

[PDF] Complete Guide To Self Publishing: Everything You Need To Know To Write, Publish, Promote, And Sell Your Own Book (Self-Publishing 4th Edition)

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Description:

"Self-publishing," say authors Tom and Marilyn Ross, "is a perfect example of the American dream." *The Complete Guide to Self-Publishing*, then, is an aspiring self-publisher's dream. "This isn't a book of fancy theory," as the authors put it; "it's a practical handbook of state-of-the-art specifics." In 521 pages, it lays out everything you need to know to publish your own books, from start-up considerations to the possibility of selling to a big publisher: how to choose a name for your press, how to get an ISBN, what cover designs cost, how to find a reliable printer, how to price your book, where to find lighter-weight shipping envelopes, how to generate working capital. The authors' encyclopedic grasp of the ins and outs of self-publishing is matched by their natural good sense about self-promotion. Turn your signings into events, they recommend; get your books into a variety of venues; use the books as fundraisers for organizations; get online and get reviewed online. The price of this book is negligible considering the cost of proper self-publishing (between \$12,000 and \$25,000), and, oh, the headaches it will spare you! --*Jane Steinberg*

Review "The most readable guide to self-publishing □ loaded with resources for e-publishing, on-demand publishing, ... What a great resource!□ -- *John Kremer, author, 1,001 Ways to Market Your Books*

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