

Get
your
story
discovered
on
Wattpad!

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My Wattpad Story

I have been fortunate to find success on Wattpad, with my first book *Born of Shadow* reaching #2 in Adventure and #4 in Fantasy. Since then, I've gone on to post the sequel, *The Bloodstone Prophecy*, which has hit #1 in Adventure multiple times. Combined, I have over 1 million reads and 8400 followers.



When I began posting on Wattpad a little over a year, though, I knew no one on the website and had to start from scratch. This is how I did it.

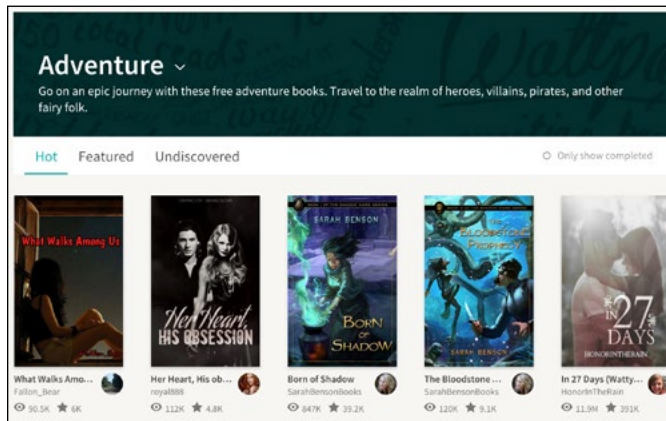
I first heard of Wattpad while reading a guest post written by David Alastair Hayden on Lindsay Buroker's website entitled "How to Win Followers and Influence Readers on Wattpad." He described the plan he used to get over a million reads on his fantasy book.

A little more googling quickly revealed several Wattpad success stories, including Beth Reekles, Nicki Kelly, and Taran Matharu.

Intrigued by their success, I decided to try the website out for myself.

You may already be familiar with Wattpad, but for those who aren't, it is a social media platform where writers and readers come together to share stories. Over 40 million individual users from all around the world log in to Wattpad every month, with one new user joining





Here is what the Adventure hot list looks like. *Born of Shadow* and *The Bloodstone Prophecy* are at #3 and #4 here.

every second. You can build reading lists, vote for and comment on chapters, “follow” favorite authors, and interact with other readers/writers through public and private messages. You can read the stories on your computer browser, or download the app for your cell phone or tablet, making it very convenient for on the go.

I began posting *Born of Shadow* on Wattpad the summer of 2014 every Monday, Wednesday, and Friday. The story was already written, so all I had to do was post it. Then, between each post, I took the time to read other people’s stories on the website and chat with other Wattpadders. I also posted a message on Facebook inviting my friends and family to check it out (it was terrifying to push that send button, but I’m glad I found the courage to do it).

Fairly quickly, *Born of Shadow* shot up in the ranks and held position in the 20-30s most weeks. I was contacted by Wattpad with an offer to feature the story (which means your book appears on a “featured” page and is advertised by the site). You can also request to have a story featured. My feature began in August, which took the story up to #4 on the Fantasy hotlist and #2 on Adventure category overnight! At one point, I had over 100,000 reads in ten days!

Part of the success of *Born of Shadow* is it fits the demographics on Wattpad well. It is a YA fantasy novel set in Egypt. It is primarily an adventure story, so it’s chock full of cliffhangers that keep readers coming back and begging for more. I also include several chapters, giving the readers more opportunity to read, vote and comment. Fantasy is popular, but there are several other popular categories, including Romance, Paranormal, Horror, Werewolf, Vampire (thank you *Twilight* :), and others.

FEATURED STORY

Cataindar: The Discovery

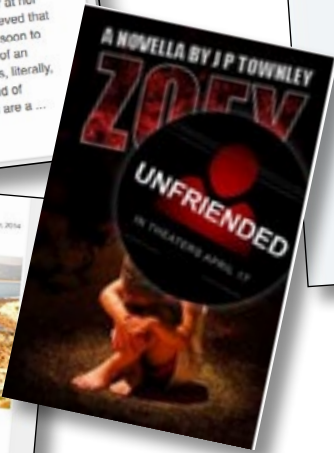
TEJohnson
 #1 for a month on the Fantasy-Action Hotlist (Aug - Sept 2014). Fourteen-year-old Luisa is focused on staying under the radar at her rough London school, relieved that the summer holidays are soon to begin. Exploring the ruin of an abbey at night, Luisa falls, literally, into the underground land of Cataindar. The cats are a ... more

Wattpad @wattpad · May 9
 Sometimes, you just need a hero. Here are some heroic adventures to read on Wattpad: w.tt/1H2BUtn pic.twitter.com/OScoujBFR

RETWEETS 20 FAVORITES 69

6:01 PM - 9 May 2015 · Details

Wattpad works with authors in a number of ways, from featuring their stories, to sharing them in email campaigns, to promoting them on Twitter, Facebook & Instagram, to putting them on special reading lists.



wattpad

Explore Stories
 Get lost in these travel stories

International Intrigue
 Adventurous reads

Read Now

THE WATTPAD PRIZE
 Announcing the wishes of the first ever Wattpad Prize.

View Winners

Recommended writers to follow

Rebecca Sky, Hugh Howey, Natasha Preston

Wattpad @wattpad · Jul 2
 A fantastic adventure that will transport you to a world of myth and magic by @FarahOmerbhoy: w.tt/1H40s5A

RETWEETS 23 FAVORITES 69

View photo

Wattpad @wattpad · 18h
 25 stories for those who believe in the #paranormal: w.tt/1V2Jr26

RETWEETS 19 FAVORITES 65



Why Should You Use Wattpad?

