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into a
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Living*

P e t e r B o w e r m a n

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M.J. Rose, (Former Self-Publisher)
Author, International Bestseller
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The Publishing Game series
www.PublishingGame.com

“As an industry insider, TWFSP is a refreshing alternative to most of what’s out there on the subject. Peter Bowerman’s genuine, first-person, peer-to-peer approach is great; for this reason, I would highly recommend it.”

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www.selfpublishing.com
www.publishingbasics.com

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Francine Silverman, Publisher
Book Promotion Newsletter
www.bookpromotionnewsletter.com
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“One of the few books that doesn’t just tell you how to churn out a book, but how to succeed as a publisher. After more than 20 years publishing in the same niche as Peter, I still found many new ideas. Great way to shortcut the learning curve.”

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

“Finally, a book that shows self-publishers how to make money instead of simply spending it. Peter Bowerman, who’s learned, firsthand, how to thrive financially as a self-publisher, generously shares his proven methods in this down-to-earth, first-person narrative. Self-publishers will find a dazzling array of examples, contacts, and plenty of ways to become well-fed.”

Bob Erdmann, President, Columbine Communications & Publications
Publishing Consultant with Four Decades of Experience
Two-term President, *Publishers Marketing Association*
www.bob-erdmann.com

“Most authors have little to gain and much to lose by not taking advantage of self-publishing. Peter shows you in crystal-clear detail how to write, package and market your book—often with better results than what a big publisher could produce. A goldmine of creative ideas that will save you time, money, and migraines.”

Joan Stewart, Publisher
The Publicity Hound’s Tips of the Week

“GREAT book. This guide tells it like it is. I’ve read plenty of self-publishing books, and figured I’d pretty much seen it all, but I kept coming across ideas that leaped out at me, and kept saying, ‘I’ve got to try that!’ It gives the serious self-publisher all the information needed to turn a dream into a success, but makes it clear that this is no business for the dilettante!”

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

“Peter tells it like it is. While the nitty-gritty elements of self-publishing add up to serious business, Peter makes learning the ins and outs of the process fun. From the whys and hows to the ‘sure-you-can’ pep talks, this excellent book guides you along the complex yet fulfilling publishing path.”

Kate Siegel Bandos
KSB Promotions (“Visibility Specialists”)
www.ksbpromotions.com

“Easy to read and informative, Bowerman reveals the secrets of how you can turn your self-published book into a profitable, full-time living—secrets that can mean the difference between making huge profits or expensive mistakes.”

Marisa D’Vari, Author
Building Buzz: How to Reach and Impress Your Target Audience (and four others).

“Regardless of whether you’re publishing your first book or your fifth, TWFS is a MUST for every author considering the self-publishing route. Thorough, exhaustive in its research and packed with tips, hints and solid advice, TWFS belongs on every author’s shelf.”

Penny C. Sansevieri, Author

From Book to Bestseller

President and CEO, Author Marketing Experts, Inc. www.amarketingexpert.com

“A complete six-course feast on self-publishing. Chow down on these hands-on, creative tips for people at any stage of the publishing process. Turn your income streams into raging rivers, and have fun in the process.”

Brian Jud, Author

Beyond the Bookstore (a *Publishers Weekly* title)

Host, The National Special Sales Summit”

“If you’re considering self-publishing (because it makes good business sense and good sense for your creative self), this book is for you. When you’re done, you’ll know more about publishing—and promoting—your book than most publishers listed in the book marketing guides.”

Carolyn Howard-Johnson, Author

The Frugal Book Promoter: How To Do What Your Publisher Won't

USA Book News' Best Professional Book

“This is essential reading for any new author! This comprehensive, up-to-the-minute guide on how to market and sell your book – online and off – is equally useful whether you’re a self-publisher or a non-celebrity author with a mainstream publisher. Don’t launch your book without it!”

Debbie Weil, Author

The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right

www.TheCorporateBloggingBook.com (Free chapter download)

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Jessica Hatchigan, Author

How to Be Your Own Publicist

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Kathleen Shaputis, Author

The Crowded Nest Syndrome; 50 Fabulous Places to Raise Your Family, 3rd Edition

www.Shaputis.com

“Peter Bowerman shows how you can write, publish, market, and sell your books in generally less time than it does for you to send out a query and wait to hear from a publisher, AND make more money per book sale, too!”

