

Building the Successful Series

Going the Extra Mile

Jennifer Ashley

1. Series vs Serials

Reader expectations

2. World Building (in any genre—romance or otherwise)

Backstory depth

Multiple characters / multiple storylines

World with compelling problems

3. Handling all those details

Organizing

Remembering all the details—character sheets, synopses, series “bible”

How much world to include in each book (How much is too much? Not enough?)

4. Making them come back for more

Ongoing story arcs—leave a minor plot point to resolve in another book

Compelling characters readers want to see again and again

Set up secondary character you truly want to write about for next book

Keeping it fresh

Love your world

5. Extras

Novellas and short stories

Websites

Other marketing tools

6. Publishing: Consistent schedule is key

In traditional (Big 5) Publishing

Books released one-three times a year (long gaps between books)

Longer books (90,000 – 100,000)

In self-publishing

Books can be released to any schedule (consistent one is best; e.g., every 2 months; every six months; some authors write complete series and release one a month until it’s finished)

Books are any length—be aware that readers like longer books

6. **When the series ends** (author's choice)

Branching out: Spin-offs

Leave them cheering

New series

7. **When the series ends** (publisher's choice: i.e., they cancel)

Taking a series indie

Branching out: Spin-offs

Finding a new audience, keeping up the momentum

New York Times Bestselling and RITA-award-winning author **Jennifer Ashley** writes five active series under three names with both traditional and self-published books. She has penned 80 books thus far, and has many more in the works. Visit her website at <http://www.jenniferashley.com>