

THE WRITER'S EDGE

READER PREVIEW



2027: THE ULTIMATE YEAR FOR INDIE AUTHORS

BOOK 30

The Writer's Edge - 2027 Expanded Edition

Build Smarter. Publish Better. Reach More Readers. Protect the Career.



B ALAN BOURGEOIS

A selected preview from the complete book.

What This Book Will Do for You



Every year brings indie authors new tools, new platforms, new promises, and new pressure to believe the publishing business has changed completely. In 2027, authors have more production technology, distribution choices, data, direct-access tools, and ways to reach readers — while also facing crowded marketplaces, platform dependence, advertising pressure, AI-generated competition, reader skepticism, and constantly changing terms.

This book turns that environment into a deliberate operating plan. Instead of asking an author to chase every new tactic, it focuses on the systems that can leave the career stronger at the end of the year: catalog management, profit, production, distribution, direct reader relationships, marketing tests, rights, AI policy, events, quarterly review, capacity, and resilience.

The practical result is a field guide for deciding what to create, how to publish it professionally, where readers will find it, how to keep contact with them, how to make money without depending on one platform, and how to protect enough time and energy to continue.

THE ADVANTAGE WILL NOT BELONG TO THE AUTHOR WHO TRIES EVERYTHING. IT WILL BELONG TO THE AUTHOR WHO BUILDS A DURABLE SYSTEM.

Selected From the Book



Choose Three Outcomes for the Year

Too many goals turn a year into scattered activity.

Use Outcome Goals

Choose no more than three major outcomes such as completing two books, reaching a profit target, building a direct-sales channel, growing a reader list, expanding library distribution, or entering a new rights market.

An outcome describes a meaningful change in the business, not merely a task.

Attach Evidence

For each outcome, define what success would look like. 'Grow my audience' is vague. 'Add 1,000 permission-based subscribers and maintain healthy engagement' can be measured.

Create a Stop List

Every major goal requires something to receive less time. Decide what you will stop, pause, automate, delegate, or reduce so the goals have room to happen.

Writer's Edge Check-In

- What are the three outcomes that would most improve your career?
- How will you know each one happened?
- What will you stop to make room?

Selected From the Book



Build a Quarterly Review Habit

A year improves when decisions are made before December.

Review Every 90 Days

Compare planned outcomes with actual results. Look at production, sales, profit, reader growth, advertising, events, distribution, rights, and workload.

Keep, Improve, Stop

For each major activity, choose one label: keep, improve, stop. Do not let old tactics remain active only because they are familiar.

Change Fewer Things at Once

When everything changes simultaneously, you cannot tell what caused the result. Make deliberate changes and record them.

Writer's Edge Check-In

- What should you keep?
- What should you improve?
- What should you stop before the next quarter begins?

Finish 2027 Stronger Than You Started

Build 2028 from evidence. Do not copy the 2027 plan into a new calendar. Use actual results to decide what deserves expansion, repair, reduction, or removal.

Try It Now



The 2027 Indie Author Master Plan

Primary 2027 outcome #1: _____

Primary 2027 outcome #2: _____

Primary 2027 outcome #3: _____

Books to write or complete: _____

Books to publish: _____

Backlist titles to repair: _____

Primary reader audience: _____

Primary retail/distribution channels: _____

Direct-sales objective: _____

Email-list objective: _____

Main marketing channel: _____

Advertising test budget: _____

Rights opportunity to pursue: _____

Event strategy: _____

AI-use policy completed by: _____

Quarterly review dates: _____

2027 stop-doing list: _____

THIS IS ONLY THE BEGINNING. MAKE 2027 A SYSTEM — NOT A SCRAMBLE



The complete 2027: The Ultimate Year for Indie Authors turns the year into a working author-business system. It covers the business baseline, three-outcome planning, protecting the next book, pricing for margin, distribution, metadata, direct reader relationships, social media, paid advertising, AI policy, contracts and rights, expanded revenue, events, quarterly reviews, capacity, and closing the year from evidence rather than panic.

The full book also includes the 2027 Indie Author Master Plan, Quarterly Scorecard, 2027 Platform-Risk Audit, and 30-Day 2027 Reset — practical tools for identifying what matters, measuring what happened, reducing dependence on any one platform or vendor, repairing weak systems, and making the next 90 days more deliberate.

2027 does not need to be the year every goal happens. It needs to be the year the author business becomes more deliberate: write the work, publish it professionally, know the money, own more of the reader relationship, protect the rights, use technology without surrendering judgment, measure what matters, and stop what does not.

2027: THE ULTIMATE YEAR FOR INDIE AUTHORS

BOOK 30 OF THE WRITER'S EDGE

Practical Guides for Serious Writers

GET THE COMPLETE BOOK