Priscilla Y. Huff, Author

Make Your Business Survive and Thrive! 100+ Proven Marketing Methods to Help You Beat the Odds and Build a Successful Small or Home-Based Enterprise

“I SO enjoyed this book. I’ve self-published several books, and the advice in this great book keeps it real. Things I’ve learned along the way, challenges I’ve faced...it’s all captured here. I’m getting behind on my projects because I can’t stop reading it.”

Peggy Duncan, Author,

Conquer Email Overload with Better Habits, Etiquette, and Outlook 2003

www.PeggyDuncan.com.

“Don’t submit a book manuscript anywhere until you read this book. Bowerman reveals exactly why so many authors are receiving poor deals from book publishers. And not being one to leave you without sound advice, his book provides a practical and proven blueprint for self-publishing success.”

Gary McLaren, Editor

Worldwide Freelance Writer

www.worldwidefreelance.com

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Michael A. Stelzner, Author

Writing White Papers: How to Capture Readers and Keep Them Engaged

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Keith Pascal, Author,

Coin Snatching: The Reputation Builder

www.CoinSnatching.com

The Well-Fed Self-Publisher:

*How to Turn One Book into
a Full-Time Living*

Peter Bowerman

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Introduction

On September 1st 2004, I released my second book, *The Well-Fed Writer: Back For Seconds*. For the first month, it was only available on my web site. It wasn't in the bookstores or on Amazon yet (*Writer's Digest Book Club* had copies, but that just helped the overall promotional efforts).

I had been promoting the book's upcoming release to my monthly ezine subscribers for a good six to eight months, building the buzz and anticipation. Given that direct purchases from me netted far and away the most profit, I wanted to grab as many of those sales as possible. Well, things went pretty well...

That first day, I sold \$2,000 worth of books, and ended up with over \$11,000 in sales for the first two months, of which roughly 80% was clear profit. These results were the culmination of a marketing strategy launched over four years earlier. Not always precise, well orchestrated, or even planned much in advance in many cases, but substantial enough for long enough to make good results downright inevitable.

A Full-Time Income...

This is the potential of self-publishing. And that was just one book through one outlet. Bookstore and Amazon sales, once they kick in, drive healthy sales numbers by themselves, and on a steadier, more ongoing basis. All told, *my first book essentially provided me with a full-time living for the better part of five years.*

That's what we're talking about here. Not struggling as a self-publisher, or even just making some nice "mad money" on the side. I'm talking about the potential of a *full-time living*. Which is why I've extended the "Well-Fed" brand to this book: self-publishing has absolutely been a "well-fed" venture for me.

Yes, I still took on some commercial writing jobs (the field that was the subject of my first two books) to stay in the flow, but I didn't need the work to make ends meet. Now we're not talking "picking-out-chateaux-in-the-South-of-France" kind of money, but the book paid all my bills (including a couple of print runs each year), allowed me to stay the course in funding my retirement account, stay completely out of debt, and take a few nice vacations each year. Would that work for you?

...With Part-Time Effort

I did all that with an effort, which, while formidable, was most definitely front-loaded. Once the machine is up and running, it definitely doesn't require a full-time effort, though if you did work it to that extent, who knows where it could take you? This sort of financial return is possible because you don't have to sell zillions of copies of your book to make a living from it. When your profit per book (after all expenses) is three, four, five, or more times what you could make with a conventional publisher, you can generate a nice income stream with much lower sales numbers.

And we're talking about the best kind of income stream—a *passive* one. You get nice checks every month, even though you're not working nearly as hard as you did at the outset. Increased income gives us options, and *passive* income truly offers up the potential of a quality of life you likely can't imagine right now. But trust me, it's nice.

Time for a Life?

What's absolutely possible, as a result of these income streams, is to be able to carve out some time and space of your own. Depending on your circumstances, that could mean freedom from the 9 to 5 grind, pursuing other personal projects, 'smelling roses' time, or whatever else beckons. I'm guessing that sounds good.

Yet, this wonderfully tantalizing discussion doesn't even touch on the deep sense of satisfaction and accomplishment one gets from building something real and substantive out of nothing more than an idea. Not to mention touching thousands of lives and perhaps making a profound difference in those lives. All of which transcends the money (but hey, we'll take that, too...)