Here are just a few of the myriad of reasons why you should try Wattpad. You can:

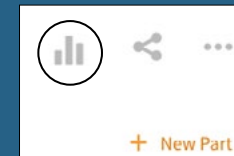
- Directly connect with your readers and get a feel for what they are thinking and if the story is being read the way you intended it. The readers can often make helpful suggestions. For example, I added several chapters from the Shadow Queen's point of view in *Born of Shadow* because the readers asked for it. The story is much richer for having made those additions.
- Learn your demographics for the readers of each of your books, including age, gender and nationality. This can be valuable information to share with an agent/publisher or for your indie marketing. For example, I know that 57% of *Born of Shadow* readers are female, 18% are male, and 35% are private. I know that 34% are between the ages of 13-18, and 19% are between the ages of 18-25 (though the actual numbers are likely higher since a percentage are private). I know that *Born of Shadow* is most popular in the US with 40% of my readers originating there, but it's very popular in the Philippines at 16%. Canada and India are tied for third at nearly 5% each.
- Tap into an international market! Wattpad is good way to share a story all over the world. *Born of Shadow* is read in over 150 countries!
- Learn more about your ideal reader by checking out their profiles and reading the comments of your most enthusiastic fans. I quickly discovered, for example, that the most popular fandoms amongst my readers are the Percy Jackson series, the Harry Potter books and Mortal Instruments books. This information can be helpful when approaching agents and/or planning your book promotion (including choosing Amazon categories).
- Receive critiques from highly qualified and specialized individuals. To give you an example, since *Born of Shadow* was set in Egypt, it was very helpful to have Egyptians and several who had traveled to Egypt give me their perspective and let me know if the story felt authentic. I also have Muslim friends who help me make sure I get that part accurate, and friends that help me with the Arabic. I have another reader (and friend) whose

father worked in an embassy in Egypt, just like my character Liam. Her perspective has been very useful. Don't be afraid to seek out new Wattpad buddies who will help make your story stronger.

Convinced that Wattpad might be worth trying out? Great. If you want to sporadically post a chapter here or there and make a few friends, you certainly can, but it's not likely you will build a large following or rack up a lot of reads with this method. If you are approaching Wattpad to build a readership and to test a book in preparation to query an agent or self publish, you will want a plan. Here's what worked well for me.

Want to check out your Wattpad story's demographics? Here's how you do it.

1. Go to your profile.
2. Click "create" in the upper left hand corner.
3. Select the story you want to check and click on this icon here.



4. Click on Overview to discover number of unique readers, votes and comments.
5. Click on Demographics to discover the age, gender and countries of your readers



Born of Shadow is read in over 150 countries!

How to Succeed on Wattpad

- Have a professional looking cover. I can't emphasize enough how important this is! That is how most readers on Wattpad will discover your writing, and the cover has to convince them it's worth checking out.
- Post as clean of copy as possible. Readers will forgive the occasional typo, but if the story is riddled with errors, it's unlikely that your story will take off. With over 100 million uploads, the readers have plenty of other options.
- Post several chapters in your story. On Wattpad, "reads" is the number of times any particular chapter has been viewed. The more chapters you have in a story, the greater opportunity to gather reads and votes and the more exposure your story gets.
- Depending on the genre, you may want to keep your chapters fairly short. Some young readers don't have the attention span to read long chapters. I have found fantasy readers tend to prefer a little longer chapters, between 1500-3000 words. But it's best to play with it, or even better, ask your readers directly. If you have longer chapters, you can break them up if necessary.
- Take a few minutes to write a good bio and post quality images on your profile. Many people follow based on the way they relate to you.
- Share your story in the club thread (choose the category that is the best match).
- Post on a regular basis, ideally 1-3 times each week. The best time to post is Friday or Saturday morning for weekend readers (though keep in mind with a worldwide readership, timing fluctuates wildly). It's much easier to do this if you have the story written beforehand, or you have enough time between posts to write additional chapters. If your posting is sporadic, the readers will never know when to come back for more and will likely quit reading.

- Respond to comments on your story (or at least some of them). If you do, it is much more likely readers will return.
- Share your story on Twitter, Facebook, Instagram and other social media. I don't recommend bombarding people, but the occasional reminder is helpful for busy readers.
- Consider writing in a variety of categories. New categories often equals new readers who might cross over to your other stories.
- Add music (Youtube videos) and images to your story to enhance the experience for the reader.

Wattpad Contests: Winning Even When You Lose

You receive a notice through Wattpad about a contest. At first you're excited. Your mind starts to fill with ideas. Then... doubt sets in.

Why would you participate in something you're probably going to lose? You begin to talk yourself out of it: You're busy. Many people will enter. Someone else's entry is bound to be better than yours. You opt against discouragement. Maybe you won't win, but honestly, if you participate, you haven't lost either.

Winning isn't the only way to benefit from Wattpad writing contests; they also help us hone our craft, meet new people, and immerse ourselves in the community.

The 2014 Fill in the Fear competition revolved around the beginning of a short story written by R. L. Stine. Contestants were to provide the story's middle. Stine would pick his favorite and write an ending based upon it. I'd never written horror before, but decided to try anyways. My goal was to see if I could mimic Stine's style while staying true to my own voice. My entry completed, I then delved into the other contestants' stories. Their variety and creativity was amazing! What also struck me was how encouraging everyone was.

When I was told that my entry had been selected, I squealed like a little girl, then proceeded to hug everyone in close proximity. Happy moment though it was, it's strange to write about this experience; strange because there's an honest-to-goodness story that exists with my name on the cover next to R. L. Stine's, but also strange because I feel like I'm bragging just talking about winning. Bragging seems unnecessary. Remember: judge's opinions are subjective. You will fare better in competitions if you don't take a negative outcome personally. Case in point: I entered Margaret Atwood's Freeze-Dried Fiction competition while still riding high on the Stine triumph as well as another win in a contest called Breathtaking. I had aspirations of a three-for-three victory.

And... I lost. While disappointed, I benefited from that contest just as much as I did from those I won. I met some of my favorite Wattpadders through it, and the piece I wrote is one I remain extremely proud of. No matter how much we might want something – to win a contest, to score a publishing contract – these things will most likely not come easily. We'll get rejected by agents and publishers. We'll lose contests. What matters is that we keep going. As Dax Shepard said, "Success is just a war of attrition... if you stick around long enough, eventually something is going to happen."

So stick around long enough. Enter a contest. And then enter another. When Atwood announced a new competition co-hosted with the Future Library Project, I went through the typical excuses: I have a lot on my plate, I tried before and lost, the same thing might happen again.

I submitted a piece anyways. This time... I WON!

Before Wattpad came into my life, losing the first Atwood contest would have dissuaded me from entering another. I wouldn't have even given myself the opportunity to try again. Wattpad, however, is an elixir against the harsh, solitary life of an author. The friendliness of Wattpad competitions, the bravery of writers who share their work, the many people on this site who don't give up – how could I not follow their example? I showed up, and this time, something wonderful did indeed happen. Sure, winning feels good. But so does being brave enough to enter a competition, so does talking to fellow contestants about your work and theirs, so does being part of this community.

Be brave, writers. Take a chance. Participate. Enter any contest you are able to. Win or lose, good things will come your way if you do.

Amber K Bryant (@amberkbryant) is a featured author, Watty award winner of *Unseen* and a fellow Wattpadre. She has co-written a story with R.L. Stine, and is winner of the Breathtaking contest and is a Future Library winner. She has worked as a librarian since 2003. Amber is currently seeking representation.



