

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

Entrepreneur Press, Cheryl Kimball



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Our experts reveal the tricks of the self-publishing trade: how to evaluate book ideas and recognize a hotseller; 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 Features interviews with industry insiders and practicing self-published authors

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