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For Immediate Release

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Do You Have a Book In You? Great Advice on Self-Publishing for Writers Who Want to Become Authors

Authors thinking about self-publishing need an introduction to the best ways to profitably write, publish and market their books. A new book, "A Self-Publisher's Companion," provides expert advice and down-to-earth tips while explaining this new way to get into print.

SAN RAFAEL, California — Seth Godin's doing it. Stephen King has already done it. In January Amanda Hocking did it 400,000 times. Steven Covey's doing it. They are all publishing and selling their own books, going right past the traditional publishing industry.

Forget chasing agents, begging editors, and signing contracts that pay authors, on average, about a dollar per book sold. Today's authors are taking up independent publishing in a big way.

Writers have started to notice successes like thriller writer Joe Konrath, who is selling over 1,800 book a day. Authors who publish their own books take control of the publishing process and reap far larger rewards on book sales. Instead of 10% royalties, they take home all the profits.

Print on demand technology has made it possible for thousands of authors to publish their own books. And the move to ebooks has made publishing even faster, easier and cheaper.

But writers wonder if self-publishing is right for them. Which way should they go, print or ebooks? How do you pick the right kind of printer? Why are some pages numbered one way and others another? What's the best way to get started in social media?

A new book, "A Self-Publisher's Companion: Expert Advice for Authors Who Want to Publish from TheBookDesigner.com" (ISBN: 978-0-936385-11-2) by Joel Friedlander, has guidance for authors facing questions like these.

Based on the author's popular blog, TheBookDesigner.com, "A Self-Publisher's Companion" introduces writers to the world of indie publishing.

Reading the book is like having an expert guide next to you, explaining how all the parts fit together. Self-publishing guru Dan Poynter (The Self-Publishing Manual), said "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."

Readers will get advice on topics like 5 good reasons to self-publish, cover design tips, avoiding the most common layout mistakes, and ways to build an author platform with social media.

New York Times-bestselling author Chris Brogan (Trust Agents) said, "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."

"I want to educate authors," Friedlander says, "so they can take ownership of the publishing process and print, market and sell their books with confidence."

"A Self-Publisher's Companion" is available on Amazon.com and other online retailers in print, as a Kindle download, or as an ePub book for reading in Apple's iBooks, on the iPhone or iPad, or on the Sony Reader, the B&N Nook and other ebook readers.

For more information on "A Self-Publisher's Companion" visit the website at <http://www.TheBookDesigner.com/Companion>

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About the Author

Joel Friedlander is a book designer, blogger and the proprietor of Marin Bookworks in San Rafael, California, a publishing services company where he's helped launch many self-publishers since 1994.

Joel has owned businesses in graphic arts, design and book publishing. He was Production Director of Aperture Books, where he produced award-winning photography books. He founded Renaissance Press in northern California, a private publisher of handmade letterpress books. As the owner of Globe Press Books in Yorktown Heights, New York, he published books of memoirs and east-west spirituality. His blog, <http://www.TheBookDesigner.com> has become a popular gathering spot for authors, publishers and designers.

Book Facts

A Self-Publisher's Companion: Expert Advice for Authors Who Want to Publish from
TheBookDesigner.com

Publisher: Marin Bookworks

Print: ISBN 978-0-936385-11-2, \$14.95, 232 pages, 5.25" x 8" softcover

Kindle: ISBN 978-0-936385-04-4 \$8.99

ePub: ISBN 978-0-936385-12-9 \$8.99

Publ. Date: March, 2011

Media kit: <http://www.thebookdesigner.com/companion/media-kit>

Sources

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<http://jakonrath.blogspot.com/2011/03/1846-and-1762.html>