

Writing in the Lei Crime Kindle World

I am so excited you're interested in joining the Lei Crime Kindle World (LCKW) and our growing community of authors. The more, the merrier, the better this whole deal works! All the authors in our World with back lists have reported both a bump in Author Rank on Amazon and increase in backlist sales.

Here's some additional information to think about as you consider joining the LCKW. Support is provided for authors in various ways. In addition, there are some guidelines for our Kindle World that are unique to our authors.

Working in the Kindle World

- To get started, please study the portal and the general FAQs about KW: https://kindleworlds.amazon.com/world/LeiCrime?ref =kww_home ug Lei Crime
- The guidelines are super important. Any mentions of my Toby's excluded characters (Dr. Wilson and Sophie Ang) will get your MS rejected. The cover is for you to design, too, since it can't look like the Lei Crime ones (copyrighted) However, look at what the other LCKW book covers look like; you will see they are all EXCELLENT. No crappy design, please!
- Also, **no crossover to your other works...any characters in the stories become "owned" by the World.** However, if you like the experience, it's a great place to do sequels with your own characters, like many of my authors are doing!
- Authors who are not North American may have to work with a third-party service to upload your work (paid service) . Please explore this before you move ahead.

About Lei Crime

It's important to know that Lei, the MC, starts out very damaged in the first book and recovers from her early abuse in a long curving arc over the course of the 12 book series, through a major love relationship, her career, motherhood, and therapy. There are long range subplots. So the recommended strategy is to write your own MC, or choose one of the lesser characters, and develop a world for them—though some of the launch books, *Half Moon Girls*, for instance, was totally spot on with the main character and very true to our World. Any genre is great—we have everything from suspense from a dog's point of view to magical realism with romance and mystery in between.

The readers have reacted well to all the books as long as they were well written and edited. Check here to see reviews and the current offerings: <http://bit.ly/leicrimekw>

Most of the writers who did one are doing sequels now, so think long range if you have a good experience.

Here's what Toby can offer you as a writer joining the Lei Crime World! She can send you any or all of the canon books for your reference, even audiobooks which are EXCELLENT, if that's easier for you to absorb the characters and whatnot rather than reading.

Releasing Novellas

- We do releases in "surges" every six months on June 30 and November 30. These are purely for mass marketing promotion purposes only. So go ahead and write the very best story you can, upload it, and collect reviews. If you miss one, you can be included in the next one.
- Many of my devoted fans are often willing to be typo hunters and reviewers. We have a shared list of email addresses you can write to for a final polish on your manuscript, and a review, too!

Support Provided

Our authors are AWESOME top quality writers and very supportive and helpful. Toby is unable to work directly with each author who joins the group. However, the authors in the LCKW are great with questions and help in the closed Facebook Group, which Toby will add you to when you choose to write..

To support you:

- Toby will try to read/answer any questions you have as you develop your book/idea.
- When we do a surge, Toby feature an author interview on her blog (700,000 hits in 2015) and will be included in an eNewsletter to my list of over 2,500 subscriber fans. The newsletter will include your book links. The interviews are featured on Toby's website (<http://tobyneal.net/kindleworlds/>) and her personal Facebook pages, and pay to boost them for visibility
- We do ongoing tweets for a week before and long after the surge
- You will receive help you find resources/reviewers (through the FB page)
- Support any efforts you make on your own blog and social media, contests you run, etc.
- Network you with the Amazon team supporting us (they've been great!)
- Archive your interview and book(s) on my website for readers to find.
- Provide you with a free copy of my Author Platformbuilding book which outlines my three principles for success: Add Value, PIF, and Top Quality, along with some (slightly outdated) tips and tricks.
- Toby will read all the finished books as she is able (but can't read drafts due to time constraints) She can't review your book, but will "spotlight" particularly

good ones on the Toby Neal Books Facebook page with her personal “mini-review” and pay to boost those for visibility. Exceptionally good novellas have gone to #1 in their category when this happens, so it’s worth it to do your very best work!

Launch Marketing Support

When a launch is scheduled, special marketing support is provided for the group. You will receive communications from Tricia, Toby’s assistant. She coordinates the surge promotions which includes developing social graphics, author interview blogs, managing the LCKW page on Toby’s website, coordinate promotions, and ensuring that all of the authors have tools to help promote their books and the Kindle World.

You will be given you access to the shared Dropbox folder which will house tools and marketing resources for the group.

A month prior to a surge, Tricia will share a Marketing Plan with all of the authors.

NOTE: The hashtag we use on social media is #LeiCrimeKW