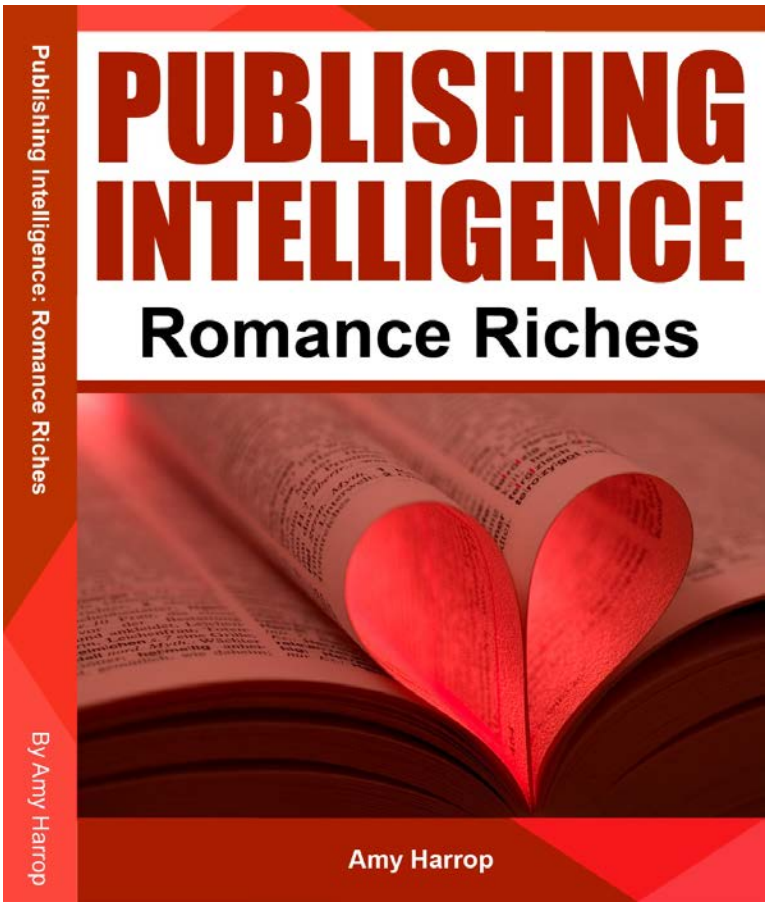
Publishing Intelligence: Romance Riches



Amy Harrop

Copyright 2015 http://AmyHarrop.com

Disclaimer

This book contains business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee, expressed or implied that by following the advice below you will make any money or improve current profits, as there are several factors and variables that come into play regarding any given business.
Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

Liability Disclaimer

By reading this book, you assume all risks associated with using the advice given below, with a full understanding that you, solely, are responsible for anything that may occur as a result of putting this information into action in any way, and regardless of your interpretation of the advice.

You further agree that our company cannot be held responsible in any way for the success or failure of your business as a result of the information presented in this book. It is your responsibility to conduct your own due diligence regarding the safe and successful operation of your business if you intend to apply any of our information in any way to your business operations.

Terms of Use

You are given a non-transferable, "personal use" license to this book. You cannot distribute it or share it with other individuals.

Also, there are no resale rights or private label rights granted when purchasing this book. In other words, it's for your own personal use only.

Copyright 2015 http://AmyHarrop.com

Table of Contents

Disclaimer 2
Table of Contents 3
Introduction 5
Romance Sales 5
Romance Genre Overview 7
Romance Plot Points 8
Levels of Sexual Explicitness 10
BBW Romance 12
Romance Genres and BBW 13
BBW Sub-genres 14
BBW Paranormal Shifter Romance 15
Differences between Paranormal and Paranormal Romance 15
How Does BBW Fit? 18
Popular Books 18
Popular Book Conclusions 21
New Adult 22
Common Conventions 22
How Does BBW Fit? 25
Popular Books 26
Popular Book Conclusions 29
Motorcycle Club 30
Common Conventions 31
How Does BBW Fit? 32

Copyright 2015 http://AmyHarrop.com

Popular Books 33
Popular Book Conclusions 35
Billionaire Romance 36
Common Conventions 36
How Does BBW Fit? 38
Popular Books 39
Popular Books Overview 42
Publishing Your Book 43
Getting Your Book Written 43
Outsourcing 44
Before You Publish 44
Publishing 45
Marketing Your Book 46
Conclusion 50

Copyright 2015 http://AmyHarrop.com

Introduction

You can't go wrong with romance publishing. There is no denying that romance is a powerhouse genre that captures the minds and hearts of readers. If you'd like to be a profitable author and publisher, then romance is a one of the best genres to publish in.

In this training, we're going to unlock one of the most in-demand romance categories that can be adapted to a wide variety of subgenres: BBW-themed romance. BBW stands for big, beautiful woman and highlights female protagonists who are curvy or full-figured. I'll reveal how you can successfully publish to this category, including:

- The best subgenres to publish in
- Common elements of successful romances
- Plotting and publishing your book
- Marketing your book
- And much more!

Romance Sales

Just how popular is romance? According to a study from Author Earnings (http://authorearnings.com/report/the-report/), romance is one of the top sellers on Amazon. There are three top genres on Amazon: sci-fi/fantasy, mystery/thriller and then romance. These genres represent a whopping 70% of top 100 bestsellers. You'll see the same when looking at the top 1,000 bestsellers. About 50% of them belong to one of these three genres.

According to the Romance Writers of America, (http://www.rwa.org/p/cm/ld/fid=580) romance is a $1.08 billion a year industry. Yes, this is just including books, not movies or other mediums with romance. In an overall look at adult fiction, romance represents about 13% of all sales, which includes physical, digital and audio formats.

Copyright 2015 http://AmyHarrop.com

Looking a bit deeper, we also find that romance books are extremely popular in digital formats, which is perfect for self-published authors getting started on Kindle, and other online outlets.

About 39% of sales come from digital sources, whereas 32% are mass-produced paperbacks, 18% are trade paperbacks, 9% are hardcover, 1% from audio and the final 1% is from other sources that are not disclosed.

Romance Writers of America also details some important demographic information about romance. As expected, females are the dominant buyers. A massive 84% of buyers are female (some of you might be surprised that 16% of buyers are male), and that most buyers are 30-54 years old. They represent about 41% of the market, according to Nielsen tracking.

If you weren't convinced about the profit potential for romance yet, then I hope these stats change your mind.

Copyright 2015 http://AmyHarrop.com

Romance Genre Overview

Like any genre, romance writing has certain structural elements to it. While there is plenty of room for creativity, by including these structural elements your story will resonate more with readers and will ultimately be more satisfying, leading to better reviews, repeat customers, and more sales.

Here are the broad strokes of most romance stories:

Most romance starts by establishing the everyday reality of the protagonist. This is when things are normal, plain and every day. It's the main character's home and common settings; it's a place where we get to see her living her everyday life with everyday people and having common thoughts.