Yes, these were my results. Yours may be different. I'm not you. My book isn't yours. Everyone's monthly obligations differ. But, I'm living proof that it absolutely can be done. Many authors have done it. There's nothing particularly mysterious, difficult, or overly complicated about the process. It just takes hard work, creativity, enthusiasm, persistence, and yes, some money. We'll get into the specifics of all that in the coming pages. But throw yourself into it, and you could end up with a pretty nice life.

Understand this: **Success as a self-publisher is far more a function of a *process* than an *aptitude*.** It's far less about some way you have to *be* than it is about a bunch of things you have to *do*. And when we're talking about actions, we're talking about something you have total control over.

Fact or Fiction?

“The only reason to self-publish is because you can’t land a publisher.”

Every time I hear that, I’ve gotta smile. The unspoken implication being: the preferred route is to land a publisher. Well, call me crazy, but I disagree. For me, self-publishing is the *first* choice. I actually did not explore the conventional publishing route with anything more than half-hearted zeal. Yet, given the subsequent success of my books, especially the first, I have zero doubt that I could have attracted any number of conventional publishers had I decided to go that route. But I knew pretty early on in the process that I wanted to keep control over the project and process, keep the rights to my work, and most importantly, keep most of the profits.

Self-Publishing: The Perception

Self-publishing. One simple, hyphenated word with a boatload of baggage. What comes to mind when you hear it? Last resort? Desperation? Shoddy production quality? Ugly book covers? Pipe dreams? Poverty? Vanity? The realm of the amateur? Well, it’s certainly meant all that for many people, but I’m living proof that there’s a new definition out there, one with rising profits as well as rising industry respect. And as it gets progressively harder to land a deal with a conventional publisher, more and more of those writers and aspiring writers with a book inside them are starting to (cautiously) glance in this direction.

All of which raises a key point: this book pre-supposes that your goal is commercial success. Not just, “I’d *like* it to be a commercial success.” Everyone wants that. If you’re just interested in writing a book as the proverbial labor of love, with no concern whatsoever about whether a dime ever flows your way, great. *And*, this book won’t be for you. If that *is* your situation, you’d be better off publishing conventionally or via print-on-demand (POD),—see Chapter Twelve—where your upfront financial obligations are lower or maybe non-existent. As will be, in all likelihood, your profits.

This book isn’t about how to write a book; there are plenty of books out there on that subject (Hint: the secret is turning off the TV, working on it a little bit every day, and stringing enough of those days together. Voila! A book. There. I just saved you heavens-knows how much money and time on books and seminars that’d tell you the same thing).

My Goal: Your Success

The focus of this work is to help you create a powerfully “packaged” book, aesthetically speaking, and to give you the tools to help you maximize your

marketing, promotion, and publicity efforts in order to turn a handsome profit on your masterpiece. Simply put...

I'll show you how to create a book indistinguishable in quality from one produced by a reputable publishing company; how to do a far better job of marketing and promoting that book than a publisher ever could; and how to make far more money than you ever would with that publisher. And by doing it all yourself, you control the timetable (potentially shaving 12 to 18 months off production). Plus, you retain all the rights, allowing you to leverage the brand you've created into a host of profitable "spinoff" businesses—each with its own income stream.

This book is for those who want to turn their passionate creative efforts into real "pay-the-mortgage" money. I can't absolutely guarantee it will happen with your book, because I don't know anything about you: how driven you are, the genre of your book, your relative level of marketing savvy, business experience, etc. But what I can do is show you what's worked for me.

I mention genre because, obviously, my self-publishing experience is in the non-fiction realm. While general non-fiction lends itself well to self-publishing, a non-fiction how-to book (like mine) is, arguably, the genre best suited for self-publishing. Why? For starters, the buying public has an insatiable appetite for information, and if you can provide the how-to content people want, package it in a compelling way, and are creative and aggressive about getting the word out, you'll do well.

Secondly, in terms of the "getting-the-word-out" process, with non-fiction how-to, it's relatively easy to identify and pursue specific target audiences, a subject to which we'll devote plenty of real estate in this book. Fiction is a different story, and frankly, much more difficult, as we'll explore in the next chapter.

Why This Book?

There are some real classics out there on self-publishing (see Appendix A, especially the first four listings under *Books*, all of which you should read as well). What does mine offer that the others don't? Plenty—in perspective, approach, content, and style. And I'm saving the best for last. For starters...

