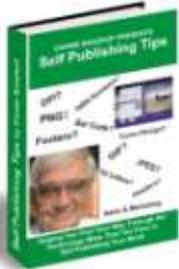


# Write And Self Publish Your Book

The Inbox Magazine For Up & Coming Authors In The New Publishing World - Self Publishing Is Now In - Check Us Out!

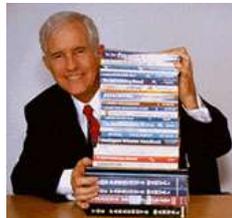
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Here is your free copy of [Self Publishing Tips](#) that you requested. It is in the Adobe Acrobat PDF format...

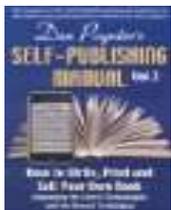
Our expert for this inaugural issue is **Dan Poynter**, someone who is well known to most of you.



His bio is shown below.

Dan has graciously agreed to let us publish selected segments of some of his well known books in our magazine. The lead article today is part 1 of a 3 part series from Dan's book

## [The Self-Publishing Manual, Vol. II](#)



### Chapter One Part 1 of 3

#### **Book Publishing Challenges and Technological Solutions**

This book explains how today's savvy authors are reaching their readers; it describes a new way to write, publish, distribute, and

promote "books": printed books, eBooks, audiobooks, and others. This book is the heart of the modern publishing company's business plan.

- Write about what you know and love
- Print only the quantity needed (PQN)
- Sell/Distribute your books electronically
- Promote the book socially through the Internet

### This is Virtual Book Publishing.

There is no single best (cookie cutter) publishing solution for everyone; you could be an exception to any method. Each type of author, book category, and author's mission are unique. This system works and is a great place to start; you will learn from it and evolve. This system is easy, inexpensive, and practical.

There are several ways to publish a book. To find the best one for you and your book, get as much information as possible. Buy some books in your category and attend some seminars. They cost less than a mistake.

With new methods of book publishing, you can make more money selling your books for less. When information costs less, more people buy it. This system will make money for you.

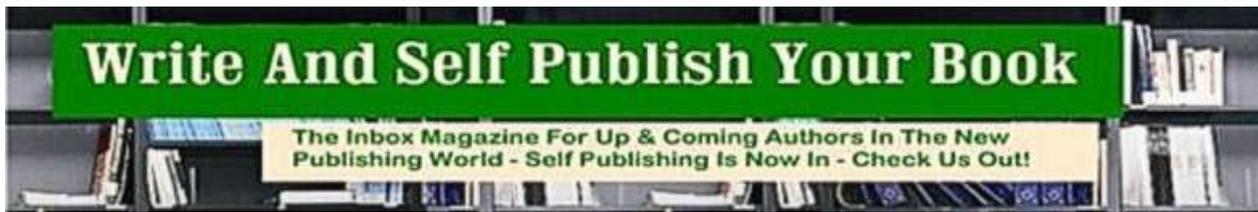
This book does not suggest "publishing on the cheap." If, for example, you are considering publishing an eBook (only) to save production money, you may be disappointed with lack of sales. Every form of book has to be promoted; you must let your audience know each form in which the book exists. Book

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Page 2 of 6

promotion will cost money and time—you must invest both of them. This book is about how to use new digital technology and new ways to use the Internet to find and sell to willing customers. The publishing and promoting are less expensive because it is more effective for authors to get involved with publicizing their books as opposed to spending money on advertising.

Most of the books on book publishing and nearly all of the posts online are written by people with a single publishing experience.

While it is interesting to read a report of their journey, they are not sufficiently equipped to advise anyone on the best way to publish.

**References.** This book does not repeat information or resources available separately. This book refers to reports and other books for more detailed information.

In the interests of brevity and avoiding redundancy, this book will not rehash what has been said before. It provides the URLs so that you may read the original words rather than an interpretation of them. One-third of all the books published in the world are sold in the U.S.; 47 percent are sold in the U.S., Canada, and the U.K. See (<http://BookStatistics.com>). Think globally. Via the Internet, people all over the world can find you and your book. You can make your book available to readers worldwide, but you should approach the easiest-to-reach, low-hanging fruit by pursuing these three national markets first.

Publishing virtually is especially valuable to authors and publishers living outside the US,

Canada, and the UK. You can live in paradise and sell all over the world starting with these three large markets plus your own.

These are exciting times to be producing fiction (entertainment) and nonfiction (information) books. The ways of doing business are evolving.

pBook or eBook? Authors derive more recognition or "credit" for a printed book (pBook) than an electronic book (eBook).