When the romance starts, it becomes less about the world and more about the characters. This is an important aspect because it allows you to humanize the characters and ground them in reality.

A successful romance looks at the whole life of the main character, including their internal and external selves as well. Internal action is all about the character's thoughts and feelings. In most romance, the internal thoughts detail what the main character is thinking and trying to mentally overcome. Many romances may have alternating points-of-view, or include the male love interest point-of-view in the story, even if the bulk is the female point-of-view.

Often, the female lead sees the love interest initially as a source of conflict. He may be the hot guy who's getting in the way, or the handsome millionaire who's trying to buy out her company. At this point, he's still part of the ordinary world. Once she starts viewing him as a love interest, even if she's still conflicted, then the ordinary world starts to slip away and we go full-throttle into a love story that should keep the reader enthralled.

Copyright 2015 http://AmyHarrop.com

Romance Plot Points

Traditionally, there are seven major plot points that must be hit when writing romance. While romance has evolved and you don't have to adhere strictly to this roadmap, the basics are still essential to know and including them makes for a more satisfying story.

- **It starts with a setup**. This is during the ordinary world point where you build the character, but setup something in her that's just not right or going unfulfilled. For example, she's popular, but bored with the world around her. Or, she's a widow and is lonely but has conflicted feelings about finding a new partner. It can be nearly anything, but you need to ground the characters in reality so that readers understand why she's doing what she's doing later.

- **Initial meeting between the main character and love interest**. The meeting generally pits the characters against each other. They might argue, bicker and make fun of each other. This typically sets the tone for later actions, and it shows the readers that there are very strong (though currently chaotic) feelings between the characters. This should also reveal their strong attraction to each other, which can create conflict because they cannot easily walk away.

- **Next, the turning point.** Feelings are heightened and the protagonists' goals are clear. The two characters start falling in love, but the goal keeps them away from each other in some way. For example, their emotions might get in the way of business dealings, marriages or other pursuits. This typically occurs at the end of act one.

- **The fourth point is the midpoint**. This is often the first scene of serious physical intimacy, and their attraction temporarily wins out over the obstacles.

Copyright 2015 http://AmyHarrop.com

- **Here, we have the second turning point where feelings are at their highest, but the stakes are higher than ever**. The love between the characters is dangerously getting in the way of the protagonist's goals, and she has to lose the man to continue with her original pursuit. You can also make the love interest leave the woman for similar reasons, but it's typically at this point that they break up or are lost for some reason.

- **The penultimate plot point is the crisis**. The protagonist is broken down for some reason, possibly about to leave their home, or failing at personal goals. Private motivations come to the surface.

- **Finally, we have the resolution where the couple gets together**. Traditionally, this is a happily ever after, but some stories have more of a happy right now ending instead.

While the plot points can be tweaked and changed, you can treat this as a traditional roadmap that provides a good starting point. If this is your first foray into romance, then it might be a good idea to follow these conventions.

If you'd like to learn more about the structure of romance and how to easily incorporate successful elements into your own writing, I recommend these resources:

- http://jamigold.com/2012/11/write-romance-get-your-beat-sheet-here/
- http://howtowritearomancenovel.com/romance-writing-tutorials/
- http://products.michellespiva.com/notes-to-novels/
- http://www.warriorforum.com/warrior-special-offers/794975-kindle-tinks-guide-writing-popular-fiction-500-sold.html

Copyright 2015 http://AmyHarrop.com

Levels of Sexual Explicitness

One essential to romance publishing success is determining the level of sexual explicitness that will be present in your story. While there are many different subgenres to romance, there are also levels of sexual explicitness. Some genres work better with sexual explicitness than others. For example, books in the popular Amish romance category, which takes places in the culture of the Amish community, have little-to-no sexual explicitness.

However, other romance genres may have much more explicit sex scenes. Many authors specify what is included in their descriptions so readers know what to expect.

Here is a brief overview of the different levels. This is something you should consider before you write or outsource your book so you can incorporate it into the storyline.

- The first level is 'sweet romance' where there may be some kissing but no sexual explicitness.

- The next level is sexy romance. It should have sexual tension, but romance is still the main element. Much like with traditional romance, a happy ever after is a requirement.

- We then have more explicit romance. Romance is still a major part of the story, and the traditions are typically upheld, but explicit sex scenes are included. The level of explicitness is typically somewhere in the middle, with the sex scenes being described. Sex is integral to the plot and character growth, and a happy ending is still a requirement.

Copyright 2015 http://AmyHarrop.com

- Next is erotic romance. This sub-genre allows you to freely break the romance guidelines, especially the happy ending, without worrying about angering readers. Sex is the major aspect of this genre, and you'll spend a lot of time talking about and describing it. It helps the characters grow, but it doesn't have to be between just two people. The main character might encounter several people throughout the story.

- Last, we have erotica. The level of explicitness is very high here, and the books are just made to fulfill sexual fantasies for readers. Most of the conventions are thrown out the window to make room for sex and little else. In fact, characters are typically shallowly described, and there is rarely any character growth.

You may want to review books in your subgenre to see where some of them fall on the spectrum. However, it is ultimately up to you to decide how explicit you want your story to be. There is an audience for books at any level.

Copyright 2015 http://AmyHarrop.com

BBW Romance

Now that we've gotten an understanding of the romance story structure, let's take a look at how we can incorporate BBW elements into our stories. BBW stands for big beautiful women. Another term is curvy women. These are larger women who have curves. You might be a little confused by this because so many romance novels have supermodels on the cover, but BBW has become a powerhouse within the romance genre.

Why? BBW romance reflects real women. Most women have curves, waists and real proportions. Romance is all about wish fulfillment. Instead of reading about that thin girl who gets all the guys, many would rather read about someone who looks like them, and has a passionate romance.

It's also popular with publishers. **Almost any romance book, genre and sub-genre, can be adapted to BBW romance.** But here's the real thing that writers love: it allows you to stand out from the crowd. Not only are you producing something that readers would prefer, but you're satisfying a starving market that has only recently been acknowledged.

Copyright 2015 http://AmyHarrop.com

Romance Genres and BBW

Romance with a BBW main character can occur in many different niches. In this section, we'll take a closer look at for popular sub niches of romance that also incorporate and lend themselves well to BBW themes.

Many of these sub genres can overlap with each other. In addition, these are popular sub-genres on their own with or without BBW characters. However, they do lend themselves well to having a BBW heroine.

Commonalities:

- Many of these books use a first-person point of view, and some an alternating first-person point of view between the two main characters. The first-person point of view is the female protagonist, and sometimes the male love interest's POV is also included. This differs a bit from more traditional romances which are almost always be in the third person point of view. However, first-person has now become incredibly popular with books that are in these sub genres. For more information on writing in different POV's:
    - http://www.novel-writing-help.com/point-of-view-in-literature.html

- Varied levels of erotica or sexual explicitness. We took a look at common levels of sexual explicitness earlier. The range can vary but some subgenres have more sex in them overall than others do. In addition, many books state what is included clearly in the description so readers know what to expect.

