



A Self-Publisher's Companion

By Joel Friedlander

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No matter what kind of book you want to publish, the advice, inspiration and down-to-earth tips in this book will help you get to your goal. Joel Friedlander, one of the leading advocates for self-publishing on the internet, draws on a lifetime of experience helping self-publishers launch their books. He demystifies book publishing and, in the process, answers your questions about how to use social media, the importance of sound book construction, and the critical tasks that confront the modern self-publisher. As independent publishing becomes more popular with authors and readers, A Self-Publisher's Companion will show you the new way to publish and promote your book. From ebooks to iBooks, the author also shows how the move to ebooks is affecting independent publishers, and how best to approach the opportunity presented by Amazon's Kindle, Apple's iPad and all the other ebook readers. Drawn from his popular blog, TheBookDesigner.com, this book will help ensure self-publishers don't get left behind.

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No matter what kind of book you want to publish, the advice, inspiration and down-to-earth tips in this book will help you get to your goal. Joel Friedlander, one of the leading advocates for self-publishing on the internet, draws on a lifetime of experience helping self-publishers launch their books. He demystifies book publishing and, in the process, answers your questions about how to use social media, the importance of sound book construction, and the critical tasks that confront the modern self-publisher. As independent publishing becomes more popular with authors and readers, A Self-Publisher's Companion will show you the new way to publish and promote your book. From ebooks to iBooks, the author also shows how the move to ebooks is affecting independent publishers, and how best to approach the opportunity presented by Amazon's Kindle, Apple's iPad and all the other ebook readers. Drawn from his popular blog, TheBookDesigner.com, this book will help ensure self-publishers don't get left behind.

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Editorial Review

From the Publisher

"Book publishing is changing-for the better. This book explains the new and better ways to publish and promote your book. Don't be left behind."

-**Dan Poynter**, *The Self-Publishing Manual*

"Should one seek to go their own way, this book is a great lesson plan, from the mindset to the mechanics. This is actionable material, and worth your money."

-**Chris Brogan**, co-author of the New York Times Bestseller, *Trust Agents*

"Filled with valuable insight and practical tips, this book is highly recommended for aspiring authors."

-**Dana Lynn Smith**, The Savvy Book Marketer

"Finally, an Honest Advocate for First-time Authors! A lucky break indeed! For new writers immersed and perplexed with the intricate world of self-publishing options, Joel Friedlander's, A Self Publisher's Companion, is a tool they can utilize to clarify the journey and organize their goals. Commonly, new authors waste precious time and resources in failed attempts to self-promote their self-published works. Joel's book offers clear and comprehensible avenues for unmatched success. A must read for first-timers!"

-**Carol Denbow**, Senior Executive Editor, Plain & Simple Books

"A unique and important addition on the subject matter of self-publishing and why you should think about it."

-**Zoe Winters**, author of *Smart Self-Publishing, Becoming an Indie Author*

"This book is evergreen, it will outlive the latest tools and techniques in the online world. It resonates with Joel's many years of experience within the publishing world, his love of content creation and beauty as well as his amazing skills as a popular blogger. Highly recommended for anyone considering the self-publishing route or if you want to know more about aspects of publishing in a digital age. I have self-published four books now and still found myself jotting down notes from the useful information."

-**Joanna Penn**, TheCreativePenn.com

From the Author

I wrote this book to explain the world of self-publishing to authors thinking about getting into print or e-books. With the rise of print on demand technology and the coming of ebooks, it's time for every author to consider taking control of their publishing destiny. There's no reason for writers to postpone their writing career any more.

From the Back Cover

"Book publishing is changing-for the better. This book explains the new and better ways to publish and promote your book. Don't be left behind."

--**Dan Poynter**, *The Self-Publishing Manual*

"Should one seek to go their own way, this book is a great lesson plan, from the mindset to the mechanics. This is actionable material, and worth your money."

--**Chris Brogan**, co-author of *The New York Times* Bestseller, *Trust Agents*

"This book is evergreen, it will outlive the latest tools and techniques in the online world. It resonates with Joel's many years of experience within the publishing world, his love of content creation and beauty as well as his amazing skills as a popular blogger. Highly recommended for anyone considering the self-publishing route or if you want to know more about aspects of publishing in a digital age. I have self-published four books now and still found myself jotting down notes from the useful information."

--**Joanna Penn**, TheCreativePenn.com

"Only Joel Friedlander--with his extensive hands-on experience as author, graphic designer, and publication consultant--could write *The Self-Publisher's Companion*. A candid, informed perspective combined with exhaustively detailed advice & tips. If you want to have a profitable self-publishing experience, avoiding the pitfalls that so many fall into, you'll want to read this book before proceeding further."

--**Roger C. Parker**, PublishedandProfitable.com

"A unique and important addition on the subject matter of self-publishing and why you should think about it."

--**Zoe Winters**, author of *Smart Self-Publishing, Becoming an Indie Author*

"Filled with valuable insight and practical tips, this book is highly recommended for aspiring authors."

--**Dana Lynn Smith**, The Savvy Book Marketer

"Joel has carefully knitted together a book of great use and insight to the author who wants to cross the bridge into the world of indie publishing. Taking the reins in hand and controlling the destiny of your book is now completely feasible and Joel has mapped the route."

--**Lisa Alpine**, author *Exotic Life: Laughing Rivers, Dancing Drums and Tangled Hearts* and co-author *Self-Publishing Boot Camp Workbook*.

"Finally, an Honest Advocate for First-time Authors! A lucky break indeed! For new writers immersed and perplexed with the intricate world of self-publishing options, Joel Friedlander's, *A Self Publisher's Companion*, is a tool they can utilize to clarify the journey and organize their goals. Commonly, new authors waste precious time and resources in failed attempts to self-promote their self-published works. Joel's book offers clear and comprehensible avenues for unmatched success. A must read for first-timers!"

--**Carol Denbow**, Senior Executive Editor, Plain & Simple Books

Users Review

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Merry Springs:

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