Let's Get Social!

Is it absolutely necessary to use Wattpad as a social media site in order for your story to perform well? No, but you are missing out on a rich dimension and meeting some amazing folks when you don't take the opportunity to interact. I consider several Wattpadres among my most cherished friends.

There are a number of ways to make friends on Wattpad. Here are a few:

- Read plenty of stories and comment, which often leads to friendships with the authors.
- Form a writers group. I am fortunate to be part of the Wattpadres (formerly known as the Wattpad Group of 2014), a group of writers who began posting stories in 2014. We read each others' stories and supported each other in meeting milestones. Several of our stories were featured around the same time, so we threw a [Wattpad party](#). The Wattpadres has been a wonderful source of support and encouragement. I shared a little more about how we operate and the benefits of a writers group here later.
- Enter a contest (or throw your own contest) and get to know the other contestants. I have a fanbook in which I run fanfiction and fan art contests. These have been a lot of fun, and a great way to interact with my readers.
- Participate in tagging events where you share things about yourself and then "tag" other people to do the same. You learn all sorts of interesting things participating in these!
- Join clubs and contribute to discussions in the forums, or form a group much like [Jason Howell](#) did with his popular ?uestions thread. I have met amazing Wattpad friends, like [@womaninsydney](#), [@RochelleD](#), and [@MorrighansMuse](#) through the ?uestions thread.
- Check out the [Wattpad Summer Block Party](#) and directly connect with some of Wattpad's most popular authors.

Building a Fandom

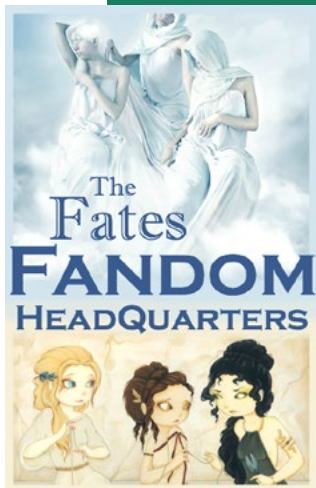
In my experience, one of the most incredible things about Wattpad is the platform that it provides for writers not only to build a fan base, but also to actively engage with fans. This engagement can take place in various ways through the site: comments on stories, private messages, public posts that can be broadcast to all followers. Another terrific aspect of the Wattpad forum is that interaction can take place not only between writers and fans, but also among fans. For me, it was always fun to see readers of my series *The Fates* bouncing ideas off of each other, bonding over common (or conflicting!) feelings about the characters, and engaging in all sorts of other communications in the comments section of each chapter. Some of my fans - fondly referred to as 'Fatefuls' - even seemed to forge meaningful online friendships in this way. As a writer, I found this form of interaction among fans really rewarding and wanted to encourage this spirit of community and companionship among my readers.



With this in mind, I found that one of the best ways to facilitate fan interaction was by providing a forum for just that: by creating a 'fan book' on Wattpad. I had seen a few other writers on Wattpad posting these types of books, and it seemed like a fantastic idea. A fan book is a non-literary book in which each chapter provides some kind of creative opportunity, activity, or other message directly to fans of a given story or series - for instance, announcing a contest (such as fanfiction, fan art, etc.) and including rules and necessary information, or presenting a personality quiz for readers to answer questions that end up yielding a fun result (such as "which character are you?" or "which character would be your ideal date?"). Chapters can also furnish a space for fans to engage with each other in the comments section, by offering prompts for conversation, inviting anyone to just pop in and say hello, or encouraging fans to support one another in various ways.

After posting a fan book for *The Fates*, which I entitled The Fates Fandom Headquarters, I was initially apprehensive as to whether my work was even popular enough to have earned an actual 'Fandom' - a term often reserved for the fan bases of commercially successful authors. To my very pleasant surprise, the level of interest and engagement among my fans in the forum that I had provided for them reassured me that they are indeed loyal and enthusiastic enough to merit that title. Moreover, providing a space in which they could engage with each other seemed to strengthen the fandom even further. I felt that my fans were now not merely followers of my series, but a true family of Fatefuls excited to be part of an active, supportive community, all built around something that I had created and shared with the world - and that feeling is among the most rewarding that I've been fortunate enough to have experienced as a writer. And just as a cherry on top, I suspect that my commitment to fostering such an engaged community among my fans contributed to my success in the 2014 Wattys, for which *The Fates* won an award for Best of Interactive Storytelling!

Nicole goes by @_Ahna_ on Wattpad. She is a member of the Wattpadres, a featured author and Watty award winner. Combined, her books have over 2 million reads and have achieved #1, #2 & #3 rankings in Adventure and Fantasy.



THE CORNER BOOTH

#tcbwatt



TheCornerBooth
@TheCornerBooth

The Corner Booth is a weekly YouTube broadcast that focuses on writing and online success. The creator of the project is Nat Bradford, who answered some questions regarding the project.

What is The Corner Booth? What is it supposed to do?

Simply, it's an aid for Wattpad newbies and veterans alike by extending direction from writers who have found success on the site. The ultimate purpose of TCB is to give back to a community which has given so much to me.

How did you come up with the idea?

At the risk of sounding too MLK, I had a dream; one of those montages of innovative ideas I couldn't ignore. When I snapped out of the Inception-esque moment, I wrote down three things on a yellow legal pad: Experience, Community, Panel. Then, I filled in the blanks between the words.

How did you get the project off the ground?

Honestly, I feel like I'm still trying to get it off the ground. This pilot season has brought light to what works and what doesn't, from technical difficulties to overall content. Nothing great happens overnight. And I want to do something great.

What was your vision for it in the beginning? Has your vision changed over the past 22 weeks?

To keep myself from losing too much sleep over it, I focused on a vague idea rather than a specific laundry list of fine details; I'm looking to cultivate community. I don't think that will ever change.

How do you plan to keep the ball rolling through season one?

I have a three-prong list for that, too: Adaptation, Humor, Energy. Hopefully, those are the right ingredients.

How have you managed to get the support of Wattpad HQ? What exactly do the people at HQ add to The Booth?

I really couldn't tell you how that happened. After our first broadcast, I was contacted by a few people who are connected to WP HQ and they expressed their active interest in the project. The amazing Amanda Lai, Todd Boxer, and Gavin Wilson support TCB through a myriad of ways, from social network engagement to one-on-one conferences focused on quality assurance.

Is there a motto for The Corner Booth? If so, what is it?

Write fearlessly right now.

There is a new episode every Sunday that airs live at 6:30PM EST. All episodes are cataloged on YouTube and can be found on The Corner Booth YouTube page.

