The Complete Guide to Self-Publishing: Everything You Need to Know to Write，Publish，Promote and Sell Your Own Book
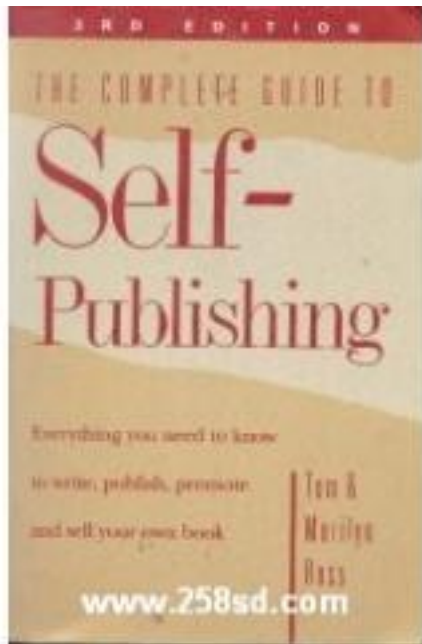

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Amazon.com "Self-publishing，" say authors Tom and Marilyn Ross，"is a perfect example of the American dream." The Complete Guide to Self-Publishing，then，is an aspiring self-publisher's dream. "This isn't a book of fancy theory，" as the authors put it; "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 --This text refers to the Paperback edition. Marilyn McGuire，Publisher NAPRA ReVIEW The newly revised Complete Guide to Self-Publishing is the best book available on the subject. Period. It's thorough，user-friendly，and full of tips to save you money and help you sell more books. See all Editorial Reviews

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