

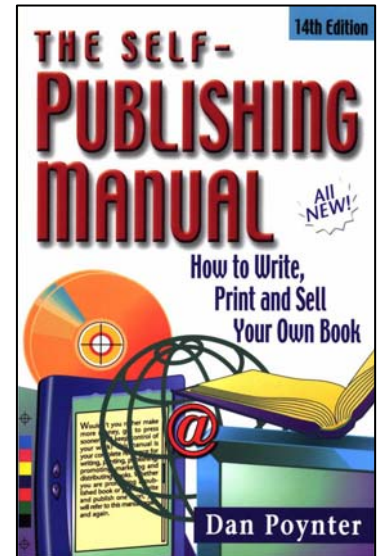


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Book Publishing Demystified—Publish Yourself

Ask any struggling writer for an assessment of the book publishing industry and the response will range from overpowering to impossible—certainly not easy to sell. And, that is partially true. With the larger publishers concentrating on potential best sellers by well-known authors, it is virtually impossible for the new writer to catch the attention of a publisher—or even an agent. But the situation is not hopeless; on the contrary, there is an easy solution. The answers are in *The Self-Publishing Manual*, How to Write, Print & Sell Your Own Book by Dan Poynter. His crash-course in publishing demystifies the whole process of book production and marketing. He shows authors how to take charge of their work and publish themselves.



When you publish your own book, you not only get to market sooner, you make three to four times more than standard royalties. Even if you already have a publisher, *The Self-Publishing Manual* will show what you can do to increase sales. In fact, this book will be your constant reference on writing, printing, publishing, marketing and distributing books.

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Dan Poynter is the author of more than 100 books, 50 monographs and over 500 magazine articles, most of them on various aspects of book writing and publishing. Like *The Self-Publishing Manual*, many of his books have been through five or more revised editions and many appear in several other languages. A consultant to the book-publishing field, Dan Poynter has coached thousands of successful writers and publishers.

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The Self-Publishing Manual by Dan Poynter. Completely revised, all new fourteenth edition, softcover, 5.5 x 8.5, 432 pages, four-color cover. ISBN 1-56860-073-9, LC 99-057841, \$19.95. Photographs of the book and/or author are available from the Pressroom at <http://ParaPublishing.com>, Tel: (805) 968-7277; Fax: (805) 968-1379; e-mail: info@ParaPublishing.com

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