

Become a Real Self-Publisher

By Michael N. Marcus

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books@ablecomm.com. 1.888.225.3999

◆There is lots of confusion about self-publishing. Many writers decide to use a “self-publishing company” or “print-on-demand company” or “subsidy publisher” with the thought that they will become self-published authors. They’re not. They’re not self-publishing. They are really just customers of vanity presses that make most of their money by selling services to writers, not by selling books to readers, and they give up a lot. Books produced by vanity presses are often filled with errors, ugly, overpriced and poorly promoted — and very few are sold.

◆It’s not difficult to become a real self-publisher, and the potential rewards, advantages and enjoyment can be enormous. This book covers setting up a publishing company, topics and titles, writing and formatting, editors and designers, marketing and promoting, price and profit, selecting a printer, graphics, terminology, distribution and more. It’s complete, easy to understand and based on extensive firsthand experience.

◆New technology enables almost anyone with a few months and \$600 to \$1,000 to publish a book that looks just as good as books published by the companies that have published books since the 19th century. For better and for worse, all creative people can now compete on a level playing field, and the ultimate judges of quality are readers, not the gatekeepers of traditional media businesses.

◆This book sorts out many of the misstatements and misunderstandings common in publishing, and guides writers from first word to first sale. It can help a frustrated writer make a quick and painless transition to become a less frustrated writer and real self-publisher.



Author Michael N. Marcus majored in journalism at Lehigh University. For over 40 years, he has been a writer, editor and entrepreneur. Marcus is author of eight books, publisher of six, an award-winning advertising copywriter, and provider of words for over 30 websites and blogs. He is known for making technical subjects easy to understand, and often humorous.



Become a Real Self-Publisher

- ▶ Publish a better book.
- ▶ Publish it faster.
- ▶ Make more money.
- ▶ Have more fun.

Michael N. Marcus

Valuable advice for every writer

Reader Comments:

“the most up-to-date, definitive book for self-publishers. Every writer who dreams of seeing their book in print needs to read it.”

“amazingly complete and detailed”

“a must-read for anyone considering self-publishing.”

“This encyclopedic book is vital for anyone with aspirations of becoming a published author. It has detailed analyses of many companies that masquerade as self-publishing companies, and valuable tips for every writer, even those who use a traditional publisher.”

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