- Genre or type of book is included in title. This has become very common practice as it helps readers identify what they are looking for.

Copyright 2015 http://AmyHarrop.com

BBW Sub-genres

Since BBW is so versatile, it can work with numerous genres, with the four of the most popular being:

- Paranormal Shifter
- New Adult
- Motorcycle Club
- Billionaire

Let's dig into the specifics of each.

Copyright 2015 http://AmyHarrop.com

BBW Paranormal Shifter Romance

One of the most popular sub genres right now in romance fiction is the paranormal shifter romance.

This genre typically has wolves, vampires, ghosts, angels and demons, with wolves being the most popular. The normal conventions of romance, such as the ordinary reality, and internal and external actions and conflict, are typically still upheld. In this sub-genre, there is a focus on characters that can shift from human to animal.

Differences between Paranormal and Paranormal Romance

So, is every book with a paranormal character and a love story classified as a paranormal romance? Unfortunately, drawing a line between the two can be difficult at times. Paranormal fiction typically focuses more on the paranormal side of the story, whereas paranormal romance focuses more on the blossoming love between the human and paranormal character. The two can definitely intersect, and there are a number of books that are improperly classified, but it comes down to the focus of the story.

Just keep the focus on the love and other romance conventions, and you won't confuse the reader.

Common Conventions

- There are many conventions here that you'll want to be aware of. The majority of paranormal romance books feature a love interest that isn't human, and a main character that is human. This allows the main character to explore this new side of reality and experience the forbidden love between woman and vampire/werewolf/etc.

- However, there's nothing saying that the main character can't be a demon who's seeking the love of a human. This isn't the norm, but it's common enough to be quickly accepted by readers. These books are still considered

Copyright 2015 http://AmyHarrop.com

a specialty and against the normal flow, but it also represents a good chance to stand out from the crowd.

- Shifting represents an opportunity for the main character to accept the love interest as he really is while also making them more animalistic, powerful or even vulnerable (since they can't control themselves during the shift).

- It's rare for the love interest to be alone. There are typically other characters of his species, and they form a tight group that is distrusting of outsiders. The main character must often prove herself worthy of joining the group and finding her place within it. Many times, the main character also finds that she has some type of hidden power, perhaps magic or not being entirely human herself, but this isn't a necessary plot point.

- Speaking of magic, many of these books have a magical theme. Magic is used by the characters, wielded by the antagonist or somehow a part of the world. It causes mysterious events to happen, and may lead to cataclysmic events. Or, it might just be a quaint energy that the characters can use. This blends paranormal with fantasy a bit, but it's expected to be part of the story.

- Mysteries are also common, with the characters having to solve said mystery. Such as: why are these characters shifting? Why is the main character drawn into this paranormal relationship?

- Forbidden love is also a HUGE convention, with nearly every book visiting it and touching on the fact that loving such a character is against the norm, forbidden by rules/society, etc.

- Speaking of love, there's something else to consider: turning. Is the human character turned at the end (into a vampire/werewolf), or does she remain

Copyright 2015 http://AmyHarrop.com

human? Many paranormal romance books visit this topic and make it a major source of drama.

- Many of these books focus on human to wolf shifters. I hesitate to say werewolf, because it's not really the werewolves of horror. In these stories, there is a lot of traditional wolf pack associated behavior with the shifters, if the focus is on wolves. The female lead must navigate the confusing social structure and placement of the pack.

- There is also an emphasis on pack structure in terms of the alpha male. In fact, many of the stories actually have the word Alpha in their title. Because wolves are pack animals, one of the reasons for the popularity of these types of books is that we are immersed into a unique, but still somewhat familiar social structure with interaction with others. Here is some research on wolf pack behavior:

    - http://www.runningwiththewolves.org/Behavior1.htm
    - http://www.wolfcountry.net/information/WolfPack.html

- Another point of easy conflict is the concept of identity. In many cases, the heroine will have met a man or men who are comfortable being shifters, but she will be new to this and have to figure out who she is and how she acts when she is human, compared to when she is an animal.

- The idea that there are beasts and animals that have different preconceptions of sexuality makes the stories more erotica based. In addition, there is also another whole sub-genre of this subgenre which is called ménage romance. Ménage means many or group, and these often have to do with the female lead, choosing or having to choose between several different male members of the pack. Because shifters have different ideas of what is right or acceptable, multiple partner stories become more accessible for many readers.

- These books also are often found in series. Series publishing and romance is incredibly popular.

- These books are also shorter, especially if they are in a series. Many of the installments are under 100 pages.

- While paranormal shifter romances often focus on human to wolf shifting, there are also other types of animals that are popular. Another somewhat popular type is big cat shifters. Also, there are some books that take place in worlds where there are a variety of shifters and humans can shift two different animals. However, if you want to focus on what sells the most, it is currently wolf/human shifters.

How Does BBW Fit?

It's easy enough to adapt a BBW main character to these books. For example, wolf shifters tend to be more attuned to nature, so they might find a natural, curvier girl much more attractive.

BBWs might be more open to non-human characters since, as BBW characters may be willing to seek companionship from others who would accept them, regardless of the source. There are many ways of adding a BBW into a paranormal romance without stretching the limits too much, and sometimes they easily play into the paranormal conventions.

Popular Books

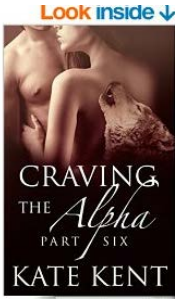
Yasiv.com is a great tool for seeing what books are popular on Amazon and other related books. It is a visual search tool that allows you to see the specifics of each book, and with a visual representation of other popular books in that niche, and other books that people also purchase. For each of these sub-genres, we'll be taking a look at a few different books and drawing some conclusions. If you want to search yourself, you can here: http://Yasiv.com

Copyright 2015 http://AmyHarrop.com

In fact, I recommend it for any type of market research you are doing for book publishing as part of your research.

Let take a look at a few popular BBW/Paranormal Shifter books:

- **Craving the Alpha: Part Six: BBW Paranormal Werewolf Shifter Romance:** http://www.amazon.com/Craving-Alpha-Paranormal-Werewolf-Shifter-ebook/dp/B00P0MW1EQ

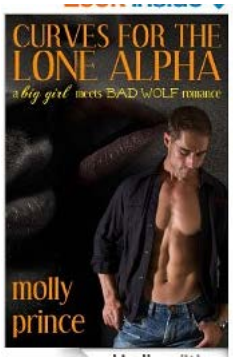


Craving the Alpha: Part Six is a 16,000 word BBW paranormal werewolf shifter romance. It is the sixth book and the conclusion to the Craving the Alphaserial sharing Kristen James's experiences with the Lycan pack. It is part of the Lycan Lovers Series. The story includes strong sexual themes and language.

