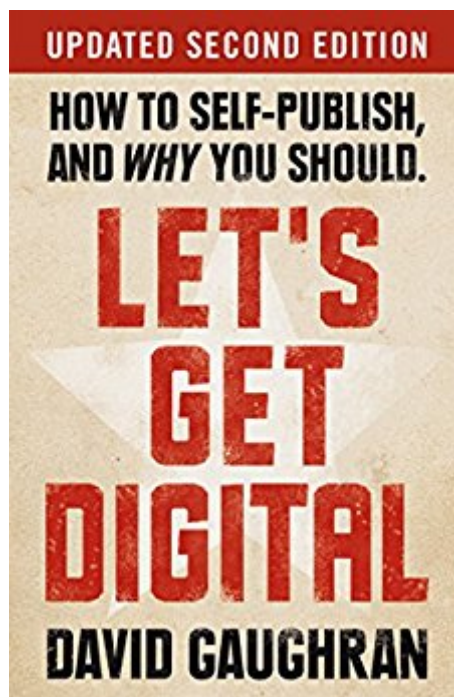




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Let's Get Digital: How To Self-Publish, And Why You Should: Updated Second Edition (Let's Get Publishing Book 1)



Synopsis

*** Æ Æ UPDATED & EXPANDED Æ Æ 2nd EDITION *** This award-winning, bestselling self-publishing guide has been re-released as a new updated and expanded 2nd edition, with 75,000 words of essays, articles, and how-to guides, as well as contributions from 30 bestselling indie authors including J Carson Black, Bob Mayer, Debora Geary, Mark Edwards, and many more. "You won't make any money from self-publishing." MYTH! The internet has revolutionized every business it has come into contact with, and publishing is no different. For the first time, these changes are handing power back to the writer. It's up to YOU if you want to profit from them. Let's Get Digital: How To Self-Publish, And Why You Should (Updated 2nd Edition) covers everything from how the disruptive power of the internet has changed the publishing business forever to the opportunities this has created for writers. It gives you practical, hands-on advice, sharing the very latest best practices on editing, cover design, formatting, and pricing. It gives you proven marketing strategies that won't eat into your writing time and are actually effective at selling books. It also shares tips on platform building, blogging, and social networking, and explains which approaches are best for selling fiction versus non-fiction, and what writers should really focus on. This new updated 2nd edition now has more options for those on a tighter budget, teaches you how to get your book into print (and why that helps selling e-books), tells you why you should start a mailing list immediately, and shares the pros and cons of going exclusive with . And that's just for starters... Praise for Let's Get Digital: "Let's Get Digital is a must read for anyone considering self-publishing." -- JA Konrath, bestselling author of Trapped, Origin, and Whiskey Sour. "Even with my background as an indie writer, I picked up several valuable tips...this is simply the best book about the ebook revolution that I have read." -- Michael Wallace, bestselling author of the Righteous series. "Credible and comprehensive. I'd recommend it to any writer who is considering self-publishing or anyone interested in the current state of publishing." -- Big Al's Books and Pals - 5 stars. "It should be THE starting point for anyone considering self-publishing today. This book is a Pixel Pick, and should be considered required reading for any Indie author." -- Pixel of Ink. *** Table of Contents *** PART ONE: DIGITAL REVOLUTION 1. Appetite for Disruption 2. Here Be Pirates! 3. Royalties 4. What We Talk About When We Talk About Editing 5. Literary Agents 6. The 800lb Gorilla: 7. Print Is Doomed 8. E-book Dominance Is Inevitable 9. Publishers: The New Travel Agents? 10. The Age of the Algorithm 11. Self-publishing Myths 12. A Great Time to Be a Writer 13. ...Unless You Fall For These Scams PART TWO: DIGITAL SELF-PUBLISHING Step 1: Publishing When Ready Step 2: Cover Design Step 3: Working With An Editor Step 4: Formatting & Killer Layouts Step 5: Pricing To Sell Step 6: Uploading & Metadata Step

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Customer Reviews

I was "sent" to this book after reading Susan Kaye Quinn's 'For Love or Money' (and she's actually mentioned as a resource in this book, which is fantastic). I'd been looking for a book on

self-publishing that not only covered the main categories of important things on a checklist, but also gave specifics into how to do so. 'Let's Get Digital' is the first I've found to meet all my criteria. I loved that Gaughran balanced the incredibly useful information in this book through his working knowledge of the self-publishing industry, AND a detailed dive into the traditional publishing industry. I'm a critical person - I like to see both sides of the argument before I can count myself knowledgeable about any one topic. And this is exactly what Gaughran gave me. WHY certain things work as opposed to other choices, instead of only HOW others have managed to make it work for them in the past. This book has both, and it's an incredible resource all on its own that I will be keeping in my library of "Indie Publishing gems" and referring to all my fellow authors within the writing community. As an author, I cannot be grateful enough for this information and the way Gaughran has approached it in such a detailed, organized, and still entertaining manner - not to mention the deliciously long lists of resource links he so graciously added in the Appendices. As an editor whose clients are mostly Indie Authors (or those on the cliff behind traditional publishing rejections before they take the final leap), this book has added invaluable tips, stats, resources, and how-to's for me to share with my clients and fellow authors in order to help boost their own Indie careers - because, let's face it, that's what this is about. We all help each other! David, if you have the time in your day to sift through all these great reviews and manage to glance at this one from a humble reader and Indie Author shooting off in a new career...thank you. THANK YOU. And I've already started 'Let's Get Visible'.

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