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Reviews

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Izzard Ink, 2017. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Calling all writers! 10 Secrets to a Bestseller is the self-publishing guide you ve been looking for. Whether you ve dreamed of writing the Great American Novel, have a series of techno-thrillers in your drawer, or are drafting a self-help fitness book, you know in your heart of hearts that you re a writer. You know it because you have always felt the drive to write; because you re constantly coming up with new ideas; because you have something to say to the world . . . The only problem is getting the world to listen. That s where 10 Secrets to a Bestseller: An Author s Guide to Self-Publishing comes in. Thoughtfully crafted by Tim McConnehey, the creative force behind numerous award-winning and bestselling books, this in-depth, approachable guide will help you navigate the complex world of self-publishing, from crucial steps like researching your market and designing a great cover, to challenges like finding the right editor. In the past, authors were limited to a fine chemistry between themselves, an agent, and a publisher, and the selling process became increasingly focused on the commercially viable (as defined by the editor, marketing . . . everyone but the reader). Now, a diversity of self-publishing options has opened up a whole new world to aspiring authors where they can reach their readers directly--but a world so diverse it can be bewildering. McConnehey helps you make sense of the process involved in bringing your book to market. Looking at real-world success stories from his self-publishing company, Izzard Ink, you II learn the added value of professional design, what should be on your pre-publishing checklist, why proofreading is an essential (though often overlooked) step, how to...

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