I am a panelist on the corner booth, along with these fabulous peeps:

Project Creator
[@natsaninja](#)

Panelists
[@Michelle007](#)
[@rskovach](#)
[@maryltabor](#)
[@BrittanieCharmintine](#)
[@5ifthproject](#)
[@StoryofAshlyn](#)
[@KellyAnneBlount](#)

And various guest panelists

Pagemaster:
[@Linna1029](#)

Come follow our [Youtube channel](#), hang out with us on our Wattpad profile [@TheCorner-Booth](#), or chat with us on Twitter at #tcbwatt.

Recipe for Discussion Thread Stew

Wattpad has these awesome things called “clubs.” <https://www.wattpad.com/clubs>
They’re really just forums. But why not view them as kitchen tables? Platforms upon which it’s possible to bring congenial people together? Here’s how you might do that.

Ingredients:

-Wattpad membership -community mindedness -time -attention
-initiative -a POV -private messages -friends & peers

Directions:

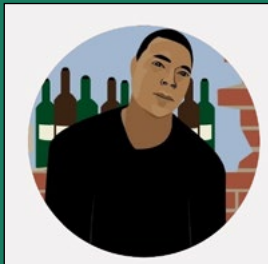
1. Preheat your Wattpad membership to a minimum of a month or two of attentive activity (six months+ for best results).
2. Marinate what-you’ve-learned-from-your-relationships-on-the-site with your own ideas about what might be lacking in the community.
3. Cook up a theme or premise around which to build your thread -- something that will honor the sensibilities of your peers, while also offering them some kind of unexpected value.
4. Stir in measured amounts of your own POV. Mix well.
5. Using spoonfuls of PMs, invite friends and respectable writers to join you in your thread, taking care to address each one of them personally and authentically.
6. Pour new faces and voices into the thread on a consistent basis, adding fresh perspectives to discussions, and fostering a healthy, growing network for everyone involved.
7. Serve interesting and helpful topics to your threadgoers. Repeat at an amenable interval.

Examples:

[The 100 over 20 Reading Group](#)

[The ?UESTIONS](#)

Jason Howell can commonly be found doing Saturday dinners on his website howlarium.com.



5Qi

Just over a year ago I was browsing around on the Internet, looking for something interesting to read when I discovered Wattpad. After a quick research I made the decision to join up, as it seemed fun, interactive, educational and diverse. I must add that the fact that Wattpad was clearly branded “Toronto based and Canadian made” also hastened my decision to create an account. Patriotism I guess.

A year or so after joining Wattpad my account grew to over 1600 followers. It became more and more difficult to keep up and to fully support everyone who supports me. I also realized the difficulty in following back everyone once your number gets to a certain level. A couple months ago I came up with #5Qi (Five Question Interview) in an effort to bring a cross-section of the Wattpad community together with some of the more influential Wattpadders within my own network. I dubbed them “The Cool Line-up.”

5Qi rules are simple:

A. 5 Questions B. 5 Answers C. 5 High5s

A. I provide each person on “The Cool Line-up” with five questions with the option to add one of their own to make it six.

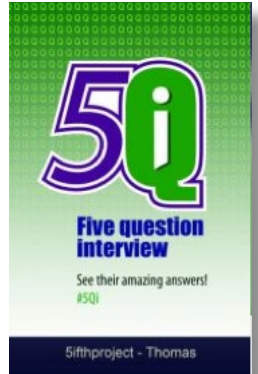
B. They provide me with their five or six answers.

C. Once I post their Q&As, they post their 5 High5s in the comment box below. The High5s are just a way to say thank you to five followers within the network of the person being featured. (Five of their followers.) This also gets traffic to the page.

I originally planned to feature 25 authors, with the intent of reaching a total of 125 followers with the High5 tool in play. Within the first few days of going live on Wattpad #5Qi exceeded my expectations and in approximately three weeks I featured over 25 amazing authors and received around 6000 reads. The target was then changed to 40. The final number was once again moved to 50 after number the 36th interview was posted August 18th with 7524 reads, 1058 votes and 1500 comments.

5Qi will come to an end once the 5 questions are answered by the 50 wonderful Wattpad authors who decided to participate in this very cool interactive and fun project.

Check out [5Qi](#) on Wattpad, along with Thomas ([@5ifthproject's](#)) poetry.





The Wattpad4 is a group of 4 popular Wattpad writers who came together to support and give back to the Wattpad community that's supported them. The group is composed of Leah Crichton, E. Latimer, Rebecca Sky, and Monica Sanz. They first discovered each other's stories on Wattpad and quickly became friends. After countless discussions on ways they would each like to give back, they decided to combine their efforts and create the Wattpad4, and kicked off their efforts by hosting a writing contest on Wattpad, the Read/Share/Review contest. They soon after began hosting weekly Twitter chats for writers every Monday at 8PM EST where they cover topics from Editing to Creating Believable Romance. The chats have continued to grow, and recently the girls teamed up with Harlequin to promote their So You Think You Can Write contest, as well as with Bloomsbury to promote Lauren DeStefano's new book.

To learn more about the Wattpad4, check them out here:

www.wattpad.com/LDCrichton

www.wattpad.com/ELatimer

www.wattpad.com/RebeccaSky

www.wattpad.com/DistantDreamer

Write Affair Contest Winner

Discovering Wattpad has been a life-changing experience for me in so many ways. Not only did I find a creative outlet and supportive new friends, I am embarking on a career as a writer, an opportunity I never expected would happen.

In the year and a half since I opened my Wattpad account, I was the fortunate recipient of a 2014 HQ Love Watty award for my story *The Secret*, a romantic thriller inspired by the movie *Sleeping With the Enemy*. In addition to that, my novella *Strawberry Wine* won the grand prize of The Write Affair contest, sponsored by Kensington Publishing and Wattpad, and will soon be published and available in book stores worldwide. And most recently, I was approached by Wattpad and Warner Brothers to write a 5000 word story that was featured on The Gallows Movie profile page and I was compensated for my effort—compensated for doing something I love! It doesn't get any better than this.

As a new writer, Wattpad has given me a place to try something I always dreamed of doing, and with the help of those reading my work and offering feedback, I have been able to improve my skills and my stories, making them stronger and more successful. Wattpad has opened up so many doors for me and continues to do so. If I had known how fun and exciting this journey would be, I would have started writing a long time ago! Thanks to this wonderful community of readers and writers, I have met the most amazing people from all over the world, and am taking advantage of opportunities beyond my wildest dreams. I'm looking forward to a long and rewarding relationship with Wattpad and am grateful for all they have done for me.

