



# Dan Poynter's Self-Publishing Manual: How to Write, Print and Sell Your Own Book

By Dan Poynter

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#### *Amazon.com Review*

The bible on self-publishing. Highly recommended by virtually everyone in the industry -- even other authors of books on the subject (many of whom probably followed the advice in Poynter's previous 11 editions).

#### *Review*

Now in it's 9th revised edition, Dan Poynter's *The Self-Publishing Manual* is the seminal, benchmark publication which is "must" reading for anyone contemplating publishing a book. All the necessary questions are answered, all the "tips, tricks & techniques" for successfully publishing a quality title are laid out step-by-step using a very methodical system for producing a commercially-successful book beginning with applying the simple organizational plan to research your subject and put your thoughts down on paper. The publishing information will enable you to get your book into print quickly and easily by going direct and cutting out the middlemen, including getting the copyright for your own book, setting up your own publishing company, and benefiting from the tax breaks. Equally important is learning the secrets of low-cost book promotion, the (sometimes shocking) facts about advertising, setting up a distribution system, promoting your book with feature articles and radio/television interviews, spinning off electronic editions (including selling your information on-line and on CD-ROM). No one should venture into publishing without a thorough reading of *The Self-Publishing Manual*, and even then, keeping it within arm's reach for continual reference at every step of the publishing project. -- *Midwest Book Review*

One of the best how-to-do-it books. -- *Money Magazine*

This is the first book I recommend to those considering becoming a publisher. -- *Jan Nathan, Executive Director Publishers Marketing Association*

From the Publisher

For nonfiction, Dan Poynter is the top coach for writing, publishing and, most important, promoting. (John Tullius, Founder and Director, Maui Writers Conference)

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**Patricia Howland:**

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