



The Smart Indie: Basic Publishing Plan (Paperback)

By Lacy Williams

Lacy Williams, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. It s easy to publish an ebook. It s difficult to be a successful indie author. This hands-on guide breaks down self-publishing into these core concepts: S - Story > How to develop your book to reach your core readers. M - Marketing Platform > How to use a budget of any size to market your books. A - Art > How to package your book to appeal to new readers. R - Retailers Metadata > Where to publish your book and tips on how to gain visibility. T - Tracking Adjusting > How to know whether you re making a profit or losing money. And what to do about it. Learn from a USA Today bestselling author of thirty-nine books so that you avoid amateur mistakes and start your indie author career on the right foot.



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