



It's Your Book - Create It - Publish It - Market It: A Self-Publishing Guide

By Mike Miller

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.You can write, publish, and market your book. Self-Publishing isn't difficult, but there are many steps. If you have written a book, or want to, here's what you need to know to get your book up on Amazon. Many authors begin with content, discovering later that they need to target their market. It's Your Book covers marketing (starting with identifying your market) and creating your book to satisfy your market's needs and wants. The next section covers content, including copyright, the internet, techniques for improving quality, progressing into layout. Then Technology introduces word processing, and the support of technology. POD introduces Publish On Demand services, and provides a list of questions to help assess which service is best for you and your book. Ebooks discusses making your book available on ebooks. Appendices include worksheets for research in selecting the right POD for your book. The author suggests comparing POD features and prices against a baseline; using CreateSpace as a baseline.



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