D.S. Jamison is a Watty winner, a member of the Wattpadres, and a WP ambassador. *The Secret* has over 2 million reads on Wattpad.





The [Wattpad Block Party - Summer Edition](#) is an epic online event featuring some of your all time favorite Wattpad Super Stars, New York Times and USA TODAY Bestselling Authors, and up and coming Wattpad writers!

Each author was featured for a full day in July. The authors shared a special post and interacted throughout their feature day and the rest of the month.

One special portion of the block party was the Biggest Fan Contest. Contestants left comments explaining why they are huge fans of Wattpad. Each of the featured authors and writers of the party cast a vote for their favorite entry. The winner was @cheer_tyme01, who won an amazing prize package.

There were several awesome giveaways, everything from signed paperbacks, to naming a character after the winner, to book reviews of your novel, to jewelry! Congrats to all the winners of the giveaways!

Are you interested in being a featured author or writer in the next Wattpad Block Party for next February? Go to <https://goo.gl/1SPVp7> and fill out the form. Keep in mind, several factors contribute to the line up selection and it is not solely based upon number of followers, if you've won a Watty Award, etc. It is important to note that your information will not be shared with anyone and filling out this form does not guarantee that you will be selected for the line up of the next event.

Kelly Anne Blount is the hostess of the Wattpad Block Party and a USA Today Bestselling Author. She is author of *Captured*, which has over 9 million reads on Wattpad. She is also author of *Shade, Under* (in progress), *Grishma*, *Ayla*, and *Impassioned*. *Grishma* is available for free on [Amazon](#).

Wattpad Competitions

Joining Wattpad was probably one of the best decisions I ever made for my writing career. Not only did it give me an incredible opportunity to share my stories and engage with other readers, but it brought me in contact with other wonderful writers. Wattpad has provided one of the friendliest and most engaging communities I ever participated in, and, even with its imperfections, it is among the best fiction networking platforms I've seen.

It's also given me the opportunity to give back to the writing community. I was able to start up several competitions to help other writers hone their skills. Some were specifically crafted for teens and younger writers while others were open to everyone. These competitions brought me in contact with both experienced writers as well as developing writers, and, while time consuming, they have been marvelous. I always learn a great deal myself in these competitions, and I have also had the honor of serving as a judge in several. Wattpad has a number of other great contests that they and others regularly host, ranging from Harlequin's So You Think You Can Write to the regular science fiction writing challenges. It's also been a great central location to "meet" up with some of my online tutees and creative writing students. We have had so much fun writing stories and enjoying one another's works.

The community has made Wattpad an absolute delight, and one of my favorite aspects is the way that it allows writers to regularly challenge themselves. Sometimes it can be hard to know where to start or how to keep from stagnating. Coming up with biweekly fantasy and science fiction challenges as well as judging them has certainly kept me on my toes. And hosting the Breathtaking Speculative Fiction Contest always brings out some spectacular writers. I've thoroughly enjoyed my time on Wattpad, and I look forward to spending many more years learning, growing, and enjoying all that the community has to offer.

Jessica B. Fry is the Watty award winning author of *Mermaid Bride*, which is available to buy on [Amazon](#). She is also a member of Wattpadres. She has several other works on Wattpad.



Form a Writers Group on Wattpad

Like many writers, I wrote my stories in secret at first. I wasn't sure what I was capable of, and I didn't want to show anyone my work until I was confident it was good enough to read. I wrote in furtive, little spurts every moment I could, which was challenging because I have four kids. It didn't take long for my husband to figure out what was going on (particularly when I would disappear into my office for half my Saturday). I was worried that if I shared my writing too soon, someone might be too critical, and I wouldn't complete the story.



This is not a wholly irrational fear. I know people who have quit writing because they received feedback that discouraged them. I didn't want that to happen to my shiny dream.

Even so, at some point it can be helpful to get a little feedback from someone you trust to make sure there is genuine interest in your story and help generate the excitement to continue. I remember listening to a podcast that interviewed a group of writers in Utah called The Six. They were a group of ladies in various stages of success in breaking into the publishing biz. I remember being impressed by their warmth and camaraderie, and more than anything, the fun they were having together!

I wanted to be a part of something like that, but I didn't see a way with all the demands on my time and the limitations with location. I live in the middle of nowhere and didn't personally know a single writer that lived nearby. So not seeing any solutions, I shelved that dream and figured it probably wouldn't happen.

Enter Wattpad.

When I first started posting *Born of Shadow* on Wattpad, it was mainly to gain exposure for my story and make connections with other writers. Little did I realize that it would lead to me finding an amazing group of friends from around the world that would combine to form the [Wattpadres](#) (formerly known as the Wattpad Class of 2014).

It all began as we found our way to each other stories. Our enthusiasm for the each other's work led to dedications,

spontaneous shout outs and personal visits to each other's message boards to give words of encouragement or cheer each other on to a goal. The group formed very organically, which is the best way in my opinion. Our stories and message boards ended up being places where we would have conversations. At one point (I think it was on Tim's board), we hashed out a plan to throw a cosplay party where we had to dress as characters from each other's books either at Hay House in London or Wattpad HQ in Toronto (no characters from your own books allowed).

Considering we live all over the US, in Canada, England, Australia and India, it will be quite the feat to pull it together. That plan hasn't come together yet, but someday!

We had already become tight friends by the time we realized that three of us were being featured right around the same time. So we decided to throw a party to celebrate and share our stories with fellow Wattpadders. The party book is entitled [*Wattpad Class of 2014*](#).

Around this time, we formed a private Facebook page to more easily connect with each other and not have to graffiti up each other's chapters every time we wanted to talk. In the WPC2014, I have finally found the support group of my dreams. Over the past year, it has become more and more apparent to me just how valuable it can be for writers to be a part of a group they trust. Here are just a few of the benefits we've received:

- We bounce story ideas off each other
- We get cover opinions (handy to have a couple of artists and graphic



The Wattpadres are a group of featured authors who posted their stories that year and became close friends. We live all over the world - in the US, Canada, England, Australia and India.

With our combined accounts, we have over 75,000 followers and over 45 million reads on our stories. Our stories have hit #1 rankings in the Adventure, Fantasy, Horror, Action, Mystery/Thriller, Historical, Nonfiction, Werewolf and Vampire categories.

Follow us on Wattpad at [@WPC2014](#) to gain insights and advice on how to succeed as a writer. Let us know if you are interested in guest posting!