1) Sales & Marketing Coaching

The very concepts of "sales" and "marketing" are often downright terrifying to creative types. But as readers of my first two books can attest, I specialize in muzzling the mean, menacing, marketing (and sales) monster, which I've devoted all of Chapter Two in this book to doing.

Okay, so I probably won't turn you into phenomenal marketing whizzes in the course of one book (*not* necessary to succeed here). But I promise to demystify

some intimidating concepts so you can maximize your ability to market your book successfully—minus any irrational fears of the process.

What qualifies me to make these claims? I bring two invaluable perspectives—and close to three decades of experience—to the table. I was a professional sales and marketing person for 15 years, and I've been a full-time professional freelance marketing copywriter for close to the same period (overlapping with self-publishing since the late 90s). Everything I've learned in those two fields absolutely applies in a BIG way to self-publishing.

Like it or not, it's all about marketing. It's all about being persuasive, about putting your best foot forward, determining what sets a company and its products apart (in our case, our books), and how to showcase that in all our written marketing materials. That means book titles, press releases, book sales sheets, online promo copy, email marketing pitches, and about a gazillion other things.

It's about making personal contacts. About identifying an “audience” and crafting the right message to reach a particular audience—whether it's readers, reviewers, media folks, bookstores, wholesalers, distributors, or any other group you need to persuade along the way. It's about speaking to what your audience values, not talking about yourself and your book. It's about figuring out what your book does better than others and letting the world know (like I'm doing here...).

It's about the power of simple, repeatable systems to virtually automate a marketing process. About developing the confidence to *not* put big-name industry players on a pedestal, and to know that you have every right to be in the game, too. It's about teaming up with others to move a project forward. It's about realizing that it's a numbers game and that you need to make the law of averages work for you, not against you. It's about using a web site as the linchpin of a marketing campaign. All of which we'll discuss.

2) One Big “Real World” Case Study

If you're contemplating self-publishing, but don't know much about it, I assert that this book is the best place to start. Why? Well, some books, while gloriously comprehensive, seem to want to offer up everything you possibly *could* do to market your book, the end result being that you feel so overwhelmed, you want to crawl into bed, pull the covers over your head, pop your thumb in your mouth, and not emerge for a week.

More importantly, that approach often feels theoretical. Given that there's no way one author could possibly do anywhere near everything listed in those books, it bears little resemblance to a real-world scenario (NOTE: John Kremer, author of *1001 Ways to Market Your Books*, makes it clear that one

person can only realistically do five or ten of the 1001 well, and that you just need to find those best suited to you and your book).

By contrast, this book concentrates on the things you *need* to do, and more specifically, the things I *did* do to achieve the success I had. And by the way, Appendix C contains a time line, starting from before you begin writing your book right through to after the final version has been printed. It'll tell you exactly *what* you need to do and *when*, so you stay on track throughout the whole process.

Rest assured, I'll offer plenty of ideas beyond the basics, while getting into a level of detail *not* found in other books. As I learned from my first two titles, readers want you to spell things out. *Don't tell me I need to have a press release. Show me how to create a good one. Don't just mention buying shipping envelopes for my books. Tell me what kind, the company, the model number, and how to reach them. Don't just talk about the value of putting an ezine together. Give me some tips, dos and don'ts, and resources.*

Speaking of that, whenever you see this icon (☞) throughout the book, it means that the item just discussed appears in my separate ebook, *The Well-Fed SP Biz-in-a-Box*, an overstuffed compilation of virtually every piece of written marketing material I crafted in the course of my successful book marketing campaign. It's available as a separate purchase (and for a ridiculously reasonable price). See p. 265 for full details.

3) Focus on Profit AND Process

Many books in this arena focus on the *process*: all the steps involved in producing, marketing, and promoting a book. That's fine, but wouldn't a focus on SP'ing *profitably* be more compelling? Yet, in order to do that, you'd have to have had successful books. Well, I have (as have a few others, of course, but certainly not all). Read this book, and you'll get all the how-to "process" stuff, but delivered through the filter of someone who's made a healthy living with his books. I say that counts for something.

4) A Fun Book

Then there's my writing style—which was, according to readers of my first two books, one of the biggest pluses of those works. Countless times, I heard virtually the same comment: *I feel like you're sitting across the table from me over coffee, chatting.* This is a fun book as well. I say that's important when you're just getting your feet wet in this big, new, deep, scary pool. Plus, I'm "fresh from the fight"—steeped in all this, right now, as you read these words. But, I say, the most important plus of this book is the approach. Read on...

