



A Self-Publisher's Companion

Expert Advice for Authors Who Want to Publish

from TheBookDesigner.com

by Joel Friedlander

Marin Bookworks / Late March, 2011

ISBN 978-0-936385-11-2

232 pages, 5.25" x 8" softcover \$14.95

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

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

ADVANCE PRAISE FOR A SELF-PUBLISHER'S COMPANION

“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

www.TheBookDesigner.com

A Blog About Books, Self-Publishing and the Indie Author Life