



Become a Successful Author

By Deatri King-Bey

Hourglass Unlimited, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The publishing industry has shifted 180 in the decade Deatri has worked in it. The traditional route is no longer the only way to become a legitimate published author, and self-publishing is no longer a dirty little secret. As an author, should you travel the traditional or self-published route? Become A Successful Author does not tell you to pick one over the other or pit one against the other. Become A Successful Author gives you steps to capitalize on the strengths of both to build a strong brand readers can't get enough of. What is branding? How do you grow a large, loyal reader base? How do you break into traditional publishing? How do you publish your backlist? How do you format a book? How do you find your target audience? How do you market your books? It's all in there and a whole lot more. With the advances in technology, anyone can be a published author, but not all authors are successful. Keep your focus: Increase quality, credibility and visibility of your brand. Become...



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