



Book Publishing 101: Inside Information to Getting Your First Book or Novel Published

By Martha Maeda

Atlantic Publishing Co. Paperback. Book Condition: new. BRAND NEW, Book Publishing 101: Inside Information to Getting Your First Book or Novel Published, Martha Maeda, This book is here to help make your publishing dream a reality. This helpful book details the types of publishing to choose from, including traditional, subsidy, vanity, print-on-demand (POD), and self-publishing. You will learn everything from copyrighting and cataloguing to book design, printing, and binding. You will be taught how to write a killer query letter and a perfect book proposal to increase your chances of having your book considered by traditional publishers. You will also discover what to look for in a literary agent and how to read the fine print on publishing contracts. Reader familiarity is the biggest factor in sales, with 60 percent of readers saying their decision to purchase a book hinges on already being fans of the author. Although you may be tight on your promotion budget, this book arms you with dozens of low-cost tactics to get your book and your name in the limelight, increase your following, and maximise your sales. You will learn about book tours and signings, sending out press releases, preparing for news interviews, getting your...



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