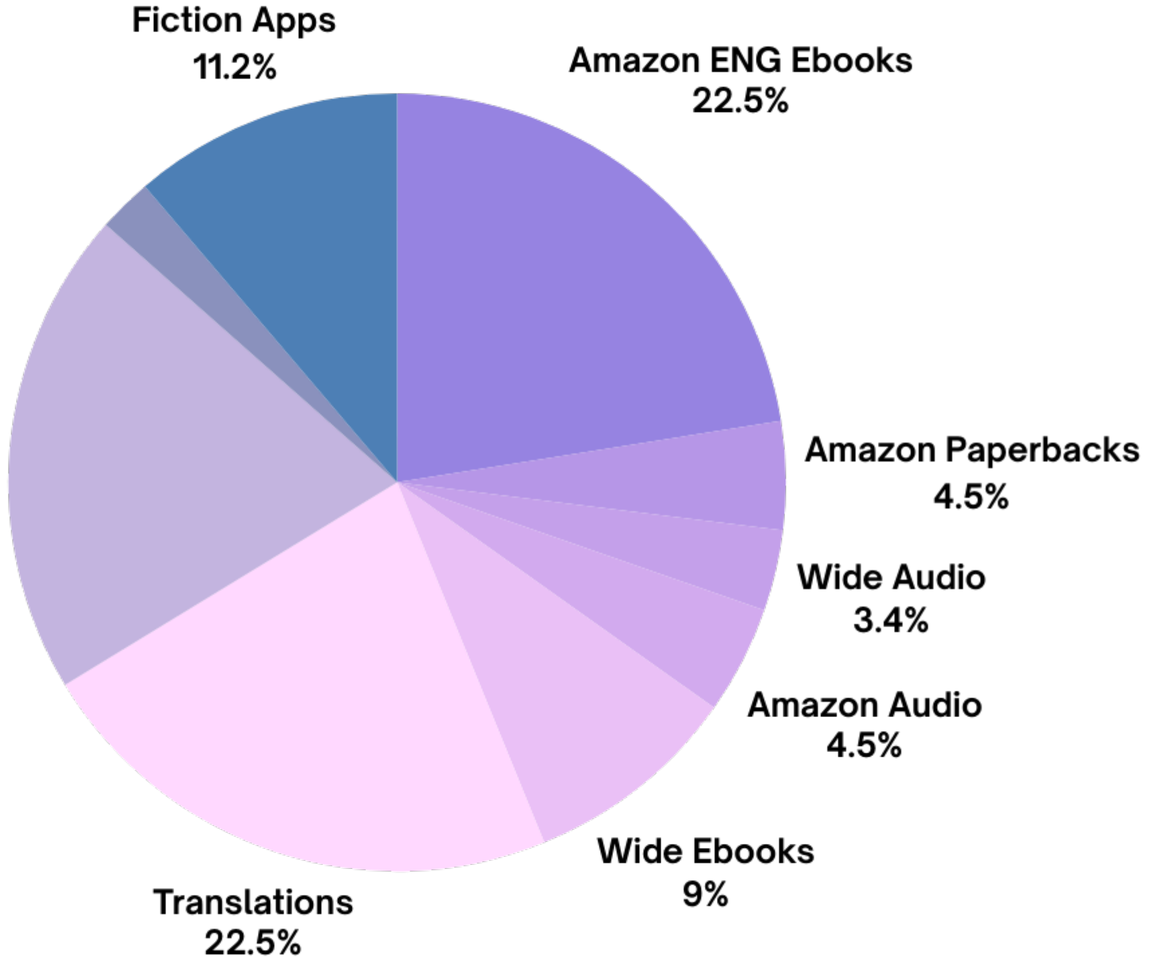
I needed to pivot.



After Multiple Streams



Now my books (employees) each earn money in various formats at more than one vendor. All working together to earn me my coins!

