



Sources & Further Reading for *Writing as Career*

[A look at BookScan and why no one has the full picture on book sales.](#)

[Our source on Wayne Thomas Batson's career.](#)

[Our source where K.M. Weiland states she is a full-time writer.](#)

[The article by August Birch on why authors should develop multiple products to market to their audience.](#)

[The article from the Creative Penn mentioning H.M. Ward.](#)

Shad Brook's video: [Achieving Your Dreams](#)

Two sources on read-through rates:

- <https://www.yourfirst10kreaders.com/facebook-ads-growth-machine-mpps-part-3/>
- <https://www.kboards.com/index.php?topic=264285.0>

[A case study of a successful cross-promotion.](#)

[The survey done by Digital Book World and Writer's Digest](#)

The survey done by Written Word Media: [What Makes a 100K Author: 8 Findings Every Author Should Know](#)

[The survey done by Author Earnings](#)