



Start Your Own Self Publishing Business: Your Step-By-Step Guide to Success (StartUp Series)

Cheryl Kimball

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Self-publishing is a fast-growing industry, and bookstores and consumers alike now acknowledge the value of self-published books. In this valuable guide, industry experts coach you in becoming a player in the self-publishing arena—whether it is self-publishing your own book or providing professional services for others who want to self-publish.

Our experts reveal the tricks of the self-publishing trade: how to evaluate book ideas and recognize a hot-seller; how to develop an effective marketing plan; getting books reviewed and landing great publicity; getting books into traditional and non-traditional sales channels; tapping into the potential of online publishing, and more.

Addresses dramatic game-changers including print-on-demand and ebooks

Reviews industry player offerings including Ingram and Amazon

Covers critical marketing tools including author websites and social media marketing

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