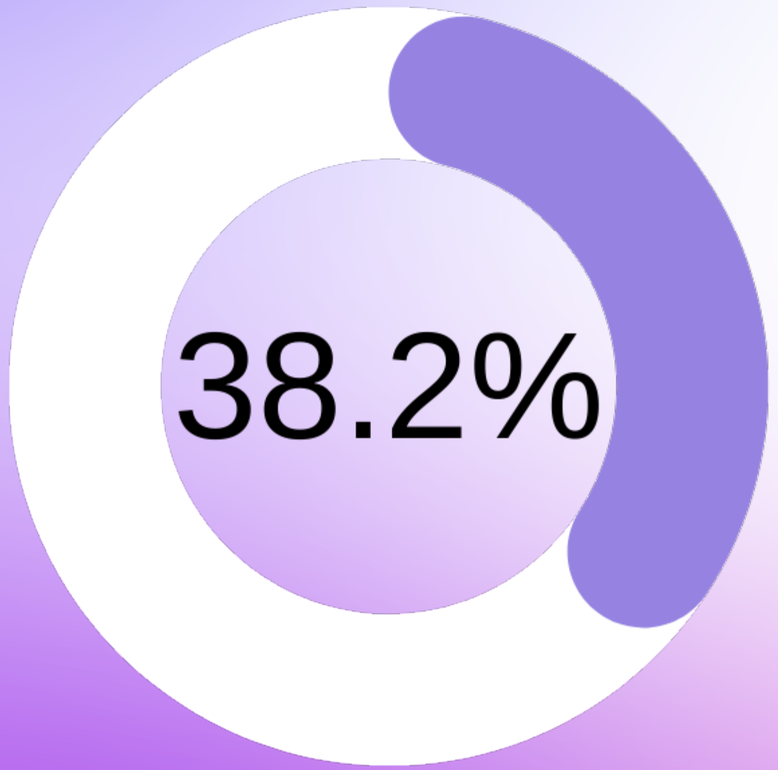


*Q1 and Q2 2024 Statistics



Let’s Break It Down

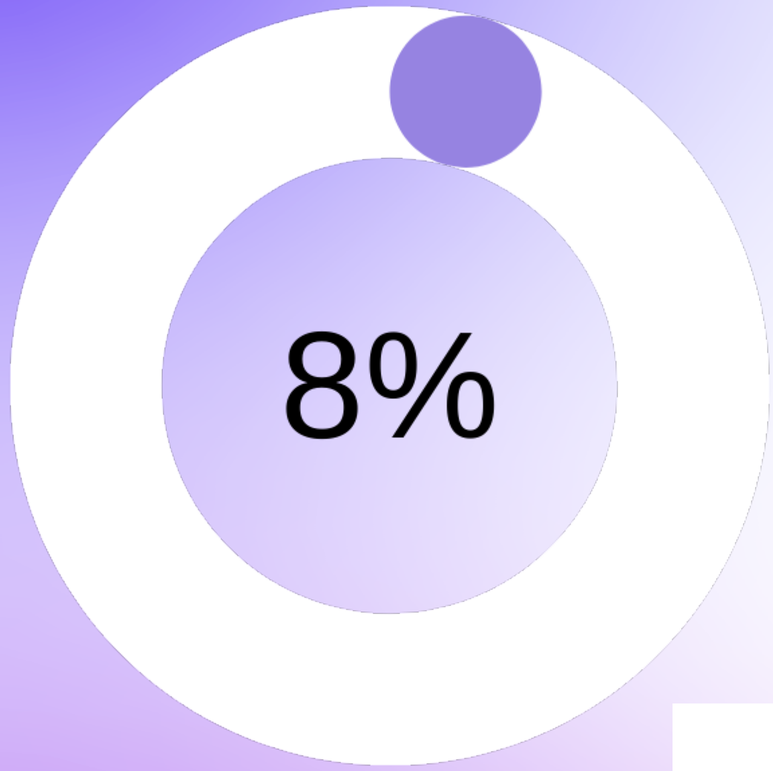
New English Releases



I am not a fast writer and I only release 3 books a year. But like most authors, new releases are my largest income stream--my hardest working employees. I release new ebooks and paperbacks at as many retailers and libraries as possible for maximum return. Amazon, Apple Books, Barnes and Noble, Kobo, Kobo Plus, Overdrive and Google Play.

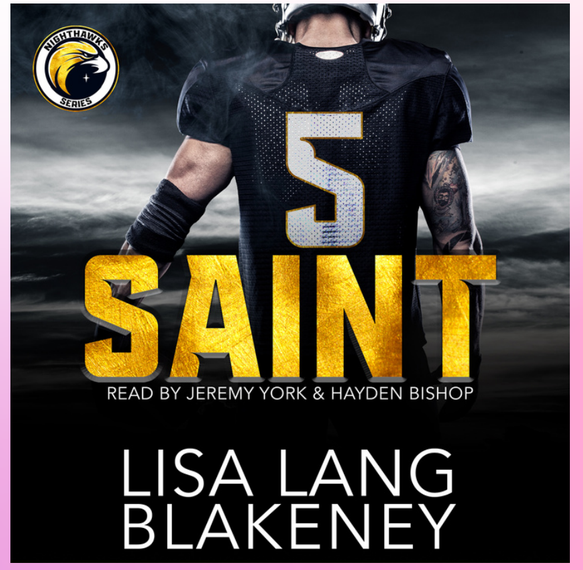
In my opinion, any sale a book makes is worth pushing the “upload” button at that retailer. Even the smaller retailers and libraries I reach through Draft 2 Digital such as Hoopla, Everand and Tolino.