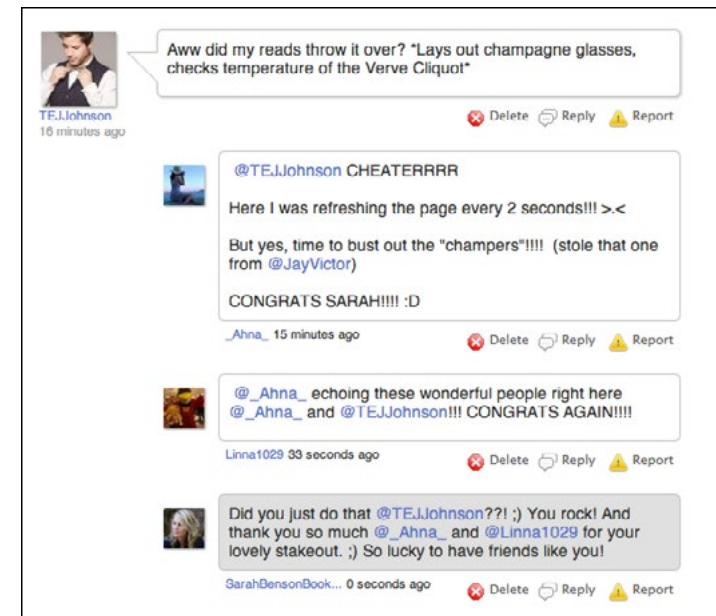
Members include:

[@Jessicabfry](#)
[@Linna1029](#)
[@JayVictor](#)
[@JoshTownley](#)
[@ Ahna](#)
[@FarahOomerbhoj](#)
[@Monrosey](#)
[@MelanieAbed](#)
[@TEJJohnson](#)
[@amberkbryant](#)
[@BrittanieCharmintine](#)
[@SarahBensonBooks](#)

designers in the mix)

- We get a multicultural perspective (especially helpful since they help me make my English and Arabic characters more authentic)
- We share marketing ideas – what works and doesn't
- We share ideas on how to build a “platform”
- We do cross promotions where we take turns supporting one members work via reads, tweet-alongs, blog posts and message promotions
- We ask for suggestions on how to handle tricky situations and trolls
- We provide encouragement and love for those dealing with the nasty aspects of the business
- We make suggestions for characters
- We judge each other's contests
- We celebrate with each other during exciting moments, like Darly winning the Kensington contest and a publishing deal, and Mel's, Farah's and my book launches, and Vic landing her dream agent and publishing deal.
- We provide a support group for the difficult things going on in our personal lives. This has been one of the biggest benefits in my opinion.

It doesn't get any better than this – good friends to celebrate with you!



My Journey to Publishing

Wattpad was absolutely essential to the success of SLAVEDAYS, because without it, the book would quite simply never have been written at all!

I used Wattpad as motivator and, soon after, a support group, while I wrote SLAVEDAYS and live-posted it weekly to the site in spring/summer 2014. Holding down a full-time job while writing, I decided I need to be accountable to - and encouraged by - a readership to keep me producing 3,500 words a week, and on Wattpad I found it.

That was a first draft, and I then spent a further 8 months editing and revising SLAVEDAYS before querying in May 2015. I queried five agents, and all except one requested a full. I met my top-choice agent in June, he sent my manuscript out in July, and we signed our first deal with a fabulous team at a London-based publisher a couple of weeks later, in August. Throughout that query and sales process it was fascinating to see the varied responses of agents and editors to my book's Wattpad origins.

Agents all saw it as a useful thing - evidence of engagement and visibility. Editors were more divided. For some, it was a barrier that would make the book hard to sell. Conversely, others had potentially unrealistic expectations about the extent to which Wattpad exposure translates into sales - after all, the Wattpad readership is used to getting content for free! I knew that when I chose my publisher, I'd need to know that they would work with me to sell my book, rather than relying on Wattpad to drive sales - fortunately, I have an amazing team who are passionate about getting the book into as many hands as possible!

In terms of giving my book lift-off, I see Wattpad as a valuable fuel cylinder - but it's not the rocket booster! The three key ways in which Wattpad has benefited me as a writer seeking representation and traditional publication are:

- i. Motivation, in the form of reader and peer-writer feedback and friendships, to keep me writing despite the demands of a hectic working life
- ii. The endorsement of winning a WATTY award in January 2015 - SLAVEDAYS won a Talk of the Town award for 'most talked about' Fantasy, seen by the industry as demonstrating potential for strong word-of-mouth
- iii. The quality of reader engagement: several comments from Wattpad readers were included in the pitch package sent with the manuscript to editors, to show the depth and emotional engagement of readers with the story

My Wattpad journey is far from over! I will be running the Wattpad LonCon again in London this December, and I look forward to taking my Wattpad friends and followers with me on the publishing journey of the SLAVEDAYS trilogy through 2016 and 2017.

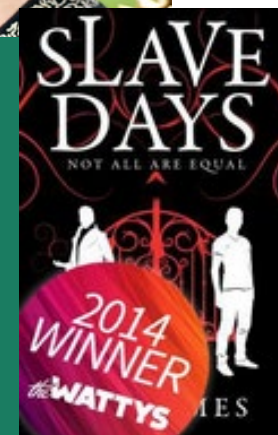
Vic James is a British TV director who can be found on Twitter as @drvictoriajames and on Wattpad as @JayVictor, and is a member of the Wattpadres. She is represented by United Agents, and her contemporary fantasy trilogy has just been signed with a 6-figure deal for publication beginning in 2016. The first draft of that book, SLAVEDAYS, was originally written on Wattpad.

This list barely scratches the surface of what we do for each other. At the end of the day, we are friends. We trust each other. We are each other's "safe place" to fall and we know we will always get a straight up honest opinion and encouragement to continue. We are, as Vic coined us, a surprisingly professional cuddle puddle.

The Wattpadres feel blessed to have been able to find one another on

Wattpad and create these deep connections. We are looking forward to "giving back" to the community by hosting weekly Twitter chats on Tuesdays at 8pm EST. We will also be holding quarterly Profile Makeover contests. Swing by the Wattpadres profile

[@wpc2014](#) and say hello! Follow us to learn more about these initiatives. If you ever have a project you think we might be interested in, feel free to send us a message.



Translate Wattpad Success into Book Sales

So at this stage, you may be interested in Wattpad, but you want to be sure that the efforts will translate into book sales. While it may be difficult to pinpoint exactly how many sales come directly from your Wattpad efforts, building a Wattpad following is definitely worth it. I had many Wattpad readers who went on to buy *Born of Shadow*, but also a large number who were introduced to the book via Wattpad, but preferred to buy the hard copy or Kindle version rather than interact socially.

