

# Essay writing service

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Valentine Cogut enters the top 10 most popular Ridero authors in 2020. Interestingly, while in our online store Valentine sells only paper books on demand. We asked the author to tell us how she works with his audience and what this phenomenon explains.

- Now the site has already published 13 of your books. At the same time they are quite voluminous (200 - 400 pages). Share the secret of productivity?

Valentine Cogut: All 13 books were written not in one day. For their writing, it took 7 years (2013-2020). And the presence of free time in this plays the last role.

- How much time do you have to write one book?

V. K.: The first three books of the "Trilogy of Rangila", the most favorite work of my readers, was written longer (2.8 years). The rest of the books are on average for about 1 month.

- Do you combine creativity with some other profession and work or write or write?

V. K.: Employment for some work I do not have. But at the same time, I am in parallel with the blogger on Utyub. I have my own channel Utyub (130 thousand subscribers), here I am still in parallel and do.

- Do you communicate with your readers? Does it affect the plots of future books in the series?

V. K. : No, I do not communicate with readers and subscribers. At the same time, the reader and the viewer can always write me a question for email or in social networks. Individual correspondence does not lead, but I read all messages and questions and if interesting things come across, I write a video for Utyuba Channel. The readers do not affect the plots of my books. Only my own vision and idea.

- Our authors sometimes complain that paper books are too expensive, so they do not buy them as often as I would like. Your books on the Ridero website are sold only in paper format and at the same time regularly enter the list of bestsellers. What do you think it is connected with?

V. K.: This phenomenon I was also very surprised at my time. I have my own online store, where my books are presented in electronic form and audiobooks. And mostly readers ordered such a format of books. And I was amazing to find out that after reading the email or audiobooks, readers so much like my books that they additionally spend the funds to have these books in their collection in paper. In addition, the books are so much so much that the readers are ordered later again on gifts or rustic

libraries. And it turns out that the reason for the high sales of paper books on Ridero is that my readers really like my e-books. For me it was a discovery.

- What ways to promote your books do you use? Which on behalf of themselves, and what are the unsuccessful?

V. K.: At the moment, the only one of my channels of promoting my books is Utyub Channel. And by experience I can say that the presence of its own audience in social networks solves the problem with the promotion of any product. Without unnecessary costs and at the same time effectively. Before creating Utyub, the channel tried to order advertising in social networks (a pop-up banner on the pages of other users) and it was an absolute spending time and money. Very expensive, and the exhaust was always zero. Only the emergence of its own audience has shifted the process from the dead point and did not require any additional cash costs.

- Are your financial expectations made from the sale of books?

V. K.: Yes, justified. Particularly surprised by the sale of paper books on Ridero, as I did not count on interest in the paper version of books.

- What can you advise those authors that are just thinking about the publication of your first book on Ridero?

V. K.: Unambiguously publish. Ridero is very convenient. I, as the author, I do not spend a single minute to print books and delivery books. It makes life much easier and makes it possible to engage in your affairs and projects. At my time, I lost the year of cooperation with Ridero due to the fact that I was embarrassed by the form of filling out all my data for the payment of earned funds (INN, SNILS, passport, account number). Due to legal uneducation, I scared me, and I did not cooperate with Ridero and lost the year of sales of my books. But the readers themselves, reading my e-books, massively demanded a paper version from me and I did not have a choice, how I still register in Ridero and is now very glad, and I and readers who have the opportunity to order books for themselves and for their relatives .