Categories:

Amazon Best Sellers Rank: #2,129 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#22 in Kindle Store > Kindle eBooks > Romance > Paranormal > **Ghosts**
#53 in Kindle Store > Kindle eBooks > Romance > Paranormal > **Vampires**
#54 in Books > Romance > **Vampires**

- **Curves For The Lone Alpha: A Big Girl Meets Bad Wolf Romance**: http://www.amazon.com/Curves-For-The-Lone-Alpha-ebook/dp/B00GSCIIXA

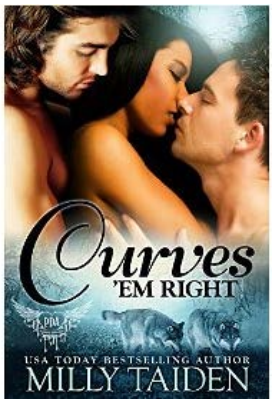


Curves for the Lone Alpha is a 20 000 word novella with a sweet HFN (happy for now) ending that tells a complete story. It is intended for mature audiences, contains explicit language, several scenes of a sexual nature and some moderate violence. 69 pages

Categories:

Amazon Best Sellers Rank: #2,685 Free in Kindle Store (See Top 100 Free in Kindle Store)
#87 in Kindle Store > Kindle eBooks > Romance > Paranormal > **Werewolves & Shifters**

- **Curves 'em Right (BBW Paranormal Shape Shifter Romance) (Paranormal Dating Agency Book 4)**:
  http://www.amazon.com/Curves-Right-Paranormal-Dating-Agency-ebook/dp/B00OVJKMTU



Paranormal Dating Agency Book 4 - STANDALONE
BBW Paranormal Shape Shifter Romance
A BBW in search of love + two sexy wolf shifters ready to claim her as their mate = Sizzling Ménage Romance

Categories:

Amazon Best Sellers Rank: #232 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#5 in Books > Romance > **Multicultural**
#6 in Kindle Store > Kindle eBooks > Romance > **Multicultural & Interracial**
#8 in Kindle Store > Kindle eBooks > Romance > **Fantasy**

Copyright 2015

Popular Book Conclusions

- Covers: Many of the covers have both a picture of the main male character or of both protagonists. If it is a ménage story, there may be a picture of all of them. In addition, they often have a picture of wolves or the main shifter animals being portrayed as well.

- Categories: These are a little all over the place, but romance/paranormal is popular. There is also a specific subcategory for werewolves/shifters.

- Description: The descriptions usually share the type of story, the explicitness level, and the length. Many of these stories are shorter (under 100 pages) and part of a series.

- For best success, model your book on the characteristics that popular books already have in terms of cover, category, description and length.

- Important: Include the keywords in the title- these are usually in parenthesis after the actual title- BBW Paranormal Shifter Romance, BBW Werewolf Shifter Romance, etc.

Copyright 2015 http://AmyHarrop.com

New Adult

The new adult or the new college subgenre of romance has become incredibly popular over the last few years. While some of these books have certain characteristics which I'll share with you, the main take away with this genre is the age range.

Common Conventions

- In most of these books, the protagonists and their love interests are usually in their late teens to - mid 20s. It's a fairly new genre, and it typically uses new adult characters who have just graduated high school and are either going to college or are in that age bracket. While being a romance, these books also deal with the many challenges of the transition from being a teenager to being an adult. They may have a backdrop of college, or other types of non-traditional careers and jobs.

- Technically adults in the eyes of the law, many of these characters still retain younger personality traits, such as being full of angst and not knowing their place in the world. This is a versatile genre that is really popular for readers both old and young.

- It's also seen as the progression from YA (young adult) and contemporary romance. Contemporary romance can deal with very adult issues, such as raising a child or dealing with divorce. New adult is more mature than YA, but typically doesn't get quite as "adult" as contemporary. It's seen as the intermediary between the two. It also allows for somewhat mature characters that are coming into their own, but aren't set in stone like adults. They don't have to care for a child or pay off a mortgage, so you get to have more fun with them.

Copyright 2015 http://AmyHarrop.com

- New adult characters MUST BE 18 to 25. Any younger and it's Young Adult, any older and it's contemporary. It doesn't matter if the characters are in college, not in college, just graduated or doing something in between. This is the one convention that you must follow.

- As stated above, these books have characters who really don't know themselves yet. They are growing out of their high school selves, but they still aren't quite adults. Maturity is slowly creeping up on them, and they have to work to find who they are in this world and where they fit in society. Love can be quick, feelings are often intense and fleeting, and there's enough angst to fill a 90's teen drama. College tends to be a setting, but you could easily have characters that aren't going to college due to lack of money, drive or other reasons.

- There are some common stories within this genre, but since it's so new, you can easily carve out your own niche while still abiding by the rules. Perhaps the most common one is the abusive past. The main character or love interest has an abusive past either with family or bullies and is seeking to redeem themselves and heal from the experience, with love and acceptance being the answer to their problems. It can even get as intense as being raped in the past, but that's a dark place that some might consider too intense for new adult.

- You also have characters growing more into their sexual maturity. For example, there's the promiscuous male who's becoming more responsible with his life and wants an actual partner, not just a fling. There's also the girl who's turning awaking her sexuality. You can easily take this either way and with both the main character and love interest and still stay within the conventions. However, to stay within normal romance conventions, you should have two characters that decide to remain together by the end.

Copyright 2015 http://AmyHarrop.com

- As the characters become adults, they want to find love that is more secure, so you can also make the book about the main character going through love interests until finding the right one. The most common convention for this is having a boyfriend who cheats. The main character breaks up with him and finds someone even better. Or, it could just be about her dating various people until she finds the right one.

- The last major plot is the secret past with college serving as a fresh slate. This can sometimes bleed into the abusive past plot, but it doesn't have to. The main character might have a secret past as small as being a nerd and trying to turn into the cool guy/girl on campus, or it can be something as big as being a criminal or doing something traumatic. This plot focuses on the characters coming to terms with the event and moving on, ultimately becoming free and open to this new love.

- Like the paranormal shifter romances, these books are often written in first person, and in many cases have alternating points of view between the main female character who is usually the protagonists and the love interest.

- There is often unresolved family trauma- in many cases, the main character has issues or bad experiences with their parents, siblings or other family members that they are still struggling to deal with.

- The female or the male character or both because of trauma have often shut down, and when they meet the other person, then they have to feel and experience things that they don’t want to. So in many of these books, there is this idea of not only maturity to adulthood, but also emotional growth.

Copyright 2015 http://AmyHarrop.com

- Often a case of opposites attracting- often good girl, bad boy. This is often accompanied by breaking down the stereotypes, or giving someone a second chance. For example, the female protagonist may have seen someone at college and thought he was a bad boy, and then she gets to know him and realizes what he's been going through and why he is the way he is.

