



# Indie Author Creative

## Case Study: Cora Rose Romance

Since starting work with IAC,  
total sales have increased **472.73%**.  
These are the steps we took for her:

### Editing

After initially publishing Whit, reviews mentioned that while the book was good, it needed a good editor. We did a full copy edit and we have not seen the editing being mentioned in subsequent reviews.

For Sem, we did a full developmental edit, as well as a copy edit.

### Book Cover Design

Cora used the KDP Cover Creator for both Whit and Sem. Neither were full bleed and the picture border was noticeable on the front cover and there was no book description on the back of either cover. We recreated the covers using the author's original picture and made it full-bleed and added the book description, author logo, and website to the back. Improving the overall appearance of the printed paperback books.

### Website Design

Cora had a basic, one page Word Press site. She acknowledged that it was very unfinished and did not reflect what she hoped to portray as her brand. We moved her platform to Wix where we then started from scratch and built her site using her branding and ideas.

### Graphic Design

Cora created a logo in the free version of Canva. We recreated the logo, keeping the same look, just choosing different background and colors, and downloaded as a PNG file.

### Marketing

Cora had no social media presence, no newsletter, no email list. We started from scratch and created a Facebook page, Facebook private group, and an Instagram account. We added a "subscribe now" feature to her website and started an email list.

We grew her Facebook page, group, and her Instagram account by 3,000% and her newsletter subscribers by over 5,000%.