### **Every book should go through four stages:**

1. **Creation. The book is written by one or more authors.**
  - a. Most books are written by one author. Most good books are then cleaned up by an editor.
  - b. If you are writing with a co-author, see my book *Is There a Book Inside You? Writing Alone or with a Collaborator*. You will find the responsibility chart invaluable and the sample contract essential.
  - c. You can be the author without being the writer. If you do not have the time, skill, or inclination to write your book, you can hire a ghostwriter.
  - d. Contact several ghostwriters for interviews. Ask if he or she has worked on your subject matter in the past. You want a ghostwriter who likes your subject and who can bring additional information to the project.

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Page 3 of 6

## **2. Production. The printed book must be designed, type-set, printed, and bound.**

If you produce the pBook (printed) first, the file becomes the eBook. The eBook is already done.

If you produce the pBook first, you will have the script for the audiobook (aBook). Thus the aBook is nearly done as well.

It makes sense to pursue them all, but you should produce the printed book first. This is the most efficient method, and the one that will make you the most money.

If you sell out to a publisher, the publisher will have the book manufactured. If you decide to self-publish, you will work directly with an editor/book designer/typesetter (or use your MS Word file), cover artist, and book printer. You will be the publisher.

## **3. Distribution. Sending books to bookstores and other wholesale and retail dealers.**

If you sell out to a publisher, they will handle the Book Trade. (Wholesalers and bookstores: chain stores, independent stores, and online stores.) If you publish yourself, you can reach the Book Trade through a book distributor. Either way, the playing field is level. You have the same access to the bookstores as a large publisher.

Distribution gets your book into the stores. But it's up to you, the author, to get the buyers into the stores—to pull the books through the system.

Regardless of how you get into print, you will distribute to the nontraditional markets, also called "special sales." These dealers, outside the Book Trade, are often many times more numerous than bookstores, easier to reach, far more lucrative, and a whole lot more fun because you are selling into your own industry (your colleagues).

## **4. Promotion. Promoting your book is not mysterious and does not have to be expensive.**

It is simply a matter of letting interested people know you have completed a book they need and it is for sale.

Book promotion is up to the author. Publishers do not promote books. So do not think that even if you sell out to a large publisher they will handle the promotion of the book. Whether you sell out to a large New York publisher or publish yourself, the author must do the promotion. Celebrity authors such as Frank McCourt Angela's Ashes, Teacher Man) spend months out of each year on the road making TV appearances, doing autographings in bookstores, and speaking at writers' conferences and other events. They are not at home writing all the time.

If like most writers, you are an introvert and would prefer not to make public appearances, see the easy, comfortable promotion alternatives later in this book. You can "promote" your book without leaving home.

Those are the four stages. When a book fails to sell, it is usually because it was not

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taken through all four stages. It was written, manufactured, perhaps distributed—and then the author became distracted. Or the author lacked persistence and failed to follow through. Sometimes the author starts writing another book, there might have been a family crisis, or the author did not realize who was responsible for promotion. As you've seen, this book is laid out in the four stages: Writing, producing, distributing, and promoting. Each of the four sections or stages will then address the editions of printed books (pBooks), large PRINT books (lpBooks), electronic books (eBooks), and audiobooks (aBooks).

### **(TO BE CONTINUED)**

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### **Dan Poynter** of [Para Publishing.com](#)

Dan Poynter fell into publishing. He spent eight years researching a labor of love. Realizing no publisher would be interested in a technical treatise on the parachute, he went directly to a printer and "self-published." The orders poured in and he suddenly found he was a publisher himself. In 1973, he became interested in a new aviation sport, couldn't find a book on the subject so he sat down and wrote one. After four months of writing and intense research that took him from coast to coast, he delivered the manuscript to the printer. So far, *Hang Gliding* has sold over 130,000 copies—a "best seller"!

Continuing to write, Dan has produced more than 76 books and revisions so far, of which some have been translated into Spanish, Japanese, Russian, British-English and German. Over the years, Dan has developed a system of writing that makes it all so easy and fun. His books are loaded with facts

and figures and contain detailed inside information. They are always up-to-date because he revises them before going back to press. Dan has sold millions of his books, including several best sellers, for tens of millions of dollars in sales. Many of his books sell at the rate of 10-20,000 copies per year, every year.

*For many years, Dan ran Para Publishing all by himself. In fact, he was often billed as the worlds largest one-person publishing company. As a one-man show, an author/publisher who handled all the writing, publishing and promotion, office management and shipping himself, Dan is in the best position to advise a first time self-publishing author who is on a limited budget. Today, Dan has staff, a number of products and services (books, reports, tapes, disks, seminars, etc.) and a large suite of offices with a 360 view of the mountains and the Pacific Ocean.*

Dan has traveled to more than 40 countries and he has even skydived into the North Pole. He has written several technical books on parachutes and popular books on skydiving. When you have your own business and control your own product, you can pursue your dreams.

