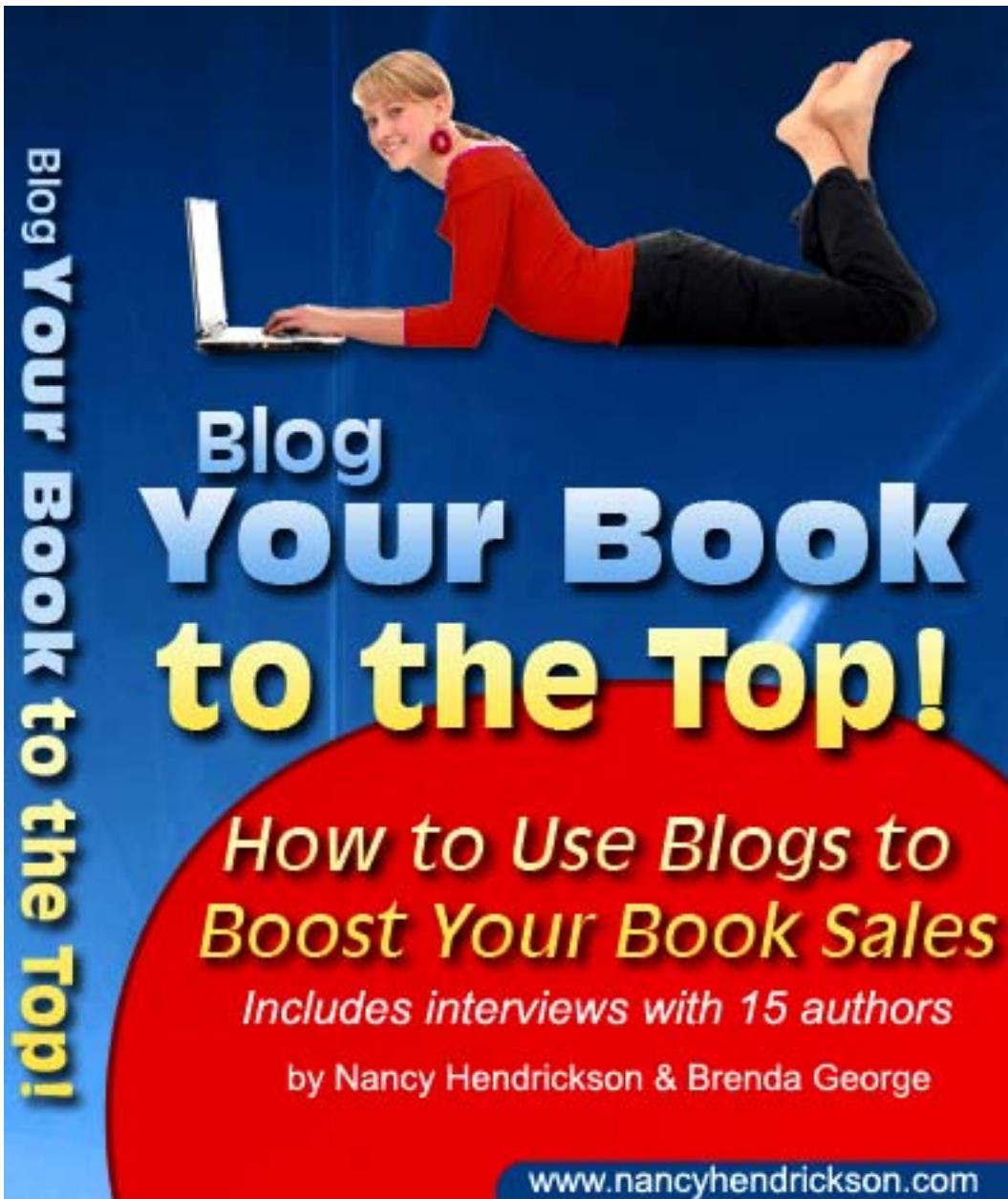


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## Conversation with Kevin J. Anderson



Blog: [Kevin J. Anderson](#)

