

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

7 Steps to Successful Publishing

By Ink Tree Ltd.

7 Steps to Successful Publishing

by: **Ink Tree Ltd.**

The decision to publish a book is very exciting! It causes the creative juices to flow and the eyes to light up. But wait - before you begin the publishing process, know about the seven most important steps you need to know before publishing your book. Make sure that you take every step into careful consideration so that your road to success is an easy one:

1. Know why you are writing a book. Are you writing your memoirs for the family, are you writing a community cookbook, are you writing a book of regional interest or are you writing a national bestseller? All of these goals are valid, but each goal has different implications for your business plan. Know why you are writing and know that you can create that bestseller if that is your goal.

2. Treat publishing as a business. You are passing beyond the realm of author into the exciting world of publishing. You are not just a writer, you are about to become a publisher who wants to produce a profitable book, and you want to keep the profits for yourself.

3. Write a business plan. Being aware of the business aspect of publishing is not an end in itself - you need to formally write your plan. It does not need to be a fifty page document with every accounting possibility recorded, but it should outline all of the costs that you will encounter from obtaining the necessary funds to knowing the price of mailing a book. The business plan needs to account for future expenses as well as pre-publication expenses.

4. Plan for publicity and marketing. You must plan for the publicity and marketing of your book. You can have the best book in the world, but if no one knows about it, no one will buy it. You don't want to print books that sit in your garage. You want to print books that will sell, sell, sell!

5. Write about a subject that you know well. Don't write about something that you can't talk about without effort. Write about a subject with which you are very familiar and that excites you. Writing the book will establish you as an expert in your field, so choose the topic that causes everyone you know

to come to you for advice. The publicity will then be so easy that you will love being the "star".

6. Know who will buy your book. So many authors think that "everyone" needs and should buy their books. Not so. Perhaps "everyone" needs their books, but not "everyone" will want to buy. Research and know WHO will actually WANT your book and market, market to them. They will buy!

7. Look for non–bookstore markets and do not be afraid of the large discounts. Bookstores are a hugely important market for most authors, but they are far from being the only place to sell books. There are many non–traditional markets that buy books in large quantities with no returns. This is a great market - sales made are guaranteed sales not consignment sales. Do not be afraid of the larger discounts when you make those large volume sales. The books you sell are actually sold..

Think how much more pleasant a journey is if you know which fork in the road will lead you to smooth driving and which fork in the road will lead you through potholes. Knowing the most effective publishing

steps before you print will make your publishing career fun and profitable.

Copyright © 2003 Ink Tree Ltd.

Ink Tree Ltd. Helping writers publish, market and sell books! If there is a book inside you - profit from it. Learn everything you need to guide you from Idea to Book... to Success - the fast, easy, simple way. Publish your own book with one–on–one expert help from publishing professionals who have created numerous bestsellers and sold hundreds of thousands of books.

Phone: 1–866–500–8733 or 403–295–3898 Email: info@inktreemarketing.com

Web:

or

Ink Tree Ltd. is a book marketing firm that helps writers publish, market and sell books. Learn everything you need to guide you from Idea to Book... to Success – the fast, easy, simple way.

or

Cut Down On Expenses, Learn Desktop Publishing

By Luke Cameron

The onset of office and publishing software along with the invention of desktop printers paved the way for personal publishing. People are becoming more interested in creating and printing their own documents, templates, business cards, flyers and brochures. Everyone wants to learn how to use office suites, photo editing and desktop publishing software. Almost everyone wants to design their own party invitations by personalizing the fonts, colors, images and borders. Many companies are creating their own business cards and letterheads. Desktop publishing has helped individuals and companies cut down their expenses, as they don't need to hire publishing companies and printing presses to do the most menial layouting and printing jobs for them.

7 Steps to Successful Publishing

If you would like to learn how to create documents and templates using sophisticated software, you may want to enlist on desktop publishing courses. These courses offer a comprehensive outline of topics that deal with every aspect of desktop publishing. The courses will teach you how to plan, design and layout documents such as memos, newsletters, resumes, calendars, flyers and brochures. Advanced courses will include how to design greeting cards, business cards, tickets, event programs and many others. These desktop publishing courses are designed to run on a particular number of sessions or hours that may last for a few weeks.

If you are interested in earning a formal education or certification on desktop publishing, there are many online learning websites that offer desktop publishing courses. You may consider visiting

for more information. You may also inquire at state colleges that offer short

courses on desktop publishing. If you are not exactly looking for certification, but rather just informal experience, you should check out your local community recreation center if they have a scheduled desktop publishing course available for the community or town residents. You may also want to try looking for books on desktop publishing, if you wish to learn the modules by yourself.

Desktop publishing is very easy to learn. Not only is it great to be able to design your own documents and flyers, you will also be amazed at how much you can save by doing simple desktop publishing by yourself.

Luke Cameron is owner of Online Biz Mag. – an online magazine offering news, tips and articles on business topics. His website can be found at:

and

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!