

7 Mistakes Indie Authors Make That Kill Book Sales (And How to Fix Them)

Most indie authors don't fail because their story isn't good.

They fail because their book doesn't meet reader expectations.

After publishing multiple books and working with indie authors, I've seen the same mistakes over and over—mistakes that quietly kill sales before a reader even turns the first page.

The good news?

They're fixable.

In this guide, I'll show you the 7 most common mistakes—and what to do instead.

THE 7 MISTAKES

Mistake #1: Skipping Professional Editing

Problem:

Readers immediately notice poor grammar, awkward phrasing, and inconsistencies.

Impact:

Bad reviews → low rankings → no visibility

Fix:

Invest in editing that improves:

- Flow
- Clarity
- Readability

 *Your book should feel effortless to read.*

✗ Mistake #2: DIY Formatting That Looks Amateur

Problem:

Weird spacing, inconsistent fonts, poor margins

Impact:

Readers stop reading—even if the story is good

Fix:

Use professional formatting for:

- Kindle
- Print

👉 *Your book should look like it belongs next to traditionally published titles.*

✗ Mistake #3: A Cover That Doesn't Sell

Problem:

Generic or “homemade” cover

Impact:

Low clicks → low sales

Fix:

Your cover must:

- Match your genre
- Grab attention instantly
- Look professional at thumbnail size

👉 *Your cover is your #1 marketing tool.*

✗ Mistake #4: No Clear Target Audience

Problem:

Trying to appeal to everyone

Impact:

Connects with no one

Fix:

Define:

- Genre
- Reader expectations
- Comparable books

👉 *Specific sells. Vague doesn't.*

✗ Mistake #5: Weak Book Description

Problem:

Blurb doesn't hook readers

Impact:

People click... but don't buy

Fix:

Your description should:

- Open with a hook
- Build intrigue
- End with tension

👉 *Think "movie trailer," not summary.*

✗ Mistake #6: Publishing Before the Book Is Ready

Problem:

Rushing to market

Impact:

First impression = permanent damage

Fix:

Before publishing:

- Get feedback
- Refine
- Polish

👉 *You only launch once.*

✘ **Mistake #7: No Strategy After Publishing**

Problem:

“Publish and hope”

Impact:

No visibility, no sales

Fix:

Have a plan for:

- Promotion
- Reviews
- Visibility

👉 *Publishing is just the beginning.*

If you recognize yourself in any of these mistakes—you're not alone.

The difference between books that sell and books that don't usually comes down to execution, not talent.

If you want help turning your manuscript into a professional, market-ready book:

👉 **Book a Free 15-Minute Book Publishing Game Plan Call**

We'll look at where you are, what's holding your book back, and the fastest way to fix it.

[BOOK A CONSULTATION TODAY](#)