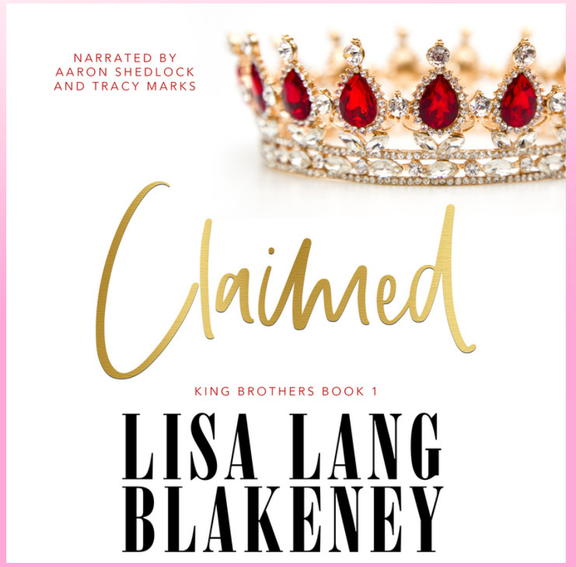
AUDIO



Audio versions of my books currently account for an additional 8-10% of my income. This number fluctuates monthly based on whether I've sold my rights, earned out, or am running a promotion like a Chirp Deal. *Make sure you check your distribution buttons like Spotify over on Findaway.







