

Synopsis

BRIEF DESCRIPTION: This is Volume 2, which includes marketability tips, marketing strategies, cover design, editing your proof, perfecting your paperback and eBook, creating an online author platform, and useful tips about and other booksellers. The book is both highly informative (like how to use Roman numerals for initial pages and Arabic numbers for others and how to use basic HTML to perfect the eBook), yet also focused on useful marketing, cover design, editing, formatting, and publishing skills. The paperback edition includes a comprehensive, 21-page index to help you quickly find information. **AUTHOR:** Chris McMullen has written and self-published over a dozen paperback books and eBooks. This book also was self-published using the same techniques that are described here. **NOTES:** In contrast to the first volume, Volume 2 on marketing and marketability has very little to do with Microsoft Word. **DESCRIPTION:** Find highly detailed instructions for how to edit, perfect, and market your books. Some of the specific topics include: Several common mistakes in cover design and subtle pointers for perfecting the cover. Numerous tips for how to proofread your paperback and eBook for editing and formatting issues. Premarketing strategies that you should be applying before you publish to give your book a headstart. Using Roman numerals and Arabic page numbers, and different headings in each chapter in Word 2010. Understanding how to interpret 's sales rank and author rank. How you may receive free media coverage and how to prepare a professional press release package. A variety of tips for arranging and preparing for book readings and signings. Learning the true meaning of marketing and how to apply it to effectively sell your books. Using boldface, italics, linespaces, and bullets in your book description. All about branding your book and your image as an author. Setting up an AuthorCentral account, WordPress or Blogspot blog, and Goodreads author page. Discovering which booksellers are selling your books through CreateSpace's Expanded Distribution. **VOLUME 2 CONTENTS:** Editing Your Proof (includes marketability, cover design, editing, and subtle formatting tips). Creating Author Pages (your online author platform). Useful Tips about and Other Booksellers (like keywords, sales rank, customer reviews, and using Advantage to arrange preorders). Marketing Strategies (an introduction to the concepts and numerous free and low-cost strategies, plus several helpful tips). Updated October 1, 2014.

Book Information

File Size: 4643 KB

Print Length: 235 pages

Page Numbers Source ISBN: 1484037243

Publication Date: April 3, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00CSDUP66

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #324,801 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #168

in Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct

#291 in Kindle Store > Kindle eBooks > Reference > Writing, Research & Publishing Guides >

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Self-Publishing with is one of the best focused books I have read. It follows through better than any book I have read on self-publishing. The first 22 pages provided more information than several other 200+ page books. As a new author, I have been researching the topic for several months. Chris McMullen captures the essence of the subject. His section on marketing is worth the price of the book. I have implemented several of his ideas. He has given me many more thoughts. Anyone planning on self-publishing can use the suggestions in Chris's book to make the move. I am finding his practical viewpoints are giving me many avenues to explore. His work is not only well researched, but Chris has applied it in publishing several books. As a result, he knows his concepts work. I am glad for his helpful book and I appreciate it very much.

I have read the book from front to back and so far have my draft first 10 pages working well. I am dyslectic and that make every thing I write a challenge. I was particularly interested in using Micro-soft word because I all ready use that program because of it's spelling and gramma check's . This book explains all of the "how to" situations that present in writing a BOOK . I am 79 year of age and this is my first attempt at writing a book something My School teacher thought I would never ever be able to do, Even my children thought it would be the LAST thing I could do. When at school there were two students that were for ever being hauled out as writing the worst essays , yes one

was me. So with a smile on my face this book give me that ability to become an achieverCheers
Ross Davis

Note that you have to buy TWO different books to get the full self-publishing process. Ironically, this author--who presents himself as the expert on self-publishing--has a misleading cover and title.

What a jerk.

Vols. 1 and 2 by Chris McMullen provide the most detailed information about what is required and what to watch out for when publishing with CreateSpace. This way you can be prepared before you start filling out the forms. I had bought about 8 other self-publishing books, but they were outdated, too general or not focused on . These books by Chris McMullen are the books that I recommend to friends who are interested in self-publishing.

I bought all 3 of McMullen's books on publishing with . His books are clear and well-written. Plus, they were fairly priced. My only complaint is that the 3 books could (and should) have been edited and combined into one shorter book. There was way too much repetition between the 3 books. I could have purchased just 2 of them, but the descriptions weren't clear enough to know exactly what was covered in each book. Even if I'd purchased just Vol 1 and Vol 2, there was a lot of repetition, which got pretty boring. My recommendation is to combine the 3 books into one, charge \$20-\$25, and save readers' time. For readers...read the descriptions carefully and take time to look inside each book. Hopefully, you can figure out what you need BEFORE you buy it.

This book is a true how-to-guide for newbie self publishers. McMullen's approach is systematic with detailed emphasis on essential components of designing and proofing a self published book that looks professional and is saleable in a highly competitive marketplace. As the author of numerous books, McMullen shares his own experience with . In addition, he offers detailed advice on marketing strategies as well as information on what not to do. A Detailed Guide to Self Publishing with and Other Online Booksellers is an excellent resource for writers who are serious about self publishing and successfully marketing their books.

I have both volume 1 & 2, and am currently using them as I prepare to publish my next book. In my opinion, of all the resources for Indie Authors, this is one of the most comprehensive and useable books available. All Indie Authors should have this set in their reference library.

This is a well constructed and thought provoking book. It provides useful advice and tips on how to improve the arrangement and formatting of any author's book. I found it extremely useful and have applied its contents to my book. To all authors out there, this one's for you. Go ahead, take a peek inside the book and do yourself a big favor, purchase a copy. I did and found it great value for money. I also purchased his first volume, also a great buy! Great job Chris! Dr Lionel Smalley

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