

How to Publish, Promote, & Sell Your Own Book: The Insider's Guide to Everything You Need to Know about Self-publishing from Pasteup to Publicity / 9780312396190 / 1986 / 384 pages / Robert Lawrence Holt / St. Martin's Press, 1986

How to Publish, Promote, and Sell Your Own Book: The insider's guide to everything you need to know about self-publishing from pasteup to publicity. by Robert L. Holt. Rated 4.00 stars. Published by Thriftbooks.com User , 14 years ago. This book is not recent, therefore some of the information does not ring true anymore. However, it does provide a lot of good information. I checked it out from the library, but it wouldn't be a bad book to own. There is not mention of anything about the internet as it was published in the 80's. It is mainly geared toward nonfiction writing. Though the information would be good for anyone planning to self-publish. Another book I would recommend if you're really into self-publishing, is Dan Poynter's Self-Publishing manual. Two years ago, I self-published my first science fiction novel, Where the Hell is Tesla?, and sold 10,000 copies in the first twelve months. (It has since gone on to sell over 18,000 copies). My second has sold nearly 5,000 copies, and my new release, Don't Touch the Blue Stuff! is opening strong, too. So how the heck did all this happen? Book marketing consultant Tim Grahl defines your platform as whatever plan and methods you use to connect with readers and sell books. But I've put together a full post on how to record your own audiobook without breaking the bank and there are lots of options for getting narrators and producers to help you, right through Amazon's subsidiary, ACX. The reason I include this as one of the main five things to explore when self-publishing? Selling your book on your own website is the easiest way, since you don't have to worry about strict formatting requirements, low royalties, or learning how to use a whole new platform. Usually, you can set a price for an e-book much higher on your own website. On Amazon, people tend to expect certain prices. Many readers will balk at having to fork out more than \$5 for a Kindle book. It's important to research various self publishing companies in order to find the perfect fit for your particular needs. Next up in the self publishing series, "How to Self Publish Your Book #4: Designing and Formatting Your Book". About Kerilynn Engel. Kerilynn Engel is a copywriter & content marketing strategist.