Translations



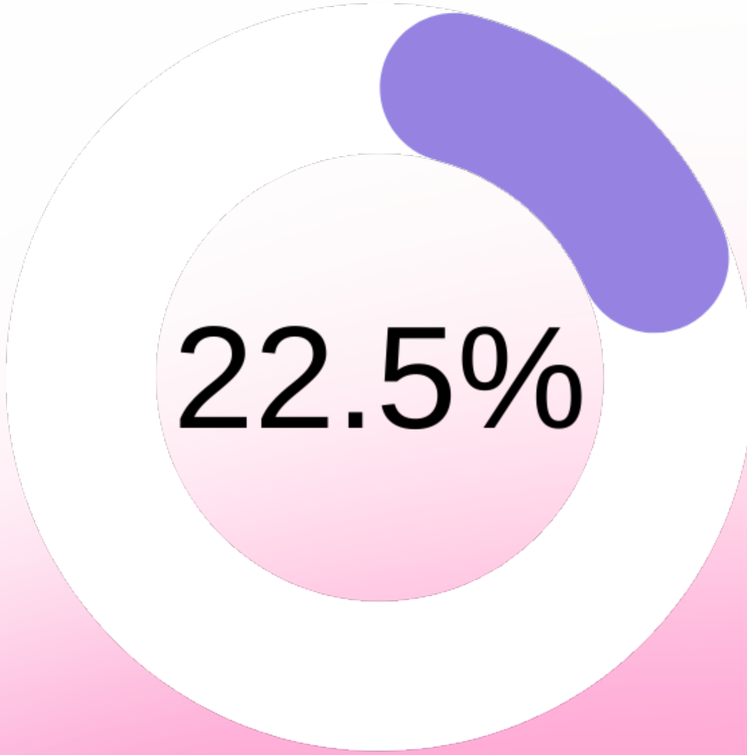




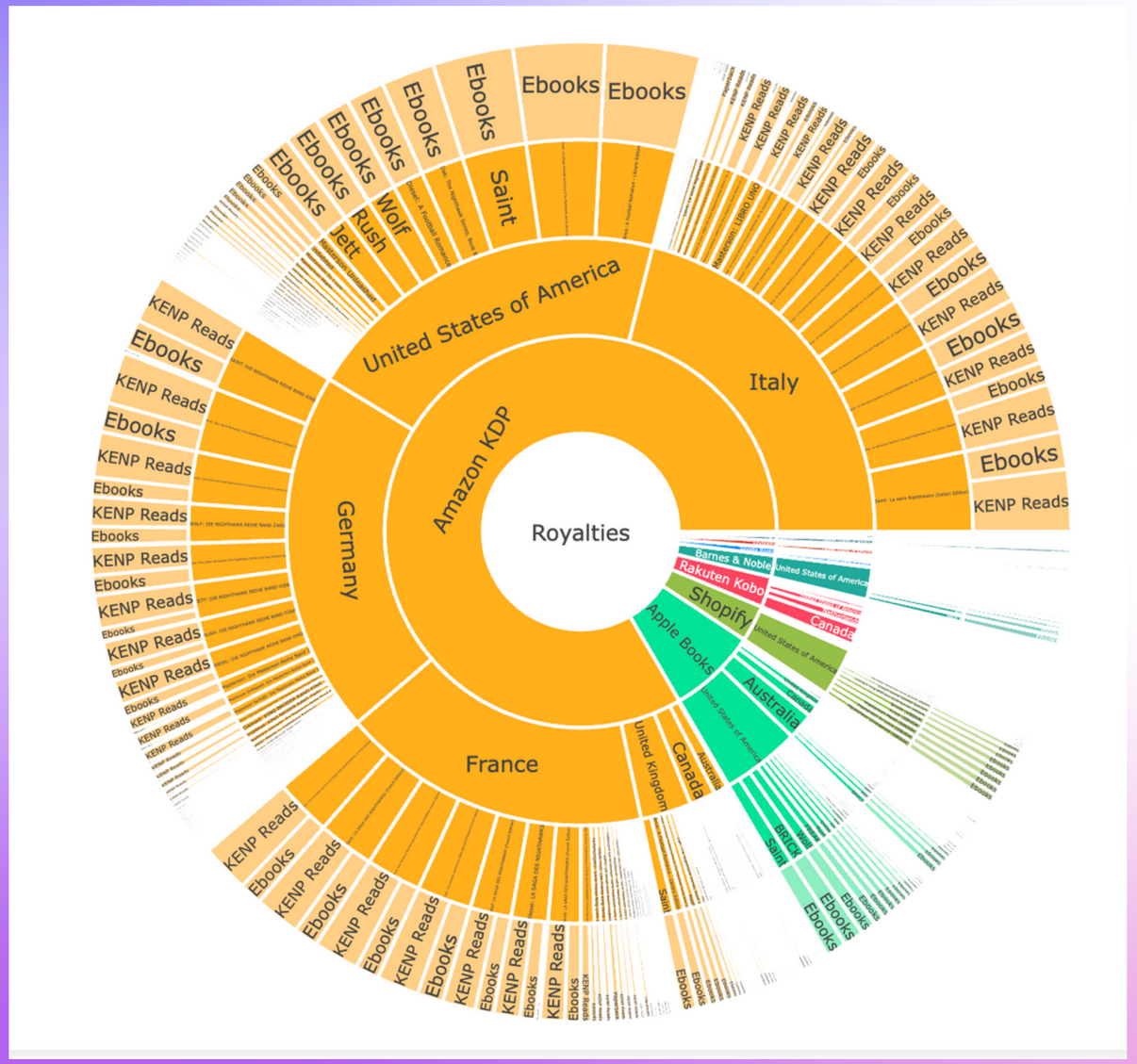
I heard about the magic of translations several times at RAM before I took the leap. When I started translating my series in 2020, these hard workers had an immediate and direct impact on the growth of my income, and still do. I have most of my books translated into German, French, and Italian, and I still highly recommend those marketplaces.

My first German-translated series (Masterson) helped me reach **consistent** 20k months in 2020. I am KU in translations simply because it was easier to get started, and once the books gained traction and made me money, I didn't want to rock the boat and pull them out.