- They don't all have to take place at college, either, a lot of times it might be unconventional or unusual lifestyles, making your way through the world. For example, rock stars and their lifestyle is a popular setting.

- The level of sexual explicitness can vary. Because these are often the first adult relationships, sexual exploration is common.

How Does BBW Fit?

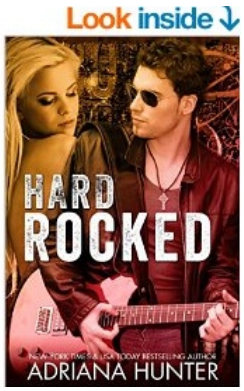
BBW is perhaps the perfect pairing for new adult. Self-discovery, not being sure of yourself and coming to terms with your body and sexuality are all plot points that are seen in most BBW stories. In fact, BBWs might be the best characters for new adult. Unlike paranormal romance where you have to change some things here and there, they just fit right into the world of new adult. From overcoming their dark past or various bullies to coming into their own sexuality, they nail the conventions better than any other character.

Copyright 2015 http://AmyHarrop.com

Popular Books

Here are some popular books in this sub-genre:

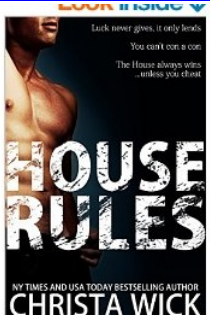
Hard Rocked (Rock With You #1) BBW Rock Star Romance:
http://www.amazon.com/Hard-Rocked-Rock-With-Romance-ebook/dp/B00LVGL2ZY



Melody, a plus-size lawyer, has just been dumped by her fiance. To make matters worse, he did it via text message. Deciding to drown her sorrows at a local pub,

It isn't long before her plans are completely derailed by an irresistibly sexy stranger who guides her to a dark corner of the bar. And this gorgeous alpha male isn't your ordinary man. It's Logan MacKenzie, lead guitarist of the insanely popular Scottish rock band, "Revival". A man used to getting anything he wants, whenever he wants it.

House Rules
http://www.amazon.com/House-Rules-Christa-Wick-ebook/dp/B00NUDD53I



Big Girl Lesson #1 - The House always wins...
Reformed con artist and card sharp Marie Lafayette never had a chance to "come of age." She was too busy staying out of jail and keeping her little brother and sister out of the morgue. Six years on the run from her father, living as clean as she can to raise her siblings, she was hoping L.A. would give her family a fresh start.

Busted by casino owner Luke Masters when Marie's soft lips and lush curves catch his eye, she has one chance to save her sister and erase the past -- if she surrenders to Masters' every passion for thirty days.

****

PREVIOUSLY RELEASED AS VEGAS CURVES: This 32,000+ sensual romance features a second chance coming of age in the arms of a dominant billionaire casino owner with a bag of tricks and toys meant to teach a plus-size cheat that there are no rules when it comes to love.
****

Copyright 2015 http://AmyHarrop.com

Keeping Her Close: BBW/New Adult Romance (The Landcaster Brothers Book 1)

http://www.amazon.com/Keeping-Her-Close-Landcaster-Brothers-ebook/dp/B00P84TPQ8



BBW, New Adult Erotic Romance. Contains language and actions some may deem offensive. Sexually explicit content. In book one of the Landcaster Brothers: After a less than perfect childhood, voluptuous Hailey Timmons is finally able to start leading a normal life when she starts living out on her own. Her peaceful existence is soon shattered though when her father shows back up in her life with a serious problem…and in need of her help. While taking a second job to help out her father, she finds herself falling into something more emotionally shattering.

Categories:

Amazon Best Sellers Rank: #5,260 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#27 in Kindle Store > Kindle eBooks > Literature & Fiction > Women's Fiction > **Action & Adventure**

Copyright 2015 http://AmyHarrop.com

Popular Book Conclusions

- These books are all over the place in category.
- Many of the covers focus on the men.
- Many are shorter and part of a series.
- Many of these books have an 'intense' feel and a higher level of explicitness.
- This is a loose sub-genre and the books tend to have varied backgrounds and characters compared to other types of romances.

Copyright 2015 http://AmyHarrop.com

Motorcycle Club

Motorcycle Club, or MC romances have also surged in popularity in the last few years. This is probably due to the TV show Sons of Anarchy which has become incredibly popular with both men and women. These books often explore the motorcycle club subculture, and the bad boy of mystique of its participants. There is also a lot of room for overlapping other elements such as thriller, or mystery. In addition, these books lend themselves to more sexually explicit tales and more explicit erotica.

MC romance appeals to women who want something more dark, gritty and subversive. These books may or may not do their best to portray the reality of bikers, but all of them have very dark elements.

The reality of motorcycle clubs is vague due to secrecy, but there are some real life conventions that you should be aware of. These clubs are known as 1% clubs (with many members calling themselves 1%ers), because they belong to "outlaw clubs." Don't let the name fool you: these bikers aren't specifically criminals. They are called outlaws because they don't abide by the American Motorcycle Association's (AMA's) laws, and they consider themselves outside of society.

However, it isn't uncommon for there to be some criminal element. Many members, both male and female, consider themselves strong nonconformists. Each club is different, but the vast majority of them have a rigid set of rules, rites and positions. There are presidents, vice presidents and so on. Most members go through initiation, which may or may not include hazing (from labor to violence) and women who are married to members are then called "old ladies" and "property." These wives typically have to wear patches that say: "property of (member)."

As you can probably tell from this brief description of MCs, there is a lot of wiggle room for dark romance and vast character building. It matters which direction you want to take, and whether you want to rely on reality or stereotype.

Copyright 2015 http://AmyHarrop.com

Common Conventions

- There's a large gender divide here. There are many more men than women, and the men are dark, intimidating and gritty. They have no problem throwing their weight around. You'll typically see stories of men who go off to work while expecting the woman to stay home and tend the fires while lighting up the sheets when he comes home.

- Legal elements are also common. On the stereotypical side, you could easily write a believable male character who steals, deals drugs and murders for a living (or just for fun). You could also write about how this character's clothes and life choices make him seem like a criminal, but he really isn't. Law enforcement is known for profiling club members, even if they haven't committed a crime. However, one way or another, the law is always present in the story to some degree. There's always some sort of danger in these stories, and it's typically one of the more gripping elements of MC romance

- Darkness is a big thing here. Women love bikers because they are against society, they wear black leather and they seem dangerous. Whether he has a heart of gold or not, he's still an intimidating badass who gets what he wants. You can't have a sappy story, readers don't want that. They want to read about strong men doing what they want, regardless of the law or anything else.

- Adventure is another big element. It's a hard life, but they enjoy the thrill of it. From motorcycles in general to the nonconformist ways that members act: they love living outside the norm. This adventure can come from having the characters going out and doing something, or just detailing their peculiar, but surprisingly functional, relationship.

