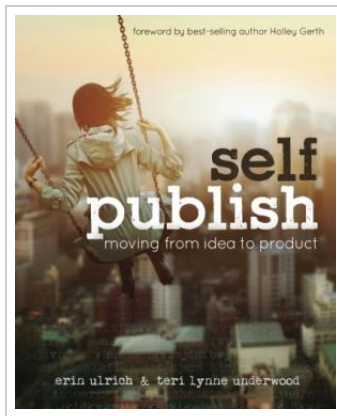




Self-Publish: Moving from Idea to Product (Paperback)

By Erin Ulrich, Teri Lynne Underwood

Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. We want you to know you can do this! Self-publishing is an opportunity for you to chase your dream, pursue your goals, and share your story. Packed with practical information, Self-Publish is the book you have always wished you had. Offering insight gleaned from working with authors and studying the publishing industry, Erin and Teri Lynne have become the voice cheering, You can do this! for those who choose to self-publish their books. Self-Publish outlines four components of a great self-published work: -Content -Design and Layout -Audience -Marketing Self-Publish is designed for the writer who values quality and is prepared to devote time to creating an excellent product. Not just another how to book, Self-Publish is really a why to book-why to develop a solid foundation, why to understand importance of quality design, why to choose the best formats for your product, and why to view self-publishing as a legitimate tool for conveying your message. The choices available to self-publishing authors can be overwhelming. Step-by-step instructions for formatting are readily available from the various self-publishing companies, and since these change frequently due...



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