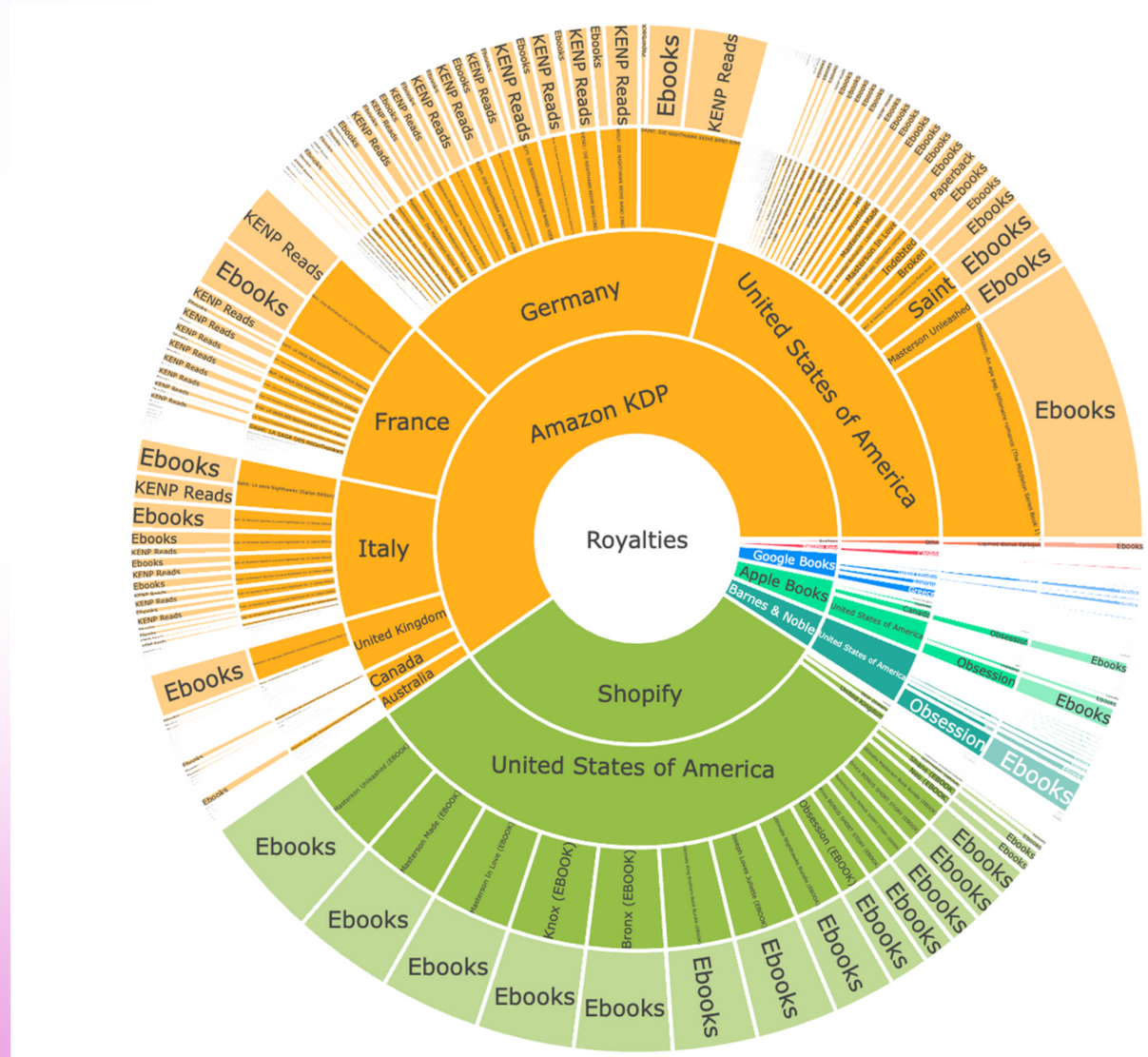
Many authors' biggest fear about this income stream is the initial investment. It was mine, too. So I decided to take a one-book-at-a-time approach (no preorders), and the sales of one book paid for the translation of the next. Now that I know my books will earn out, I don't worry about that spend anymore.



2023


Royalties
Amazon KDP
United States of America
Germany
France
Italy
Ebooks
KENP Reads
Saint
Wolf
Rush
Jett
Barnes & Noble
Rakuten Kobo
Shopify
Apple Books
Canada
Australia
United Kingdom

2024


Royalties
Amazon KDP
United States of America
Germany
France
Italy
Shopify
Ebooks
KENP Reads
Saint
Masterson Unleashed
Google Books
Apple Books
Barnes & Noble
Obsession
United Kingdom
Canada
Australia

Translation Tips

1. Using Facebook ads, I click tested cover images which is why my translation covers are different than my English ones. My foreign girlies preferred the lighter covers.

2. At the time, my US prices were $3.99, but I priced my translations higher at 5.99 euros. I was advised that the European markets were used to higher prices and it worked!

3. I met a German blogger who once advised me that their readership loves tight branding. Be sure that your covers are cohesive and polished across the entire series.