5) A Radical Strategy

A little background. In my second book—*TWFW: Back For Seconds*—I discussed adopting a healthier approach to cold phone prospecting for work (i.e., “cold calling”), one that revolved around the concept of *Actions vs. Results*. As I saw it, focusing on *results* (i.e., the positive outcome of prospecting calls: “hot leads” or writing jobs) was a surefire way to create major anxiety. Why? Because you really don’t have any control over whether any given round of calling will yield those results.

By contrast, I asserted that the writer who simply set a goal of making, say, 50 calls a day, would have a far less stressful day on the job. Why? Because he has total control over the *action* of making 50 calls, with nary a thought spent on the *results* of those calls. Once he makes 50, he’s done for the day. Goal accomplished. The clincher, of course, was that focusing on *action* (assuming a pretty high volume of action, which lets the Law of Averages work for you) would absolutely guarantee the *results*. Knock on enough doors, you’ll get the business. Well, same goes for the self-publisher.

Thanks to some brilliant 11th hour facilitation by my editor, Geoff Whyte, it occurred to me that, as a self-publisher, I’d essentially taken the same *actions* approach. There were three parts to this:

a) ONE Job: Early on, I realized that, as a self-publisher, once you physically produce a book, you have *one* job and one job only: **Build the Demand for Your Book**. You want to farm out everything that doesn’t have to do with marketing, promotion, and publicity (i.e., warehousing, fulfillment, shipping, web site, etc.), and perhaps even a few that do. All of which we’ll explore later.

b) Targeted Audience: I realized early on that, with a “niche” book, pursuing mainstream media attention (the standard book promotion strategy and far better suited to books with broad appeal) would be, by and large, a waste of my finite time.

Instead, I determined that, by identifying my target audiences and pursuing the gatekeepers (to those most-likely buyers) in order to land reviews, blurbs, mentions, interviews, radio shows, green lights to write articles, etc.—the “demand-building” activities that drive people to my site, bookstores, and Amazon—I’d maximize the results of any given contact. As we’ll explore later, this can be a more effective strategy even if you *do* have a mainstream book.

c) Massive Action: I approached this undertaking with a simple hypothesis: if I reached enough of the right people (as described above) with my story, and got enough review copies out there, I’d build that demand, and book sales would fall into place. Which is how it worked out.

What was my definition of *enough*? I thought in big numbers: 350-400+ review copies. Yes, that sounds daunting, but keep in mind two things: 1) we're talking three-plus years here, and 2) if you're hitting it hard at the outset, you can easily get one-third to one-half of that number out in the first few months.

I say it was a pretty potent trifecta. I knew what my *one* job was, zeroed in on the "key influencers" most likely to welcome my overtures, and did a massive amount of it. It reduced a self-publisher's responsibility to **One Big Targeted Job**, not a whole laundry list of energy- and focus-diffusing tasks. Just as importantly, it all added up to a situation where *I was in control of enough things to ensure my success*.

That's in contrast to, say, someone who's trying to handle all aspects of the SP process, not doing enough promotion (likely *because* they're trying to do it all), and hitting up fickle mainstream media who, more often than not, couldn't care less about us little guys. And that, ladies and gentlemen, is the story of so many SP'ers out there. Lots of frustration, little control, and littler success.

Incidentally, this strategy of mine is also a stark counterpoint to another "out-of-control" scenario: that of an author who goes with a conventional publisher who determines how the book will be marketed and how much time and money they'll devote to that process (read: little and little) until they move on to the next "flavor of the month." *And they have the rights to your book. Ouch.*

(Note: Succeeding financially with the above formula presupposes that you've produced your book cost-effectively enough that you can make money after all expenses, discounts to wholesale/distribution entities, shipping, etc. But that's easy enough to do if you follow the rules. More on this in Chapter Three).

Think BIG

Piggybacking on the three-point strategy above, I say one of the biggest reasons I've been financially successful in this venture is that I don't have a "small potatoes" mentality. A disclaimer: I *know* that not every book is like mine and can follow the exact steps set out in this book. So, please don't hear what follows as belittling any given person's efforts to promote their book. You've got to do what works for you. I'm just trying, as much as possible, to help people set their sights higher.