Copyright 2015 http://AmyHarrop.com

- When it comes to levels of sexuality, it's easy to create a story that's either erotica or porn from this genre. In fact, it might be a little too easy. However, many MC books have taken the higher road and write a traditional romance tale, packed with a happy ending. This is a little harder, but you can easily do it by having a male lead with a heart of gold, or having the female lead understand and be happy with her role in the MC.

- This genre is very broad, but it must include motorcycles, some sort of legal element (from criminal to characters who are just harassed by law enforcement), badass alpha male leads and some sort of internal or external adventure. The rest tends to write itself from there.

- There is actually a popular hybrid with shifter stories-shifters on bikes.

- Often the heroine gets involved to solve a crime, a death or disappearance.

- Sometime the woman is part of the club, or her dad was, sometimes she is an innocent or goes undercover and then gets involved.

- Series books are popular, often exploring different characters in the club.

How Does BBW Fit?

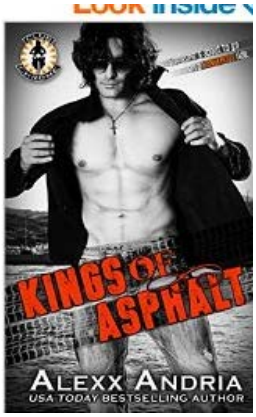
BBWs fit fine into this genre. Most of these stories have women trying to find their niche in the MC, which parallels the common self-discovery element of BBW fiction. MC members like 'real' woman and appreciate a woman's curves. This can be incorporated into the story as the female lead finding a man who appreciates her body.

Copyright 2015 http://AmyHarrop.com

Popular Books

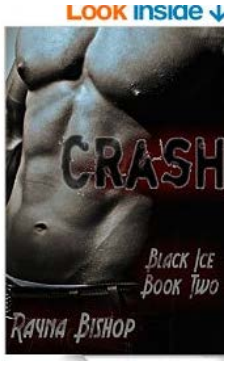
Here are some popular books in this sub-genre:

Kings of Asphalt (Motorcycle Club BBW Romance) (Club Chrome Book 1):
http://www.amazon.com/Kings-Asphalt-Motorcycle-Romance-Chrome-ebook/dp/B00LD69NIA



My name is Zoe Delacourte. I thought I was going to build my future on the backs of Jax Traeger and Hunter Ericksen -- bad boys from the wrong side of the tracks, running the notorious motorcycle club, the Kings of Asphalt -- in my mind, the story had practically written itself. I was so naive. Little did I know they were going to change everything I ever knew about myself.
*The following MC romance is approximately 41,000 words featuring a strong central love story, danger, and the rough, seedy world dominated by two bad boys and their curvy woman.

Crash (Black Ice MC Novella Book 2):
http://www.amazon.com/Crash-Black-Ice-Novella-Book-ebook/dp/B00PZ1FUX6/



Copyright 2015 http://AmyHarrop.com

She thought everything was good, but the fight had just begun.
Danni and Mercer head out west to Montana. Back to the remains of the once mighty Black Ice Motorcycle Club. Mercer is bound and determined to get the gang back to its former glory, but while he is busy with the club, Danni is sinking further into loneliness and depression.

That's when she meets Cruz. He's strong, he's handsome, and he's the newest member of Black Ice.

Werewolf Motorcycle Club Romance: Alpha Heat (Sons of Thunder MC Book 1):
http://www.amazon.com/Werewolf-Motorcycle-Club-Romance-Thunder-ebook/dp/B00OGXJF7G

Big, Beautiful and Kidnapped!
Grace Dawson doesn't have it all. Hell, she doesn't even have half of it. Her life is spiraling into decline and all there is for her is selling paddleboards on a Florida beach.

That is, until she gets a little drunk and wakes up in a cage.

Karl Norman has a problem with pirates coming to Siesta Key and kidnapping girls. Karl has other problems: his life is filled with danger, and he's a werewolf.

This is episode 1 of the Sons of Thunder MC series: A BBW Shifter Werewolf MC Romance.

Categories:

Amazon Best Sellers Rank: #11,402 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#20 in Kindle Store > Kindle eBooks > Literature & Fiction > Genre Fiction > **Metaphysical**
#51 in Kindle Store > Kindle eBooks > Literature & Fiction > Short Stories > **Women's Fiction**
#60 in Kindle Store > Kindle eBooks > Literature & Fiction > Women's Fiction > **Action & Adventure**

Copyright 2015 http://AmyHarrop.com

Popular Book Conclusions

- Almost all the covers feature a man (usually his torso) only.
- They often have a dark, angsty tone to them.
- Often shorter books that are part of a series.

Copyright 2015 http://AmyHarrop.com

Billionaire Romance

This is probably the most traditional style of romance which has seen a big resurgence in popularity. Billionaire romances are wish fulfillment at its highest. To be clear, the men don't specifically have to be billionaires, but they do have to be wealthy (at least millionaires).

Harlequin, the mass romance publisher, has a whole line of Billionaire and wealthy style romances with an International Flavor: Harlequin Presents. While many romance books feature a wealthy character, this genre delves deeper into money and what these characters can do with said money. With the huge popularity of 50 Shades of Grey, billionaire romances have become even more popular.

Common Conventions

Conventions are currently very loose for billionaire romance, which represents a lot of opportunity for writers. However, there are some ideas that are seen more often than not, which can give you a guiding light.

- Wealth comes first and foremost, so we need someone who is rich. Typically it's the male lead who is wooing a female lead who comes from a normal socioeconomic background. She either has a normal job, little money or is a college student on her way to some dream career. She can be wealthy as well, but that's uncommon and might make some of the drama harder to write (unless you want to write a story of two very powerful characters battling on the same level).

- The meeting between the two can be by chance, the male lead can be seeking out someone submissive that he can attract with money/power, she might be seeking a career from him or he sees her as someone who needs his help or guidance. There are many ways to arrange the meeting

Copyright 2015 http://AmyHarrop.com

between the characters, but you'll typically find that it sets the whole stage in this genre.

- Male leads are very important here. They typically have a stronger and characterization than in other romance genres. While Fifty Shades presented us with a very arrogant character, you don't have to follow that same line of thought. Many of these novels have caring men who want to provide for the female lead, or they can be bored and trying to feel the excitement of life again. Regardless of who they are, money plays a part in their personality. Money made them bored, allows them to care, caused arrogance, etc. Their wealth is central to their choices and behavior. However, most of them are alpha-male intellectuals who know how to get what they want.

- Female leads are typically astonished by this wealth initially, and it might stay that way throughout the whole book. You can write a darker book about how she just stays with him for money, or have her grow up and love the money and not his wallet. She may not even care about the money at all, which is common in many traditional romances.

- These stories tend to be either dark or softer. For example, the male lead can use his money and power (or just natural charm) to get the female lead to do what he wants. He finds a way to make her do something that he desires. Like 50 Shades, the BDSM subgenre goes well with billionaire romance. You can also write about him learning of her circumstances and wanting to help, but this type of story has become less common because it's considered too mushy. Having a character with a backbone and some odd lust tends to work better with modern readers, but he can still take care of her financially.