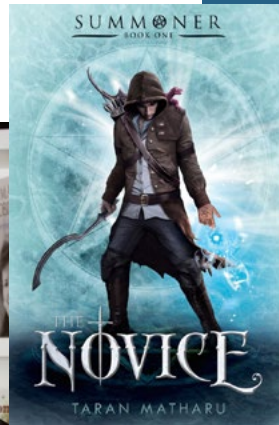
Keep in mind that Wattpad offers your story for free, so have realistic expectations. Think of Wattpad as providing a sample of your writing, much like a library or a free ebook offering. If readers like what they read, they may go on to buy more of your books. When you are launching, expect to do a lot of promoting outside of Wattpad. Here are some ideas of how to use Wattpad as a launching point to promote your book.

- Promote your book launch and promotions directly to your Wattpad followers. You have a built-in reading list that you ought to take advantage of.
- Run promotions and contests to gather email addresses, pulling together a targeted mailing list.
- Set up Twitter and Author page profiles to connect with and build a readership outside of Wattpad.
- Ask Wattpad readers to leave reviews on Amazon and Goodreads. Even if they can't buy, some of them will still gladly leave a review. It's particularly nice to build up a sizable number of reviews on Goodreads while your book is on preorder.
- In your profile, include links to websites, other social media, and websites where the book can be purchased.
- Let readers know in the chapters that your story is available to buy and where they can pick it up. Post the first book in a series on Wattpad, then share where the other books in the series can be purchased at the end of the

From NaNoWriMo to Published Author

book. If they liked the first one, it's likely they will seek out the next.

- Set up private Facebook groups for your most devoted readers to help promote your books (I have one for my fan group called The Shadow-born)
- Use Twitter to promote the story
- Throw launch parties on Twitter and Facebook using hashtag #Wattpad to let your Wattpad friends know about the big event.
- Include trailers or personal videos and photos in your Wattpad book to promote your sales, connecting directly with your readership.
- Use your Wattpad credentials to gather interest in your story when pitching to book bloggers



I wrote *The Novice* for NaNoWriMo in November, 2013. I simultaneously uploaded it to Wattpad as I wrote it to get some feedback and encouragement. The book was well received, achieving one hundred thousand reads within one month and over a million reads within four. After the first million, I was contacted by a reporter at NBC news. He interviewed me and wrote an article about the return of serialised fiction:

<http://www.nbcnews.com/tech/mobile/must-read-serial-novels-get-second-life-smartphones-tablets-n33136>

The day after the article came out, a well-known audiobook publisher contacted me to buy the audio rights to *The Novice*. Knowing that selling audio might hurt my traditional publishing chances, I Facebook messaged some agents explaining my situation and asked them for advice, since the book was not finished yet and I didn't want to query too early. They all asked to see the unfinished manuscript. I soon had offers of representation from all three. Later, I was able to speak to an editor in the UK who told me who the best three agents in the UK were for children's fantasy books. I emailed them and received offers from all three within twenty-four hours. One even offered within five.

I picked an agent from one of the six offers I had and the book went on submission to publishers. It received two pre-emptive offers, went to auction in three countries and has sold in 11 territories. *The Novice* is now published by Hachette in the UK and Macmillan in the US. The book came out in May, 2016, and today the sample on Wattpad has over six and a half million reads. Since then I have been featured in national news, from CNN to the Evening Standard. I am also proud to say that I am now a fulltime writer.

Taran Matharu wrote his first book when he was nine years old. At 22, he began posting *The Novice* on Wattpad, which reached over 3 million reads in less than six months. *The Novice* is the first of three books in the Summoner series, and Taran's fiction debut.



My Wattpad Story

During July 2014's Camp NaNoWriMo, I posted each completed chapter of *The Blast* on Wattpad. As I became more involved on the website, I made friends with other writers who agreed to do critique swaps on our Wattpad works with me. These incredible writers helped me whip *The Blast* into shape, and readers on the site inspired me to self-publish my debut novel.

As I worked to edit *The Blast* for publication, it became a featured novel on Wattpad, and reached nearly half of a million reads. The amazing readers on Wattpad continued to help me refine the novel, and when I published *The Blast* that winter, it was met with positive reviews, support, and marketing through word of mouth from my Wattpad readers. Shortly after its publication, *The Blast* won a Watty Award for Interactive Storytelling on Wattpad.

Recently, *The Blast* was accepted for re-publication through Booktrope Publishing, a hybrid indie publisher. As I begin the indie publishing process, I can't help but thank my readers on Wattpad for all of their support, love, and encouragement to make this possible. If it weren't for Wattpad, I probably would not be pursuing my dream of being a published author today. Without Wattpad, I would not have had any hope to build my platform or my confidence. I am forever grateful for this experience.

I continue to actively engage in the Wattpad community, and I'm currently working on a trilogy featuring characters from *The Blast*, which is also available through the site.

Sarah Perlmutter is a young adult fiction writer and English teacher from Pennsylvania. She graduated with her BA in Creative Writing from the University of Pittsburgh, where she continued to earn her MAT in Secondary English Education. Her debut novel *The Blast* won a Watty Award in 2014, and was a featured novel on Wattpad. *The Blast* is available now on [Amazon](#). For more about Sarah, check out her website at www.SarahPerlmutter.com.



My favorite thing about Wattpad has definitely been the direct interaction with my readers, like a sweet lady in assisted living who loves my books but otherwise wouldn't be able to afford them, or the girl from Syria that told me before she read my story, she thought all Americans hated them, but now she's changed her mind. Their feedback has been enormously gratifying, and their enthusiasm for my stories has lifted my confidence and motivated me to continue to write, even on days where I just don't feel it. I don't want to let my readers down.



HelonGraul left the following comment on **Chapter 18 - The White Desert**:

I have finally caught up with this book and eagerly await updates!! This story is truly an incredible one and I can't thank you enough for brightening up this senior's days in assisted living!! Awesome book so far!!! Awesome job!!!! :) :D

Comments like this one are what makes it all worth it!

Forging My Own Path

When I first started posting chapters of my fantasy novel, *Paladin*, to Wattpad, I didn't think of myself as a writer. I enjoyed writing, but I'd never seriously thought about writing a book. But somewhere along the line, *Paladin* morphed into something else. Word of mouth via the online community brought me tons of new readers. Readers begged me to update with the next chapter. I had real readers and fans well before I finished my first draft.

By that time I finished my novel, *Paladin* had over 1 million reads, and shortly thereafter, Wattpad's editorial team added *Paladin* to their list of featured books. In a matter of months, my number of reads tripled. I began to think seriously about publishing, I researched the industry, learned how to query an agent, shot out my query notes, and expected the offers to start rolling in.