Since I began my SP adventure in 1999, I've read or heard countless accounts of self-publisher "success" in publishing newsletters and in writer's group meetings and conferences. Often, this "coup" was something like getting a local independent bookstore to carry a few copies of their book. Or perhaps

convincing a local library to stock a few free books. Or sharing their excitement over one review in some mid-profile publication. Nothing wrong with any of that.

Majoring in Minors

But I say that celebrating *any* validation from the larger world, no matter how modest, is thinking small—it's a "starving self-publisher" mentality very much akin to the "starving writer" version. In both cases, it's as if they feel, perhaps unconsciously, that all they deserve is the scraps. That, by definition, the road they've chosen is one on which they're destined to be unappreciated, unacknowledged, and poorly compensated.

The very act of celebrating every minor triumph, in my humble opinion, affirms some fundamental belief that you don't *really* belong there—that you've pulled off this coup thanks to a bit of rare generosity from the larger world that saw fit to throw you a bone. Lose that mindset, and realize you have every right to be there.

More importantly, per the earlier discussion about keeping in control of the process, this "small" mindset shifts that control back into the hands of others and away from yourself. Which just perpetuates the idea that you're at the mercy of forces beyond your control. NOT so. I say, keep your eyes on your #1 job, choose the avenues where you're most likely to be welcomed, take a LOT of action, put the blinders on, and keep at it. You'll be amazed at how far you can go.

Of course, I also suspect there's a perceived payoff to the struggle: that suffering for the sake of art (pearls before swine?) is a noble, romantic calling. Not for this boy.

I approached this adventure with success in mind. But, know this: I didn't set some ambitious goal for book sales, and had no grand strategic plan when I started. That said, I did feel that any outcome was possible, and focused on getting the highest return from my actions, given the limited 24-hour day and other commitments I had.

Laser-Focused Activity

As mentioned, I focused on reaching "key influencers" with *demand-building* activities. Maybe I missed out on a big opportunity, but convincing a small independent bookstore to carry my book or a library to stock a few free copies didn't seem like as good a use of my time as landing a review on a web site with thousands of visitors a month. Sure, if I were visiting some town, I'd stop in the library and perhaps donate a book if they didn't carry it, but I knew that was one tiny brick in a much larger wall.

Friends on Your Side

If you're seriously considering the self-publishing route, one of the first things you need to do is join both of the big independent self-publishing organizations: PMA, the Independent Book Publishers Association (www.pma-online.org), and Small Publishers Association of North America (SPAN—www.spannet.org). PMA is much bigger, but both are worth joining.

You'll find a wealth of resources, cooperative marketing programs, helpful articles, tips on promotional vehicles, and much more in their monthly newsletters. Each organization holds an annual self-publishing "college"—two to three days of seminars with experts (again, PMA's version is much bigger). PMA also sponsors the highly prestigious annual *Benjamin Franklin Awards*, which recognize excellence in independent publishing.

I'm Just Like You

Let me leave you with this. I've had some pretty atypical success as a self-publisher, hence this book. Yes, I had some experience and talent in the areas of marketing and writing that contributed to my success. But, I assert that anyone can learn how to do any of this, and I'll do my best in the coming pages to give you all the tools you need to do just that.

If you're reading this book, I'd say chances are we're more alike than different. I'm a typical human being. I've got a healthy lazy streak and don't like to work any harder than I have to. I'm sporadic in my marketing efforts. I don't always follow up when I should. I don't always get it right, and don't have it all figured out by any stretch of the imagination. I'm still pretty inefficient in the way I do some things, and I'm still doing too many things myself. I continue to feel my way through the process, and have a long way to go until this machine is running like a Swiss watch.

Yet, despite all these imperfections, I've built something that paid all my bills for a long time. Which means I've done a lot of things right. And which also means that you don't have to do everything right to be successful.

So, a bit intrigued by the possibilities? Let's go take a look at why self-publishing makes so much sense, and why conventional publishing is making less and less...

NOTE: *Virtually none of the many vendor resources mentioned throughout the book were even contacted in advance to let them know I was including them. They are here because they've done a great job for me, or because of positive feedback from my independent publishing colleagues.*

The notation "SP" is used throughout to refer to self-publishing.

The terms "self-publishing" and "independent publishing" are used interchangeably throughout the book.

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