

"Peter Bowerman's *TWFSP* is perhaps the single most important factor in my winning a First Place Benjamin Franklin Award for Best First Book for *Kingdom of Simplicity*. I literally followed the book word for word, and I swear it's the reason my imprint was a success. *TWFSP* is more than a book (and this new edition is even better, if that's possible). It is a life-changing experience if you commit yourself to doing the work, and it's absolutely helping to raise the standards of excellence in self-publishing."

— **Holly Payne**, Author
Kingdom of Simplicity,
2011 Grand Prize Winner; *Writer's Digest Self-Published Book Awards*
Writing coach, founder of Skywriter Books; www.skywriterbooks.com

"An unusual and unusually good book in the self-publishing genre. Grounded in a philosophy of excellence, reinforced with solid training in sales and marketing fundamentals ("marketing-averse" authors, rejoice!), this book keeps up a lively, readable cadence, while delivering page after page of detailed how-to. While many books offer up the production logistics of self-publishing, this new edition of *TWFSP* delivers all that as a given, while fulfilling on the promise of the book's subtitle: turning one book into a full-time living. Recommended."

— **Dan Poynter**, Author (120+ books)
The Self-Publishing Manual;
www.parapublishing.com

"Peter's book is an extraordinary resource. Many books talk about how to get published but few address *how to actually make money doing this*. Peter is a walking testament to the work he does, and *TWFSP* is the next best thing to having Peter right there with you, helping you along. I highly recommend it to anyone about to publish, knee-deep in the process, or even after publishing. This industry is confusing and ever-changing. Get this book and let it be your roadmap to success!"

— **Penny Sansevieri**, CEO, Author Marketing Experts, Inc.,
Adjunct Professor, NYU; Author, *Red Hot Internet Publicity*
<http://www.authormarketingexperts.com>

"The reality is that very few authors actually make a living from their books, and since Peter Bowerman has done this for over a decade, he is the ideal person to share all the ways in which this is possible. *TWFSP* is jam-packed with practical, real-world advice for authors serious about achieving success with their books. Highly recommended."

— **Stephanie Chandler**, Author
The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Help You Build an Audience and Sell More Books; <http://AuthorityPublishing.com>

"When we decided to self-publish *My Orange Duffel Bag: A Journey to Radical Change* after 60 rejections and two agents, I looked at every book out there on self-publishing, and Peter Bowerman's practical, out-of-the-box, fun-to-read and comprehensive guide on the subject was, by far, the best. Following his book's advice, we subsequently sold 12,000 copies in six months, won eight awards, got the majors to distribute it, made it on CNN and several other media outlets, and eventually sold it to Random House for a six-figure advance at a mini-auction. I'm using this latest edition on a new project right now, and recommend it to everyone who approaches me about self-publishing."

— **Echo Garrett**, Co-author,
My Orange Duffel Bag; www.aResoundingEcho.com

"As self-publishing takes off, the need to be both an author AND a marketer has never been greater. This comprehensive guide takes you from concept to finished book, then shows you how to breathe life into your baby and get it noticed. Bowerman offers an authentic, realistic, detailed and engaging 'lay-of-the-land' that's an ideal first stop for new self-publishers, but with plenty to offer seasoned pros as well. Highly recommended."

— **Jonathan Fields**, Author
Uncertainty: Turning Fear and Doubt into Fuel for Brilliance
Founder, Good Life Project; www.goodlifeproject.com

"In this new edition of his well-researched and eminently readable how-to publishing guide, *The Well-Fed Self-Publisher*, Peter Bowerman, once again, takes a huge topic and successfully demystifies it 'one bite at a time.' In a clear, easily understandable and entertaining style, he teaches the reader step-by-step not just how to publish but how to create a publishing business. A must-read for aspiring or current authors."

— **Florrie Binford Kichler**, former Executive Director of IBPA
Publisher, Patria Press, Inc.; www.patriapress.com

"Hands down, *TWFSP* is one of the best books out there on self-publishing, and one of the few I always recommend to my clients. I've worked in traditional and independent publishing for over three decades, and Peter is spot-on in his analysis of the publishing world. I do book design and layout, and every client who's read *TWFSP* is well prepared, knows their stuff, and understands the business of publishing. They also talk about Peter with enormous awe and respect. If you are going to self-publish, don't do it without Peter's guidance and this book."

— **Marian Hartsough**, Book Designer; www.marianhartsoughassociates.com
Co-author, *Publishing for Publicity*; www.publishingforpublicity.com

"A welcome update to this useful book. Any author who seriously wants to create a sustainable business from writing and publishing should study this book intently. It's full of hard-earned, real-world advice from someone who has been there and who can show you how it's done. Recommended."

