Reading the Romance Writer as an Author-Entrepreneur

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Abstract

What does it mean for a romance writer to think of herself as the manager of a career in writing, conceived as a business venture, a source of pleasure and a life choice? Literally transformed into her own boss, she administers her self in an unequal relation to the multinational, corporate industry of romance publishing that is the power broker with whom her own «tiny enterprise» must negotiate the «nuts and bolts» that determine the market value of the product of her labour, on the one hand, while on the other, she must pitch her brand to an audience, the consumers of her products. We shall see that this entrepreneurial author figure is urged to assume responsibility for her writing self as a project and as an object, actively self-reliant and self-determining, engaged in a continuous process of production of the self required by the dynamic nature of the genre. Given the highly competitive world of romance publishing, authors are aware that they must create a compelling, up-to-date and unique «author brand», that unifies and stabilises disparate authorial practices and figurations that are enacted in different media and in the novels themselves. In this regard, I will argue that the figure of the romance novelist may be read as an entrepreneurial «belaboured» self because of her endless efforts to pitch to her audience, with apparent effortlessness, the image of a happy author-entrepreneur. This article will bring together these ideas by quoting from writers’ public appearances and self-presentation on webpages, speeches and interviews.
There are two types of authors: "author-authors" and author-entrepreneurs. The main difference is that the author-entrepreneur owns a business that their book is tied to and they make a living off of their business, which is partially fed by their book. Here's why that matters. Learn how to leverage entrepreneurial thinking as a novelist, freelance writer or small publisher at indieLAB, an all-new event from Writer's Digest. What do you want the reader to get out of the reading experience? And what is your goal for writing the book? According to Pollster, over 80 percent of Americans want to write a book. Maybe it's purely to check off, "wrote a book" from the bucket list. Sometimes it's because there's something important to teach, like a seven-step process. And romance fiction is huge. The Romance Writers of America estimates romance fiction sales from 2012 to be about $1.3 billion. The erotic romance genre got wider attention in the past two years with the mainstream popularity of "Fifty Shades of Grey." But Engler said the book hasn't had much impact on her company. Advice for Authors and Entrepreneurs. The Ellora's Cave startup story is all about a "follow your instincts" approach and a refusal to be held back by traditional standards. It's disruptive innovation brought to fiction writing. Annie – Really interesting and inspiring entrepreneur profile! I enjoyed reading this. Small Business Trends is headquartered in the small town of Medina, Ohio and about 20 miles from the headquarters of Ellora's Cave.