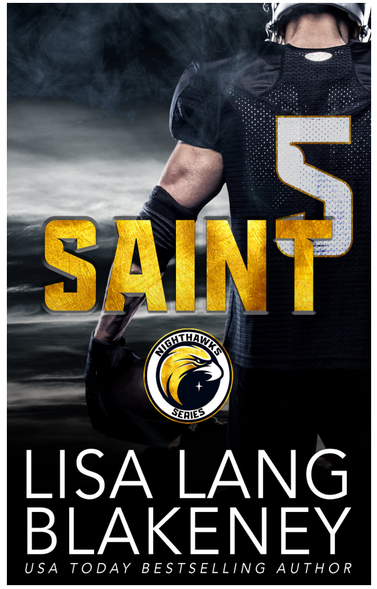


German



English

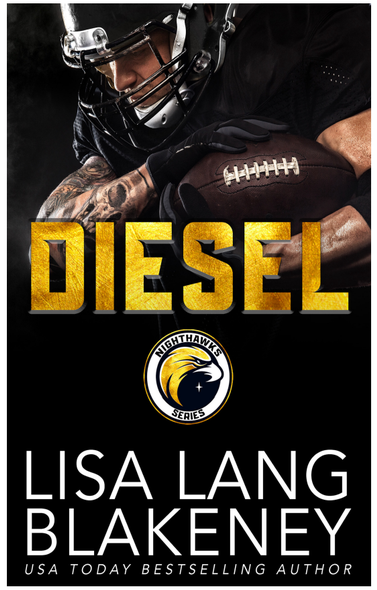
Branding Example



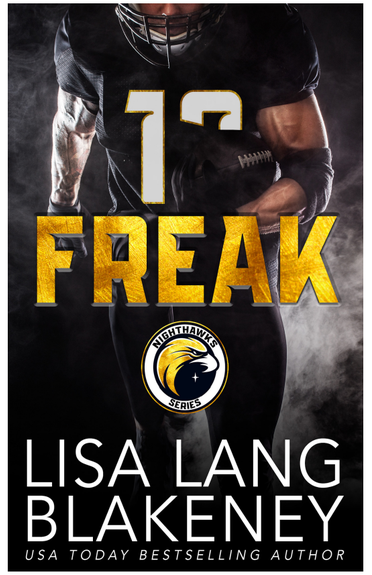














kindle vella

Fiction Apps



Publishing on fiction apps was another hot topic at RAM several times, and a lot of authors made great money at the beginning including me. While the $ might not be the same, it still serves as an essential income stream in my business. Imagine if I left 11.5% of my coins on the table just because it wasn't the 24% it used to be. Girl, please! 🤣

My Strategy: On fiction apps I release one chapter a week and still make more money there then on some retailers. Could I make more money on the apps if I released faster or wrote exclusive stories? Probably. But this is a low-stress income stream for me, so I only publish slow & steady and non-exclusively. The whole point is to make my books work harder for me – not for me to work harder.

Direct Sales

Selling my books through Shopify/Payhip and creating a reader community on Patreon is a growing income stream for me and one of my favorites. Why? Because I know it's one of the levers I can pull if sales are down at one of the vendors or if I didn't get that Bookbub I was hoping for– and still meet my non-negotiable monthly goal.

Is there a learning curve? Yes. Do I think it's worth the time investment? Definitely. A relatively new income stream now responsible for 20% of my income so far in 2024 is nothing to sneeze at!



PATREON

shopify

payhip

Toe In The Water

If you’re not ready to take the full leap into direct sales, one way you can slowly dip your toe in the water is to sell a signed paperback box during the holidays. I did this for several years before opening my first store (and I still do it).



1. Order author copies of your paperbacks from Amazon or Ingram
2. Create a simple order form on Google Forms or Airtable
3. Include a payment link in the form like Paypal
4. Tell everyone all about it! Readers on your newsletter are your best customers.
5. Sign, pack and ship!

For My KU Girlies

Because This Isn't Just For Wide Authors

kindle unlimited

1. Sell your paperbacks, hardcovers & special editions direct
2. Sell audio wide through Findaway
3. Direct sell non-exclusive audiobooks
4. Translate your books wide or in KU
5. Publish on Kindle Vella
6. Create a Patreon community
7. Run a Kickstarter (then show me how:)



My 3 ChaChing Rules !



Focus on income generating activities



Pay attention to the numbers



Be Prepared To Pivot & Adjust

Examples Of Income Generating Activities

There are a million things I want to work on, update, or experiment with but I have to prioritize stuff directly affecting my income FIRST then play with all the rest of it later:)

Create a list that works for you.

Write my next book	Update book prices
Refresh Facebook Ads	Run a sale
Format & Upload Books	Write Patreon Bonuses
Update Kindle Vella	Write & Send My Newsletter

Examples of stuff I need to save for later...but I love to do.



