Table of Contents

Introduction xix

An *Un*profoundly Profound Epiphany (and THE Foundation of This Book...)

Publishers Almost Always Get This Right (So, Learn from Them)

\$11K in Two Months—for Starters (& Then I Did It Again...)

Yes, Virginia, a Full-Time Living, with a Part-Time Effort

Self-Publishing (SP) Success: A Process, Not a Personality

Self-Publishing: From Last Resort to First (and Best) Choice

Five Reasons to Read this Book FIRST

A Radical Approach = A Dramatically Simplified Process

You Have ONE Job and One Job Only

My Promise: ALL the "How-To" Detail

Chapter One: Why Self-Publishing? 1

If They'll Treat Dick Cavett Like This, What Chance Do We Have?

More Clueless Publishers: "You're Not Allowed to Do What We Won't Do"

Everything a Publisher Does, You Can Do Better

And Everything a Publisher *Used* to Do, You May Have to Do Now

How to Double (or Triple) the Results of Sending Review Copies

Extra! Extra! Author Rescues Book from Publisher!

The Internet: The Great Equalizer for the Little Guy

The Huge Advantage a Self-Publisher Has Over the Big Boys

Authors: A Publisher's Necessary Nuisance?

In Praise of Lots of Cheap Books

SP: Well-Deserved Bad Reputations, But Things Are Looking Up

Yes, SPing (& This Book) Works for Fiction, Too (Says My Novelist Client)

The Downsides: It's ALL You, Baby, BUT...

Publishers Demand Major Involvement, for Chump Change

Becoming a Creative Force AND a Businessperson

Chapter Two: Learning to Love S&M (Sales & Marketing) 19

Muzzling the Mean, Menacing "Marketing" (and "Sales") Monster

My Creds: Nearly 30 Years of Sales & Marketing Experience

Developing the Marketing Mindset Is Easier than You Think

What Marketing IS and ISN'T

Sales: Bad Experiences, Bad Associations

It's About Hard-Core, High-Pressure Sales—NOT!

Guess What? You ARE Selling (Gasp!)

Keep Showing Up, Make it Easy for Them to Say Yes, and You Win

Who's the Audience? (Always the First Question)

Features vs. Benefits (Stop Talking About Yourself and Your Book)

Understand Marketing; Improve Your Love Life!

How to Stick a Fork in Your Eye (and Why You'd Want To...)

Is Your Email Signature Earning Its Keep?

The USP: What Makes Your Book Better?

Write a Book That People Will Want to Read. Duh.

What Piece of Book "Real Estate" Are You Claiming?

Book Proposals: A Good Idea for ANY Publishing Direction

Seven Steps to a FAR More Readable Book

Chapter Three: How to Build a Book 39

Your Cover: Only THE Most Important Thing, That's All...

The Secret to Powerful Attention-Grabbing Titles and Subtitles

Your Back Cover Copy: Understand How People Buy Books

AcronyMania!: OPD, BBD, ISBNs, LCCNs, PCIP, SANs, and More

Copyrighting Your Book: Cheap (\$35) Insurance

Ask and Ye Shall Receive (the Marquee Blurb...)

Writers Don't Make Good Editors (of Their Own Books)

Typesetting & Indexing: More Important than You Think

A Binding Decision: A Crash Course in Binding Types

It's "Ink-on-Paper" Time: Your Galley & Offset Print Runs

The Pricing Formula That'll Keep Your Book in the Black

Sample Production Scenarios (What's It All Gonna Cost Me?)

Chapter Four: Bullseye! Targeting Buyers and Building Demand 69

The Goal: People Hearing about Your Book "Everywhere!"

A Very Different AND More Effective Approach to Book Marketing

Who Are Your Buyers and What Turns Them On?

The First Reviewers: The Most Important Ones

Finding Tons of Reviewers Who Want to Hear from You

Speaking the Language Reviewers (and their Audiences) Understand

Books as Promotional "Dandelions" Tossed to the Wind

The Nitty-Gritty "Where-To" of Finding Reviewers

The Big Secret to Maximizing the Impact of Every Review Copy

The Marketing Boomerang: Keep It Up and It Comes Back

Find What Works and Repeat, Repeat, Repeat

Little Guys, Little Papers—BIG Exposure

The One-a-Day/Five-a-Day Plans for Successful Book Promo

Follow Up on the Follow-Up on the Follow-Up. And Repeat.

Niche Marketing for a Mainstream Book?