Like most first-time authors, my querying efforts resulted in nothing but rejection. While disappointed, I was still set on publishing my book and turned to self-publishing. I was a few weeks away from publishing when a literary agent contacted me through Wattpad. I did some digging to validate that the agent was legitimate and worked with an established agency. Naturally, I signed on the dotted line.

As it turned out, my agent wanted me to rewrite my entire story from top to bottom. While some of the editing notes he made were valid, I didn't want to totally change everything in *Paladin*, nor did I want to alienate my Wattpad fans. We ended up parting ways because I felt creatively stifled, and I was back to square one.

I knew my story needed significant editing, but I didn't want to write an entirely different book. I started talking with an editor friend on Wattpad who was launching a hybrid publishing company. He was already working with several Wattpad authors who I knew well, but *Paladin* would be the first book to come out.

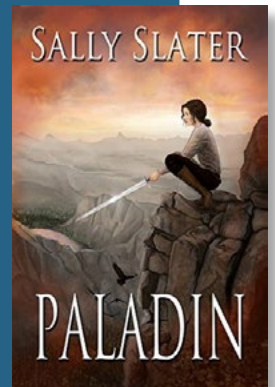
On May 14, 2015, *Paladin* finally was released as an ebook and hardcover. I had no idea if anyone would buy my book, but I knew I had a lot of people behind me, including the Wattpad community and Wattpad HQ. The first few months after *Paladin* came out, both my publisher and I worked like crazy to promote it. We put *Paladin* on Netgalley, which was a bit of a shot in the dark since we hadn't had time to add it to Netgalley as an ARC. I personally pitched a hundred or so book blogs, asking them to review my work. For every 10 emails I sent, I received one response.

But all you really need is a few well-placed reviews, and a little bit of momentum. Within a few weeks of publishing, I already had over 20 reviews on Amazon, mostly thanks to Wattpad readers. My first "big" feature was on Underground Book Reviews, where they included me as one of their weekly Pitch Perfect Pitches. And suddenly, my sales spiked. I hit #1 on Amazon's Hot New Reads list in multiple categories, and from there, I hit #1 on Amazon's best seller lists for Teen Sword & Sorcery, Teen Fantasy and Girls & Women.

During this time, Wattpad launched its Wattpad Star program, of which I'm fortunate to be a part. Essentially, Wattpad brings amazing opportunities to its successful authors. I've gotten to speak on multiple panels, write for a corporate sponsor and participate in a viral video campaign. In November, I'll be attending Book Riot Live—an event with over 1,400 people—and representing myself and Wattpad.

Over these past few months, momentum has continued. I'm closing in on the sale of my 13,000th book. I'm in the process of negotiating a (traditional) audiobook deal, which I'm beyond excited about. And I continue to write for my Wattpad readers, and receive support from the Wattpad community.

Sally Slater is a writer and the author of *Paladin*, a fantasy adventure novel that has garnered over 11 million reads on Wattpad, the social media platform for readers and writers. Published in May 2015, *Paladin* is a #1 Amazon bestseller in the Teen Fantasy and Teen Sword & Sorcery categories. You can follow her on Wattpad at www.wattpad.com/user/SallySlater or Twitter at [@sallyroseslater](https://twitter.com/sallyroseslater). You can buy *Paladin* [here](#).



Launching Debut Novel

I first started writing on Wattpad over four years ago now. That's a little crazy when I think about it. I started with a story that had been rejected over and over by literary agents. Honestly, as my first book, it was something I shouldn't have queried at all. Of course, you never realize that until later.



At the time I was feeling pretty cruddy about my writing, and I had an entire novel that I didn't know what to do with. One of my writer friends had just started on Wattpad, and she told me all about it and suggested I join. Skeptical that anyone would want to read something I'd written, I signed up and posted the novel chapter by chapter and waited, without baited breath.

And then slowly, very slowly at first, it happened. People actually started reading my book. Not only that but they commented on it and told me how much they loved it. And I was completely hooked.

My first novel, the one I thought was so completely horrible, now has over 1.9 million reads, and I ended up writing two more books in the series, just because the readers asked (demanded, really) to read more.

After that series was over, I asked them what sort of thing they wanted to read next, and amongst a flurry of suggestions, I picked out "Write a winter themed fantasy" as the one that interested me the most. At the time I'd just moved to Grande Prairie, Canada, and I was absolutely miserable with how cold it was. So I thought about how it would be if I didn't have to feel the cold.

And FROST was born.

It took off over the next three years, racking up over 10.5 million reads. I had people approach me at that point, other fiction sites trying to poach me, a few literary agents, a few small presses. But FROST was something that had been born of reader suggestion, each chapter written with them in mind. I needed a small press that allowed me the freedom to leave it up on the site, and continue to work closely with Wattpad.

And that's why Patchwork Press was perfect.

While I write this, the launch for Frost is three days away, and I couldn't be happier. Even as I write the next two books in the series, I'll continue to write for and interact with readers on Wattpad. And if you're ever over there, drop me a line. I'm [@ELatimer](#) and I'd love to hear from you.

E. Latimer is a young adult fantasy writer who was born and raised in Victoria, BC and recently moved to Vancouver. She writes books, makes silly vlogs about writing and reads excessively. Her book [FROST](#) was released by Patchwork Press on August 25th, 2015. *FROST* is a YA fantasy based on Norse mythology, about a teen who accidentally freezes the first boy she kisses and discovers her family tree is weirder than expected.

For more about E. Latimer, check out her website at: <http://www.erin.patchwork-press.com/>



Hope to see you on Wattpad! If you're there, swing by my profile [@sarahbensonbooks](https://www.wattpad.com/@sarahbensonbooks) and say hello!

Sarah Benson is the author of *Born of Shadow*, a YA fantasy novel set in Egypt. It was chosen by Wattpad HQ and ABC's "Once Upon a Time" official profile as best [Heroes & Villains](#) on Wattpad . She has ranked #1 in Adventure on the site. *Born of Shadow* is available for sale on [Amazon](#) and [bookdepository.com](#).

She is a Jane Austen fangirl and addicted to green smoothies. A geek at heart, she is still waiting for someone to manufacture a light saber that works properly. She lives in a log cabin in the Pacific Northwest with her husband and four kids.

You can find her at www.SarahBensonBooks.com. She is tweeting, liking, and hearting on Twitter, Facebook, Instagram, Goodreads and Google+ under the handle [@sarahbensonbooks](https://www.instagram.com/sarahbensonbooks).

Good luck pursuing your writing dreams!