Update my book categories	Tweak Shopify Template
Update my series bible (wait, do I actually love this?)	Pull reviews for marketing
File my book copyrights	Tiktok doom scrolling (in the name of research)
Create A+ content for Amazon	Social media scheduling (really should outsource this)

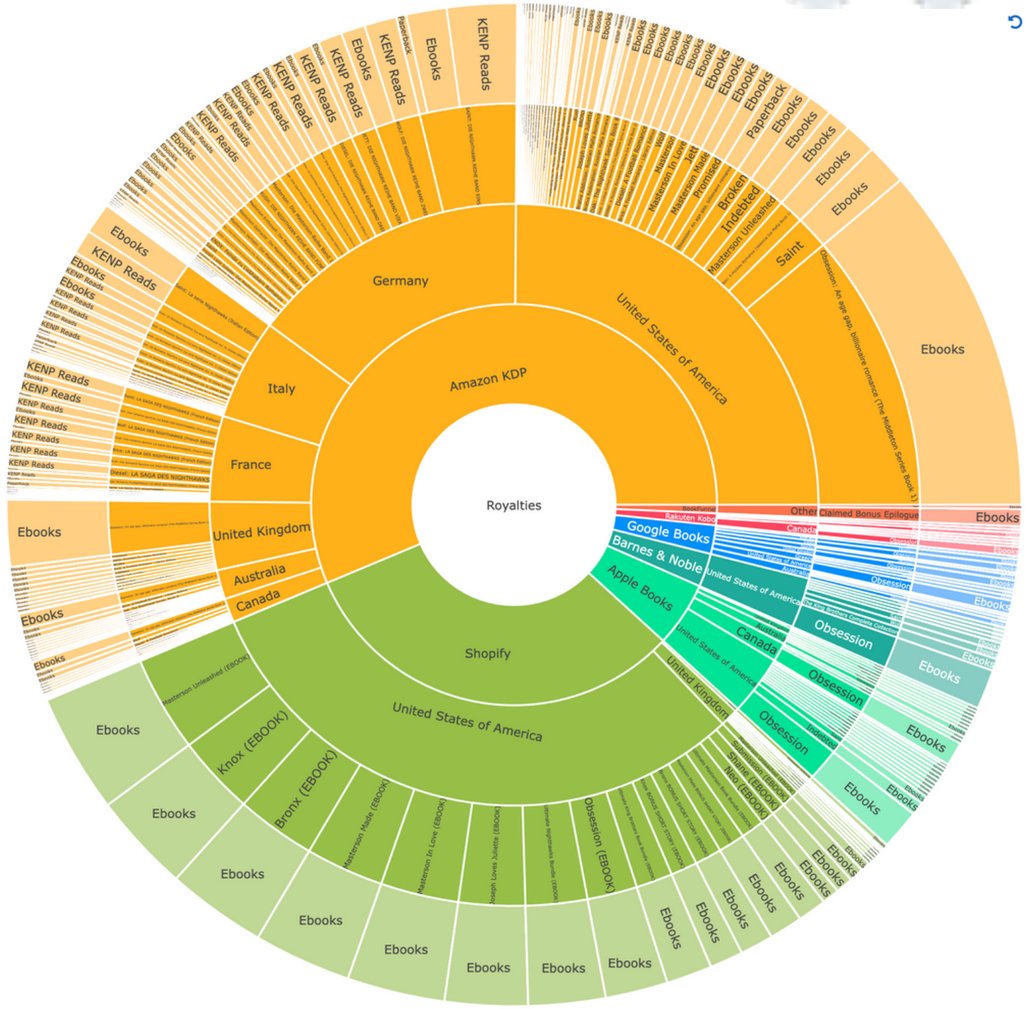
How I Watch My Numbers

Monthly

I keep an eye on my monthly income and know 10-14 days in if I need to pivot and lean into one of my other income streams to make up the difference. For me that usually means tweaking Facebook ads and increasing spend once they work or running a sale.

Quarterly

I keep an eye on my quarterly income because that truly tells the tale about what series are working hard and which ones aren't. Once identified, I put more marketing resources & energy towards those books.



Another Mistake I Made



We all have a DONKEY series. You know the one. The series we had high hopes for. The one we wrote the hell out of but it didn't perform the way we just knew it would.

I have one of those. 😩

My catalog is not huge and I really wanted those books to work, but the reality is they didn't and they probably never would no matter how much money I kept throwing at them thanks to Price's Law.



Price's Law

YOUR BANGERS!