Dan's work for publishing was recognized by the Publishers Marketing Association when they gave him the Benjamin Franklin Award. He was given the Irwin Award for the best electronic promotion campaign by the Book Publicists of Southern California. He is a past vice-president of PMA.

Dan Poynter's seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal*, and his story has been told in *U.S. News & World Report*. The media comes to him because he is the leading authority on book marketing, promoting and distributing.

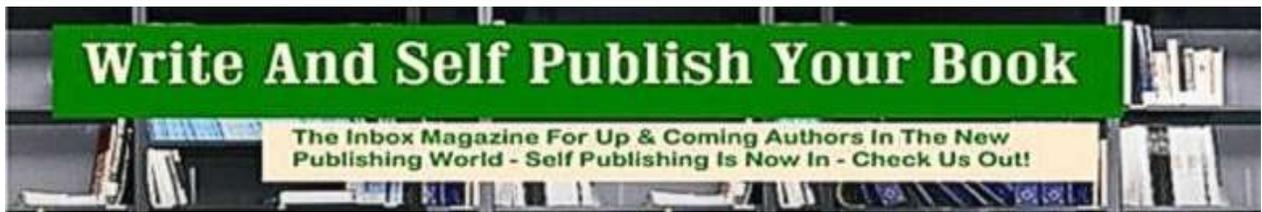
Dan was prompted to write *The Self-Publishing Manual* because so many publishers wanted to

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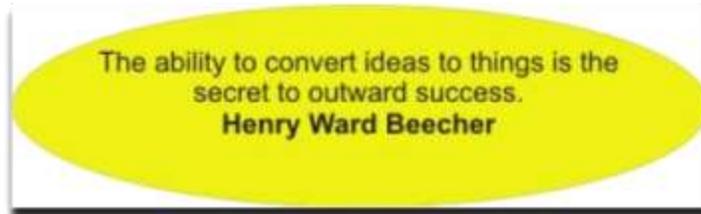
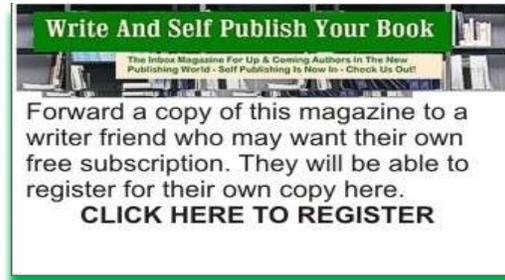


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Page 5 of 6

know his secret to selling so many books. Dan is one of the publishing industry's most energetic, experienced and respected leaders. He lives in Santa Barbara.



**Earnie Says...**

**Pay attention to what Dan has to say. Drill this info into your mind. Remember this... "Nobody is going to sell your book but YOU"**

**Dan Says...**

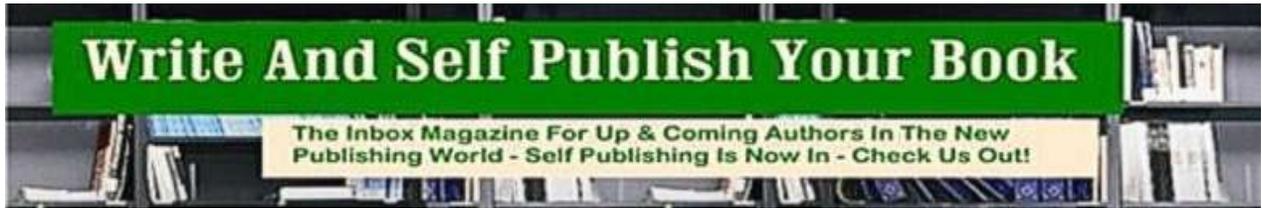
***"Promoting your book is not mysterious and does not have to be expensive. It is simply a matter of letting interested people know you have completed a book they need and it is for sale. Book promotion is up to the author. Publishers do not promote books. So do not think that even if you sell out to a large publisher they will handle the promotion of the book."***

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**Preview of next issue...** I am happy to introduce another of our experts who will be guiding you to success in "Writing and Self Publishing Your Books", **Lisa Tener**.

**How to Employ the Secrets of Compelling Writing**  
**by Lisa Tener**  
**Part I: Show Us; Don't Tell Us**

Sometimes I'm tempted to tell a novice writer that I'm not sure I can help them. Thankfully, I've usually held back from this glib statement. Lucky for me, because several of the people I've almost turned away learned a few of these secrets to compelling writing and...guess what? Their writing became good—very good. ...**Tune in next time for more from Lisa**...

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