Case Study: How an Important Book Might Have Succeeded

Hungry Interns Want to Handle Your Promotional Grunt Work

Chapter Five: www.YourWebSite.com 93

Be in Two Places at Once—Minus Cloning Technology

24/7 Access to All the Info Buyers Need to Make a Decision

All the Links You Need on Your Site: A Checklist

Wanna Build Your Own Site? You Sure? (I Don't...)

Catching Niche Audiences in Your Web Net

Merchant Accounts: A Crash Course

PayPal: A Beautiful Thing, and Perhaps All You Need

SEO 101: Covering the Basics, No Techy Experience Required (No Lie...)

Chapter Six: Into Hot Little Hands—Wholesalers, Distributors, Fulfillment Companies, and More... 105

Wholesalers vs. Distributors: What Each Do (and Don't Do...)

Do Your Research on Distributors and Ask These Questions...

Fulfillment Companies: Key to a Simpler Life

Resources for the D-I-Y Bookkeeper (Brave Souls...)

How Do I Get My Books into Bookstores?

Too Little Demand, Too Many Returns

Build That Demand and Bookstores WILL Find You

Book Clubs: For the Fame, Not the Money

Ins and Outs of Selling to Independent Bookstores

Like the Sound of Audiobooks?

Chapter Seven: Hacking Through the Amazon.com Jungle 123

Amazon Advantage: A Self-Publisher's Best Friend

Great Way to Sell Books, Cool Marketing Resources, Fast-Paying

How to Make Sure Buyers See Your Book When Hunting for Similar Titles

Monitor Your Reviews (Bad Ones Could Go Away...)

Amazon Marketplace: If You Can't Beat Resellers (of Your Book), Join 'Em!

Selling Your Dinged Copies (You've Got a HUGE Unfair Advantage!)

Using Discount Certificates (Physical and Virtual) to Boost Income Soapbox: "Manufactured" Best Sellers & "Pseudonymous" Reviews The Secret to LOTS of Great Amazon Reviews (So Simple, You'll Laugh)

Chapter Eight: Maximizing Mainstream Media Momentum 133

A Persistent "Ship-to-Shore" Reporter: An Author's Dream
Mainstream Media (MSM): Fickle, Jaded, and Hungry for the "HOT"
MSM's Attitude Toward Unknown "Niche" Authors? Fugehdaboudit
About Fishes, Worms, Flies, and Unopened Peanut Butter Crackers
Are You Donating Review Copies?
Press Release Basics: Format, Deal-Killers, and Resources
12 Tips to Writing Stronger Press Releases that Get Noticed
Does Your Release Talk about the Book and Not This? Bu-Bye...
The Power of Getting "Personal" to Get Results
Should You Hire a Publicist: Advice, Resources, and Plugs
Follow-Up Dos & Don'ts (i.e., How to REALLY Irritate Journalists...)
"Media Resources": Make Reviewers' Jobs a Breeze (a Very Good Thing)
Simple, Inexpensive, and Creative Press Kits (and What Goes In 'Em)
Awards Contests: Build Buzz and Others' Bank Accounts (Says the Cynic...)

Chapter Nine: Free Publicity—The "Write" Way! 153

Powerful Promo: Writing and Placing Articles (Print/Online)
Complementary Publicity, Enhanced Reputation, & Maybe a Few Bucks!
Share Your Knowledge, Make Readers Happy, and Sell Books.
The Quid Pro Quo: Good Content in Return for Your One-Paragraph Plug Turn into a Marketing Machine with Article "Toolkits"
Nifty Trick #487: How to Write a Book FULL of Articles
The Top Article Directories Looking for Your Awesome Content
Your Article on Hundreds of Sites with One Click? Check This Out...
Six Tips for Maximizing Your Article-Writing Strategy

Chapter Ten: Success Is "On the Air"! (Tuning In to Radio Interviews) 161

Mainstream vs. Niche Topics: Different Strategies
What Radio Hosts and Producers Want and Don't Want
Radio/TV Interview Report and www.SabahRadioShows.com
Ten Tips to More Profitable and Enjoyable Radio Shows
The Virtues of Moving, Smiling, Thanking, Promoting, and More
Getting "On the Air" Online: Finding/Creating Shows on Internet Radio

Chapter Eleven: Dreaming of Writer's Cramp Bookstores and Beyond... 167

A Lesson from a Bookstore Manager Who Hears Voices
Managing Your Expectations of Book-Signing Success
Where Book Signings Fit Best in an Overall Marketing Campaign
Eleven Tips for More Successful, Fun, and Worry-Free Signings
Getting in Touch with Your Inner "Alpha Dog"
Nine Strategies for Maximizing Any OTHER Book Event
Beyond Bookstores: Libraries, Civic Groups, and Other "Talk 'n Sign" Ideas
The Woman Who Wrote a Book, But Made FAR More Money Speaking
Go "Back to School" and Perhaps Learn a Most Profitable Lesson
Guest Author Essay: "Bookstores Are Terrible Places to Sell Books!"

