

Complete Guide to Self Publishing: Everything You Need to Know to Write, Publish, Promote, and Sell Your Own Book (Self-Publishing 4th Edition)

Tom Ross, Marilyn Ross



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This new, updated edition of the industry standard shows writers how to get full control over their careers by self-publishing. Writers will see how the publishing industry works and learn how to make it work for them. Packed with maximum profit/minimal risk ideas. The Complete Guide to Self-Publishing, 4th Edition provides readers with: Step-by-step guidance on every aspect of publishing and marketing a book; Appendices that list marketing contacts, government help and vendors, including names and addresses; Updated advice on e-publishing and electronic rights - everything the writer needs to know to tackle this dynamic new medium; Production tips that can cut design and printing costs; Proven sales letter formats, cover designs and catalog sheets; Dynamic marketing strategies for publicity, advertising and sales - specifically, what works and what doesn't

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