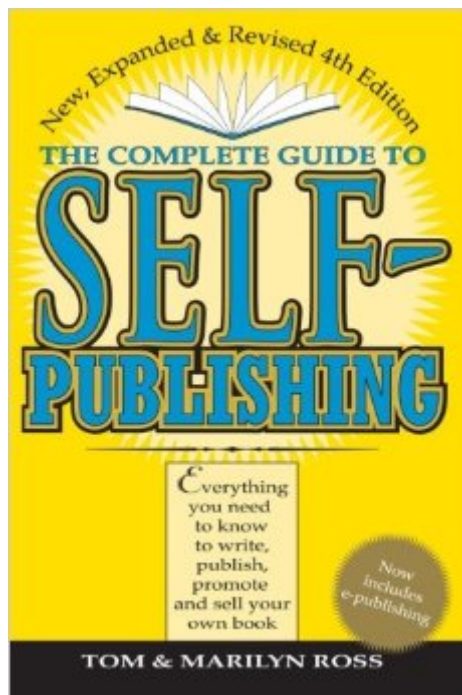


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# Complete Guide To Self Publishing: Everything You Need To Know To Write, Publish, Promote, And Sell Your Own Book (Self-Publishing 4th Edition)





## Synopsis

Provides writers with step-by-step guidance on every aspect of publishing and marketing a book. This guide also gives up-to-date advice on e-publishing and electronic rights. Appendices list marketing contacts, and other chapters cover production tips, cover design and advertising.

## Book Information

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## Customer Reviews

When I first saw the title of this book, I thought the subject matter had to do with publishing your book through a POD publisher or a vanity press. I couldn't have been more wrong. This is a basic instruction book on how to become your own publisher and the cost-effective means of publishing your book. (In fact, Tom & Marilyn Ross devote only a few pages to PODs and vanity presses, saying that if you are looking to sell your book to the general public, these options may not be the best choices.) This book takes you from the beginning of setting up your own publishing business (which is needed even if you plan on publishing only your own works), the different requirements for publishing a book (like obtaining an ISBN and EAN as well as copyright and Library of Congress registration), finding and selecting a book printer, how to go about distributing your books (which you can do yourself or by going through traditional distributors), and even how to market your book. While a good starter book that whets your appetite about the book publishing industry, it falls far short of providing you everything that you need to know in order to do this properly. The authors constantly make reference to the Literary Market Place; a book that, while it is available here on , comes with a hefty (\$) price tag. And while they do provide some informative lists, they admit that



the lists is not complete and refer you back to the LMP. The book does discuss e-publishing, but only in a scratching-the-surface kind of way. I had to look at other areas to find the information about e-publishing only to discover that I may not want to bother with that at this time. The most disappointing aspect of the book that I found was that most of it (about 70%) is dedicated to trade or self-help publishing.

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