Chapter Twelve: Print-On-Demand (POD): Dream or Disappointment 181

No Virginia, You Don't Need a "Self-Publishing Company" to Self-Publish...

POD's Changing: More Options and More Reputable Players

POD Printers vs. POD "Publishers": BIG Difference

My Top 12 Beefs with POD "Publishing"

Where POD Falls in the Publishing "Pecking Order"

Why You Need Your Own ISBN (Not One from a POD "Publisher")

Who's Buying Most POD Books? (You Sitting Down?)

Usurious Add-On Pricing, Mediocre-Looking Books, Pricey Review Copies

The POD "Price Problem": Overpriced or Under-Profitable

Five Scenarios Where POD Makes Sense

The POD Good Guys and the Rogues' Gallery

Lightning Source: A POD Company AND a POD "Wholesaler"

The #1 Reason Why POD Isn't a Fit for Ambitiou\$ Authors

Chapter Thirteen: Tapping the Ebook Goldmine 201

600% Percent Profit Margins? Actually, Yes...

A Four-Part Ebook Strategy that Unfolded Organically

Ebooks: The Closest Thing to "Found Money" Going

Ebooks as Purchase Bonuses and (Profit-Exploding) Companion Products

How I Recouped \$12.5K in Upfront Costs in 45 Days

The Secret: High-Value Content that Buyers Just Have to Have

How To Create, Price, and Deliver Ebooks (& Work with Resellers)

Why an Ebook-Only Strategy Might Be a Tough Row to Hoe

Kindle Self-Publishing (and Why We Can't All Be Kindle Millionaires...)

Why Quality Is Even More Important in the Kindle World

All the How-To Logistics for Kindle/iPad/Nook Publishing

Remember: "You Don't Pay Royalties for Day Labor"

Chapter Fourteen: Welcome to "Spinoff City"! 219

A Healthy Income Stream Born of Desperation

Books Can Make \$ Directly, or Lead to Far More Indirectly

A Book as the Ultimate Springboard to Credibility and Profitability

Building a "Platform" Gradually, Organically (Minus the Goal-Setting...)

Ezines: THE Best Way to Keep Your Loyal Buyers Close

Nine Tips for the Care and Feeding of Your Ezine

Should You Blog? Not Just Because "Everyone Else Is..."

Seminars: 11 Tips for More Profits and Greater Enjoyment

Top 10 Tips for Successful Conference Appearances

Teleseminars and Recordings: More Money, Less Hassle

One-on-One Coaching: Five Tips to Successful Implementation

Affiliate Programs: Enlisting Others to Sell Your Stuff (& the Reverse!)

The "Intangible Spinoffs": Cultivating Habits that Lead to Profits

Chapter Fifteen: Miscellaneous Tips, Dos, and Don'ts 243

(Plus a Few New Ones!)

Chapter Sixteen: To Nearsightedness and Small Elephants 253

Develop a Healthy Nearsightedness or You Might Freak...
It's All About "Triage" Because You Can't Do It All
Let Your Business Evolve Naturally, Grasshoppa...
Carry a Compass Instead of a Map (with One Exception)
Go Create YOUR Success Story!

Appendix A: Using Social Media to (Actually) Sell Books 259

Appendix B: Self-Publishing Resources 267

Appendix C: The Well-Fed SP "Biz-in-a-Box" Teaser 279

Appendix D: The Well-Fed Self-Publisher Time Line 283

Appendix E: Your Home Shipping Center 291

Appendix F: Foreign Rights: Taking Your Book Global 297

Index 305

AUTHOR NOTE: The chapter subheads in the preceding table of contents do not correlate to actual subheads in the book. This was done intentionally as a way to give a casual browser, prior to purchase, more descriptive verbiage, so they could quickly grasp the subjects covered in the book. For a "linked" table of contents, please see the end of the book (or the bookmarks in your document).