— **Joel Friedlander**, www.TheBookDesigner.com

"*TWFSP* is the single best guide to self-publishing in the marketplace. I have been singing Peter's praises to my coaching clients and writing students ever since I came across *TWFSP* several years ago. Although I'd had over 20 books commercially published, I was exploring self-publishing for my new book *Raising Bookworms*. Peter's book was far and away the best I found, and by incorporating his suggestions throughout, I'm happy to say my book won several awards and is now in its fourth printing."

— **Emma Walton Hamilton**, Author (20+ books), Editor, Arts Educator
www.emmawaltonhamilton.com
Founder, *Children's Book Hub*; www.childrensbookhub.com

"Want your book to become your career? Grab this resource! More than a primer on the 'mechanics' of self-publishing, *TWFSP* is chock-full of the branding, marketing, and selling tips and tactics that today's ambitious authors need if they're going to use their books to create valuable opportunities."

— **Sandra Beckwith**, Publisher, *Build Book Buzz* e-zine,
<http://buildbookbuzz.com>
Author, *Get Your Book in the News: How to Write a Press Release That Announces Your Book*

"I really liked the original edition of *TWFSP*, and this one delivers even more! If you're new to publishing, use it to get up to speed fast. Unlike most books on the subject, it's full of practical "how-to" detail to help you actually prosper as a publisher, not just crank out a book. I've been publishing in the same genre as Peter for over 25 years, but still discovered many new ideas. Highly recommended."

— **Shel Horowitz**, Author
Grassroots Marketing for Authors and Publishers
www.frugalmarketing.com

"Almost daily, I counsel would-be authors/self-publishers about the book business. We'd both be more productive if they'd spent more time educating themselves—both about the book publishing business and writing and producing a book people will want to read. Happily, in new edition of *TWFSP*, Bowerman entertainingly shares everything these folks need to know to make their book journeys productive, profitable and enjoyable."

— **Kate Siegel Bandos**
KSB Promotions ("Visibility Specialists")
www.ksbpromotions.com

"If you want to be a *profitable* self-publisher, as opposed to a 'books-in-garage' self-publisher, Peter Bowerman's *The Well-Fed Self-Publisher* is required reading.

— **Fern Reiss**, Author
The Publishing Game series; www.PublishingGame.com

"No one loves your book more than you do. And no one can publish and market it better than you. That's why *TWFSP* is must-reading for anyone dreaming of writing a book. (Pssst! It can even help you revive a dying book marketing campaign). You'll love Peter's, 'Here's what I did and here's how I did it' blueprint for selling 70,000+ books. His infectious enthusiasm for YOUR success practically jumps off the pages. Beautifully done. I almost never read business books at bedtime, but I will devour this one."

— **Joan Stewart**, Publicity expert (a.k.a. The Publicity Hound),
Author, *How to Be a Kick-Butt Publicity Hound*
Publisher, *The Publicity Hound's Tips of the Week*; www.PublicityHound.com

"Peter Bowerman is the type of guy who would have been a success in any field he chose to take his talents. He is that unique a person. What a break for self-publishers that he chose publishing! Whether you're a self-published author or a huge conglomerate publishing house, you'd be well served to read and apply the information Peter's packaged in this worthy successor to the critically acclaimed original edition."

— **Bob Erdmann**, President, Columbine Communications & Publications
Publishing/Foreign Rights Consultant with Five Decades of Experience
Two-term President, *Independent Book Publishers Association (IBPA)*;
www.bob-erdmann.com

"EXCELLENT book that builds nicely on the (already brilliant) original edition. In today's shark-filled self-publishing waters, it's great to find a book that doesn't sugar-coat the real work involved in SUCCESSFUL self-publishing, while full of ideas, tips and strategies to help the serious self-publisher turn a dream into profitable reality. While I've read plenty of self-publishing guides, new ideas jump out from every page of this book, making me think, "I've got to try that!"

— **Maira Allen**, Author
Starting Your Career as a Freelance Writer
Editor, www.writing-world.com

"I've lost count of how many times I've recommended *TWFSP* to aspiring authors and publishers. This new edition is a worthy update to the first edition, which earned space on my own bookshelf a long time ago. And Peter's friendly, candid advice to "write a really good book" and "take massive action" made me appreciate the new *TWFSP* even more.

— **Susan Daffron**, Author/publisher of 14 books;
www.TheBookConsultant.com

"Peter puts his Well Fed Writer expertise to work for the self-publisher. He knows his stuff including the essential marketing part of the self-publishing process."

— **Carolyn Howard-Johnson**, Author, multiple-award-winning,
Frugal Book Promoter (Second edition); www.howtodoitfrugally.com