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Sales Management

Routledge

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The IngramSpark Guide to Independent Publishing, Revised Edition Routledge

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Publish Your Family History

Barb Drozdowich

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Sales Management

Paul Lima

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Appity Slap: A Small Business Guide to Web Apps, Tech Tools and Cloud Computing Taylor & Francis Group

After being discouraged by the practices of the traditional publishing industry, the author Jeremiah Hensley

decided to take the bull by the horn, and start his own publishing company. The question was; where was he going to get the money, and how could he perform the duties that traditional publishers would normally perform for it's authors? He didn't have deep pockets, so he had to develop a method of self publishing that was cost effective, while also placing his books in the best position possible for recognition. He takes the reader through a series of mistakes that he made in the past, while trying to get his books published; and he learned from those experiences. He also encompasses the mind-set that is required in order to be

successful at publishing and starting your own company. This is not just a how to book, but is the total package that targets a specific model of publishing that is taking the publishing world by storm. He not only presents the publishing basics that anyone can understand; he also connects to the reader in a motivational manner, by giving advice, and documented evidence of how this system of publishing works. His book is the total package for anyone considering starting their own publishing company. There is also an intangible factor that he presents from his own experiences that is so compelling, that it leaves the reader with the mind-

set that if they do not follow this plan, that they will be left behind in the most powerful and surging method of self publishing books that this world has ever seen

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You intend to self-publish or have published a book or two. You're not selling very well and wonder why not. You feel you should be doing something, but the thought of "marketing" gives you nightmares. You don't want to become one of these people shouting "Buy My Book!" on Twitter. But you would still love to start selling some books, and pay some or even all of your bills with your writing income. The good news is that this is ever more possible when

self-publishing, if you set yourself up right. This is where the three-year plan comes in. The Three Year, No-Bestseller Plan For Making a Sustainable Living From Your Fiction has been a popular forum and blog post on the subject of career and audience building vs chasing sales and rankings of individual books. People have long asked me if I'm going to turn the post into a book. The post itself is about 1500 words long, but it covers only an overview of the strategy and is intended for people who are already familiar with many of the tactics discussed. There is much I could add and explain in more detail. Enter the books! Self-publishing Unboxed is a 101 guide

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