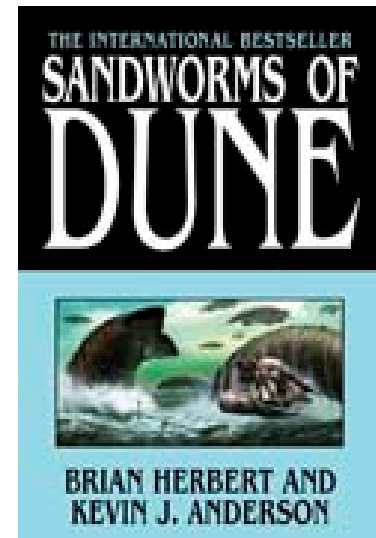
**Blogging Frequency:** A couple of times a week

**About Kevin:** Kevin J. Anderson is the author of more than ninety novels, 41 of which have appeared on national or international bestseller lists. He has over 20 million books in print in thirty languages. He has won or been nominated for numerous prestigious awards, including the Nebula Award, Bram Stoker Award, the SFX Reader's Choice Award, the American Physics Society's Forum Award, and New York Times Notable Book. By any measure, he is one of the most popular writers currently working in the science fiction genre.

Kevin is the co-author of *Sandworms of Dune* (with Brian Herbert), *Metal Swarm*, and *The Last Days of Krypton*

### Why did you start blogging?

Because I have so many concurrent books in the works, I'm always in the middle of something. I get a lot of mail from fans wanting to know the status of a long-awaited book, or what's coming up in a series.



With my coauthor Brian Herbert, I've done many novels based on Frank Herbert's *DUNE Chronicles*. When we began work on the "grand climax" of the series, two novels based on Frank's final outline – *HUNTERS OF DUNE* and *SANDWORMS OF DUNE* – we knew the readership had been waiting for these novels for nearly twenty years. By blogging about the process while we were writing it, we began to build the anticipation many months in advance of the first book's publication.

A blog is like a regular news column, a way to keep people thinking about (and, hopefully, anticipating) an impending release of a novel.

#### **How do you connect with readers through your blog?**

I particularly like the way it allows the readers to "look over my shoulder" as I'm working on a project. Instead of just seeing the finished book, they can get a sense of all the difficult steps in the process, the outlining, the research, the first draft, the numerous edits and polishes, the proofreading, the sketches for the cover, the final cover art, the advance publicity and reviews, the book signings and tours. For me, especially, I have large groups of fans in different camps – *DUNE* fans, *STAR WARS* fans, comics fans – and by hooking them with a blog about one subject, I hope I can interest them in taking a look at my *Seven Suns* series, for instance, or *SLAN HUNTER*.

#### **Is there anything you would have changed in the blogging process?**

Something I didn't allow for was the sheer amount of TIME the blog demands. Once you get started, you can't just post an occasional message whenever you feel like it. If the readers are interested, they demand regular updates. If I stop blogging for a week or more, they squawk, think I've abandoned them, as if I have "better things to do." There's no real way to make a graceful exit if you get busy with other deadlines or emergencies.

**What do you consider your greatest book promotion success from blogging?**

In the ramp-up to the release of *HUNTERS OF DUNE* and *SANDWORMS OF DUNE*, our site got up to 2.5 million hits per month. We let them know exactly when the book would be out, and what stores we would be attending for book-signing events. Previously, our highest ranking on the bestseller list was #7 for a *DUNE* novel; when *HUNTERS* came out, it shot right to #3 on the New York Times. There were other factors, of course, but I'm sure the blog helped.

**How did you build your readership?**

We already had a popular website, [www.dunenovels.com](http://www.dunenovels.com), and we began posting the blog during the writing process of *HUNTERS*. Of course, you have to make your posts interesting to get people coming back. By talking about a much-anticipated *DUNE* novel, as well as giving intimate access to the inside-story of how a big book is written, we were able to get a growing readership. I also cross-publicized the blog on my [personal website](#), and

included announcements on my MySpace page and in our fan club newsletter. I had a decent way to get the word out.

I do a lot of e-mail with the fans, responding to their letters or comments, and I also have a large-circulation newsletter.

[Kevin J. Anderson's Books on Amazon.com](http://KevinJ.Anderson'sBooks.on.Amazon.com)

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