=

50% OUTPUT

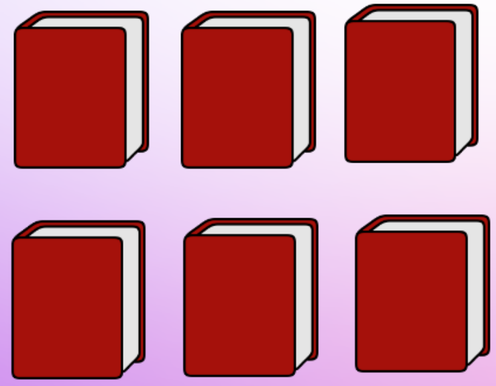


THE OTHER BOOKS



=

50% OUTPUT



Similar to the Pareto Principle but not identical. This principal states that the square root will be responsible for 50% of the results. The Pareto 80/20 rule remains constant but in Price's Law the ratio changes depending on the size of your catalog.

For example if you have a catalog of 100 books, 10 of those books (your bangers!) bring in 50% of the income and the other 90 books bring in the other 50%.

So while your whole catalog matters, remember to focus most of your energy on your bangers!



What Still Works For Me

Two Genres: Dark & Sports Romance

Low Facebook Ad Spend $20-50 a day per ad

Low Amazon Ad Spend In US, GER, FR, IT

Weekly Newsletters

Author Promotion Collaborations

Author NL Swaps

Bookbub Featured Deals



What Doesn’t Work For Me

Or did and doesn’t anymore

US Kindle Unlimited

Bookbub Ads

Selling Foreign Audio Rights

Permafree Books

Paid Newsletter Promotions



So In A Nutshell...

I hope I've made a good case for implementing multiple streams of income into your author business, but understand this...

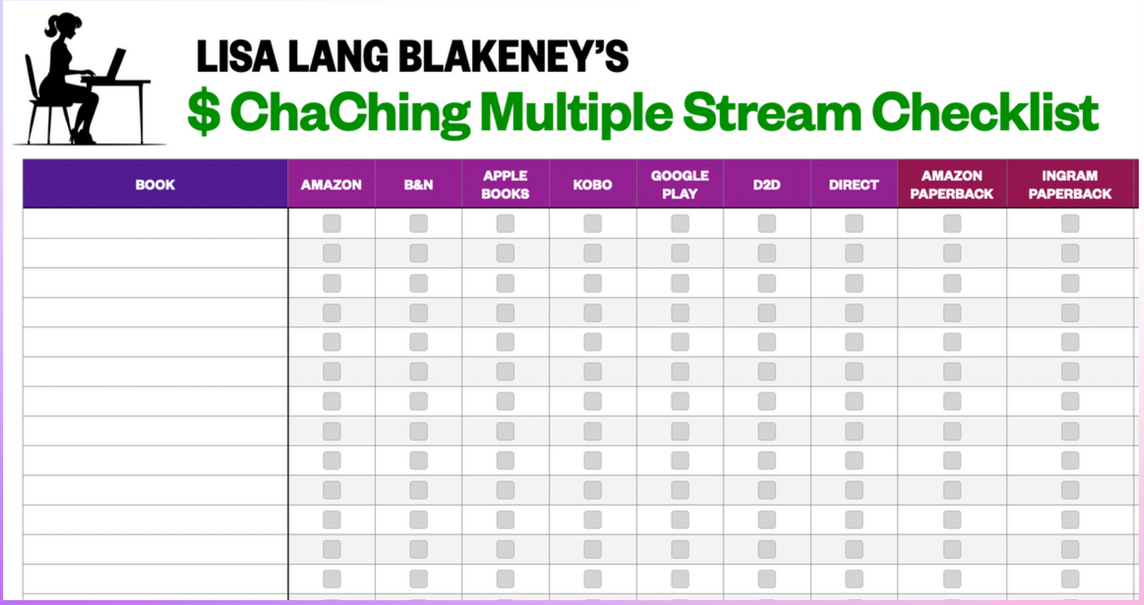
1. Your ChaChing path will look different than mine
2. You don't have to do ALL the things. If you pick just 1 new thing to implement, you're winning.
3. Monthly income will fluctuate so be prepared to pivot to meet goals
4. This isn't rocket science. You're simply maximizing your existing intellectual properties.
5. You CAN absolutely do this. I swear!



Your ChaChing Resource

Grab your copy of my income stream tracker and slides at:

https://LisaLangBlakeney.com/ram



LISA LANG BLAKENEY'S

$ ChaChing Multiple Stream Checklist

BOOK	AMAZON	B&N	APPLE BOOKS	KOBO	GOOGLE PLAY	D2D	DIRECT	AMAZON PAPERBACK	INGRAM PAPERBACK





QUESTIONS?



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