Copyright 2015 http://AmyHarrop.com

- Female growth here tends to be bipolar. She either falls into his world or never wants to escape, or she does her best to leave but finds it difficult to return to the normal world. She can't stand the male character and his proclivities, but his resources always keep a close tab on her. Or, she changes into someone who can never go back to the normal world of middle-income work. While there is still a lot of wiggle room here since the genre is just starting to come into its own, you'll see most stories have either one extreme or the other.

- Sexuality here tends to be in the middle, but erotica is very easy to manage. The interesting thing here is that billionaire romance has men who are very powerful, and can already get any women they want. He either finds her so stunning that he needs her now (and she initially denies him), or he holds off on her advances to make her want him more. It can go either way, and it often does within this genre.

How Does BBW Fit?

There are several aspects of common BBW fiction that can work in billionaire romance. For example, the bored billionaire might have gotten tired of women with slim bodies, and he wants someone more realistic. Speaking of this, BBWs tend to symbolize the real woman. The male lead might find it attractive that she seems to belong to the real world, rather than just trying to vie for success and status.

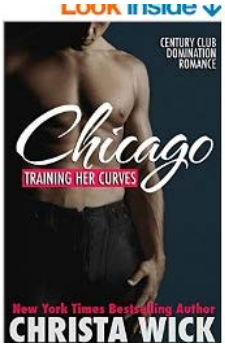
This is also one of the biggest wish fulfillment stories. What you really need to think about is what makes a BBW so unique that the billionaire would be attracted to her?

Copyright 2015 http://AmyHarrop.com

Popular Books

Here are some popular books in this sub genre:

Training Her Curves - Chicago (A BBW Billionaire Domination and Submission Romance)
http://www.amazon.com/Training-Her-Curves-Billionaire-Domination-ebook/dp/B00OU06JRE/r



Plus-size fetish model Alexa Hunt is searching for a million-dollar payday as the spokesmodel for a new, upscale line of clothing for dominatrices and female submissives. All she has to do is survive the audition -- a photo shoot at Chicago's ultra private Century Club, a pleasure house for the rich.

House Master Jake Morgan has studied the lush beauty from the moment she stepped into his domain. Gauging her reactions to the club, he knows she has never played a scene, never felt the hard smack of an open palm on her bare bottom or the harsh whisper of a flogger up her pale thighs identity, who is the real fake?

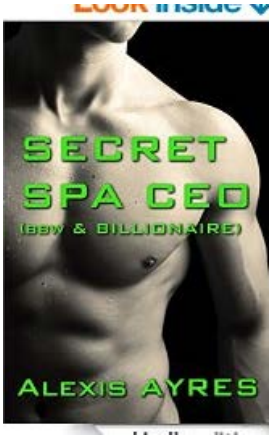
****

SERIAL NOTE: This 19,100+ word romance is the first installment in the "Training Her Curves" universe. The novella length stories will take place in different U.S. and international cities, with Jake and Alexa's story starting in Chicago. Other couples will be included in

subsequent novellas within the Training Her Curves universe and all couples may take more than one installment to finish their story.

Amazon Best Sellers Rank: #4,294 Paid in Kindle Store (See Top 100 Paid in Kindle Store)
#44 in Kindle Store > Kindle Short Reads > 90 minutes (44-64 pages) > **Romance**

Secret Spa CEO (BBW & Billionaire:
http://www.amazon.com/Secret-Spa-CEO-BBW-Billionaire-ebook/dp/B00OZBUP46



Cade Finnton is the handsome billionaire owner of the CasCade spa chain. Somehow he ends up getting roped into appearing on the reality show, Secret CEO, in which he will pose as just a regular massage therapist in order to find out more about the inner workings of his empire.

It's no big deal, he figures. It's not like he'll be attracted to any of the women at the L.A. spa. They'll all be toothpicks...

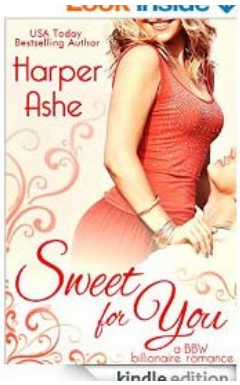
But then Penny Porter gets on his massage table...the beautiful, full-figured strawberry blonde is stressed about work. And Cade is more than willing to help her unwind.

Short story! About 9,500 words.
For adults only.

This is a standalone work.

Copyright 2015 http://AmyHarrop.com

Sweet for You: A BBW Billionaire Romance (Sweet A BBW Romance Book 1)
http://www.amazon.com/Sweet-You-Billionaire-Romance-Book-ebook/dp/B00IB4YV52



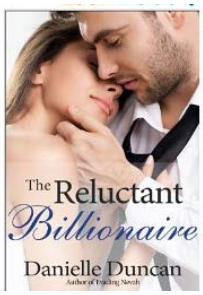
Can true love – and a sweet tooth – conquer all?

Abby Branson has a plus-size crush on handsome billionaire Stephen Blake, CEO of a gourmet foods empire. But when she's hired by Blake Foods as a taste tester for a new line of diet desserts, she's devastated to discover that the real Mr. Blake isn't anything like the fantasy man in her dreams. Until one passionate kiss reveals there's more to the brooding billionaire than meets the eye.

Sweet for You is a feel-good romance with a HEA ending. This sweet, romantic novella is one guilty pleasure that won't pack on the pounds – even if you read it more than once!

Copyright 2015 http://AmyHarrop.com

The Reluctant Billionaire, A BBW Billionaire Romance
http://www.amazon.com/The-Reluctant-Billionaire-BBW-Romance-ebook/dp/B00HVHYP1U/



When BBW Sophie begins her new job as chef in William Blackwell's mansion, she wants a new start. Her last job led to a romance with her billionaire boss which ended in heartbreak. This time, she swears she'll stay away from workplace romance...a vow that's put to the test when she meets the enigmatic Rhys, one of the mansion's gardeners.

William "Rhys" Blackwell might be a billionaire, but he still loves digging in his gardens. When he meets Sophie he feels instantly attracted to her. But Sophie says she doesn't want to date anyone from the mansion, and Rhys knows that goes double for him, so he keeps his identity quiet. Maybe if she gets to know him first, she'll change her mind.

Popular Books Overview

- This is a broad category and can fit in sweet romance, BDSM, shorter stories and more.
- Most of these men are strong and know what they want.
- Covers and categories can vary, depending on the type of story.

Copyright 2015 http://AmyHarrop.com

Publishing Your Book

Now that you have a good understanding of what the popular sub-niches are, it is time to actually write or get your book written and published. Remember that many of these books tend to be on the shorter side so feel free to do something shorter at first. Also, consider planning out a series of books, before you even publish your first book.

