
JUMP START YOUR BOOK SALES

**A MONEY-MAKING GUIDE FOR
AUTHORS, INDEPENDENT PUBLISHERS
AND SMALL PRESSES**

MARILYN & TOM ROSS

Authors of the best-selling
COMPLETE GUIDE TO SELF-PUBLISHING

Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses

Marilyn Ross

flip your self right into a advertising grasp and make tens of millions of additional money with the tips during this distinct resource. Get your books into catalogs, rack up profitable bulk top rate sales, and do writer signings and radio interviews that get outrageous results. locate the key to producing lots of loose publicity, then notice easy methods to capitalize on it. upload to that insider info on easy methods to make the net a superb revenues generator, penetrate libraries, promote to booklet clubs, and get onto the QVC domestic buying community - and also you cannot do with out this guide.

As difficult as a field of monkeys Before determining to self-publish my first tome, I learn a couple of books approximately self- and digital publishing; Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses Tom & Marilyn Ross's "The whole consultant to Self-Publishing" used to be one of many first books I consulted, and it used to be through some distance the main useful. It used to be so helpful, in fact, that I rushed correct out and bought a duplicate in their subsequent guide, "Jump begin Your booklet Sales." "Jump commence Your ebook Sales" is identical popular and structure to "The entire advisor to Self-Publishing." The Ross's have packed the ebook with lots of invaluable advertising information - 337 pages worth, to be exact. In 25 chapters, you will find out how to: get your booklet reviewed, either on-line and off; pull off profitable writer interviews and e-book signings; get your face on television and your voice on radio; post op-ed items and articles to newspapers, magazines, newsletters, `zines, and more; get your publication into bookstores, libraries, schools, and nontraditional retail outlets; persuade specialists and celebs to suggest your book; promote your product in catalogs, through direct mail, and on QVC; and create snappy advertising and marketing materials. Overall, "Jump commence Your ebook Sales" is a great buy. The Ross's supply a large choice of recommendations to assist either self-published and usually released authors advertise their work. whereas "The whole consultant to Self-Publishing" did in short talk about a few of these tactics, the Ross's expound in this suggestion in "Jump begin Your booklet Sales." HOWEVER, after analyzing either one of those courses back-to-back, i've got a sneaking suspicion that they might have easily copied and pasted sections without delay from one booklet to the next. even though a few similarity is comprehensible (given that the various themes mentioned in "Jump begin Your ebook Sales" also are pointed out in "The whole advisor to Self-Publishing"), I do imagine that the authors must Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses have spent extra time rewriting and updating the knowledge that they integrated in either volumes. i haven't got time to truly comb via each one publication to work out if any paragraphs have been copied verbatim - but, on the very least, the Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses writing, terminology, and words used have been comparable sufficient to offer the sensation that they have been copied. At best, this is often unfair to these readers who shell out the money for either books. Also, the problems I had with "The whole advisor to Self-Publishing" are acceptable in "Jump commence Your ebook Sales" as well. The Ross's writing type will be

grating now and then - it really is manner too down-home folksy for my tastes. Their use of similes and metaphors is over the top to the purpose of lunacy. The "Web Sites, knowledge and Whimsey" section, positioned on the finish of each chapter, is a waste of time, ink, Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses paper - and eventually funds (yours!). Finally, they fail to offer digital publishing and the net as a lot recognition as they merit. The name for this review, via the way, is derived from either the Ross's love affair with similes in addition to their tough Dicky-ness in recycling loads details from their first ebook to the second. I hate to copy myself, so please see my overview of "The whole consultant to Self-Publishing" if you would like a extra exact rationalization of any of the aforementioned complaints. Even with those flaws, "Jump commence Your booklet Sales" (like "The whole advisor to Self-Publishing") is among the greater self-publishing books i have seen. it is a needs to for someone drawn to publishing and/or advertising their very own work, just because of the wealth of knowledge it contains. if you are trying to store money, you might want to follow "The whole consultant to Self-Publishing" for an excellent evaluate of self-publishing, and go Jump Start Your Book Sales: A Money-Making Guide for Authors, Independent Publishers and Small Presses for "Jump commence Your publication Sales" if you are simply wanting marketing/publicity tips. <http://www.easyvegan.info/2005/05/10/...>

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