Getting Your Book Written

In order to help you write or outsource your book, I've included BBW book plot outlines for each of the four subgenres. These are great to use as templates for creating your own plots. You can access them here:

- MC Outline
  https://docs.google.com/document/d/1LFXvOHA9-JkgSyCrZaSYlWK_1OK_XcgWja6g2o-Drcc/edit?usp=sharing

- New Adult Outline
  https://docs.google.com/document/d/1fZjp_zVdm3jYLWWvhFWX0rNIQxwervPUCazzU4qL-VA/edit?usp=sharing

- Billionaire Outline
  https://docs.google.com/document/d/19SbY0nIm-98SO_Rd7QCa29N0ynS9xgj0mhT_wIayO40/edit?usp=sharing

- Paranormal Outline
  https://docs.google.com/document/d/1pY9brtLlC_M5yUTUJzUt61mx_V5r4UTbX6wq85pVxB8/edit?usp=sharing

For high-quality, done-for-you plots specific to the BBW niche, check out the special offer, here:
http://amyharrop.com/romplotsb

Copyright 2015 http://AmyHarrop.com

Outsourcing

If you want to outsource, make sure you give your writer an outline or a plot before you start. That is one reason why Done-For-You plots are so useful. If you are looking for a writer, one of the best places to fine one is http://Elance.com
For more training about outsourcing fiction, check out: Hands Free Fiction Profits.

Before You Publish

Important- Prepare for success by:

- Crafting a compelling title. Make sure your title fits in your niche. Also, put the genre of your book in parenthesis after your title, when you upload your book to publishing platforms. This does not need to be on your cover. For example: Big Girls Ride Bikes (MC Club BBW Romance)

- Getting a professional cover designed. Model your cover after other popular covers in your niche. Give your designer some of those as samples.

- Spend some time and thought on your book description. This is the sales page for your book. Model your description style after other books in your niche.

Make sure you have taken care of these essential elements before you publish your book and you will greatly increase the chance of your books visibility and sales.

Copyright 2015 http://AmyHarrop.com

Publishing

You'll need to make some decisions about where to publish. You can publish just to Amazon, and enroll in their KDP Select/Kindle Unlimited program or publish to multiple platforms. If you plan on publishing a series, consider making your first book free. There is not a way to directly do this on Amazon (and you don't want your book in KDP Select for this), but you can try the price-matching method. You can learn more here:

http://turndogmillionaire.com/2012/11/08/how-to-get-your-book-on-amazon-for-free-indefinately/

Copyright 2015

Marketing Your Book

Publishing in hot romance niches gives you a built-in rabid audience, so an extensive marketing plan isn't necessary. The best marketing strategy is to write a series instead of a single book and build a following. However, you can also successfully use social-based exposure and advertising to sell more books.
I've put together an extensive spreadsheet that is a gold-mine of information for you. It includes:

- Top BBW authors in each sub-niche with links to their books
- Popular BBW books in each sub-niche at Goodreads.com
- Popular Facebook Groups in each sub-niche
- Book blogs and review sites specifically geared toward the romance genre
- Additional social media groups and pages for each sub-niche
- Pinterest boards for books in each sub-niche
- Book trailers for popular books in each sub-niche.
- Commercial use related images you can use for your own marketing.

Access it here:
https://docs.google.com/spreadsheets/d/17sKMGJ3OknxR59te37gBdaCGNCG7TN6z3r2LS1rUHlc/edit?usp=sharing

Copyright 2015

Here are some specific marketing strategies:

- Facebook Advertising
  - Connect with the FB groups included on the spreadsheet and see if the admins will let you run a promo for a small fee. Or, see if they will support a book giveaway to their group.
  - A great way to effectively advertise on FB is to run ads that target people who like author or genre pages of the same niche you are publishing in. This can be highly effective. Check out this short video to see how to find targeted audiences for your books: **https://vimeo.com/113792381**

- Blogs
  - Use the book promo sites tab on the included spreadsheet and see if the site will review or promote your book.
  - Run a blog tour with related blogs, this is a great way to get more exposure and can be done on a budget. With many of these, you can get a tour of 5-7 blog stops for only $25-30. I highly recommend this for romance books, as many of these blogs have large readerships. Also, many of these will setup additional services, such as giveaways. Here are a few overviews of the different companies that run blog tours and what you can expect to pay:
    - http://www.thebookdesigner.com/2014/02/greg-strandberg/
    - http://bubblecow.net/7-blog-book-tour-companies-that-will-arrange-blog-book-tours-just-for-you/
    - http://theeternalscribe.weebly.com/blog/a-comparison-of-book-blog-tour-services

Copyright 2015 http://AmyHarrop.com

- Book Trailers
    - A book trailer can be used as a promotional tool with other social media and also be used as a standalone.
    - Check out the book trailers in the spreadsheet and model yours after the popular ones.
    - There are now a number of easy to use video software programs on the market that make it easy to make your own or you can outsource it.
        - https://www.fiverr.com/categories/video-animation
    - Here are some video production tips:

      • Let people know where they can purchase the book or read more about it
      • Display the book cover image prominently.
      • Get right into the heart of the story and connect with your readers on an emotional level. Think about how a movie trailer grabs your attention.
      • Use high resolution images of no less than 640 x 480.
      • Ensure that the audio quality is excellent.
      • The trailer is visual, and should be more image based, so don't clog the screen with tons of text for people to read. People will get bored.
      • Mix your audio correctly so that the background music does not
      Over power the narration.
      • Add a call to action at the end of your trailer, such as, "Check out my other videos!", "Visit my site for more info!", or "Subscribe to my YouTube channel!"
      • Display the book website URL in the video and also type it into the description box.

Copyright 2015 http://AmyHarrop.com

- Pinterest
    - Pinterest is a great place to share your book cover, blog posts, and videos. There are a number of romance-related boards and many of them are group boards. If you get accepted, you can post to the group boards and leverage their followers. Start with the boards included on the spreadsheet. You can also pin the commercial use images we've included as well.
    - Buffer has some great data and marketing tips on using Pinterest effectively:
        - https://blog.bufferapp.com/pinterest-marketing-guide-tips
        - https://blog.bufferapp.com/pinterest-marketing

Copyright 2015 http://AmyHarrop.com

Conclusion

Publishing in the BBW Romance category and related sub-niches is a great way to create an income with publishing. These are hot, in-demand niches with avid readers who want multiple books.

With *Publishing Intelligence: Romance Riches*, you have a toolbox to help you publish better quality content faster and easier.

If you enjoyed this training, please feel free to send me a testimonial with a link that you would like to include (such as your book or website) to: amaryllis.harrop@gmail.com and I'll include your link and your testimonial in this or future products.

Find me on:

My Blog: http://AmyHarrop.com
Facebook: https://www.facebook.com/amyharropblog
Youtube: https://www.youtube.com/channel/UC30BTa5_BMzMvQHlcto2-JQ

Copyright 2015 http://AmyHarrop.com