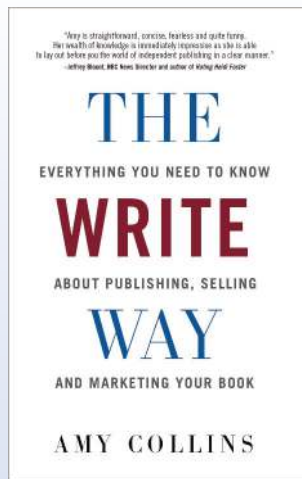


THE WRITE WAY



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Contacts:

Tim Clark

518-369-9182

info@newshelves.com

New Shelves Books

595 Blossom Road

Suite 301A

Rochester, NY 14610

518-369-9182

www.newshelves.com

Everything You Need to Know About
Publishing, Selling and Marketing Your Book

by Amy Collins

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To properly create, publish and market a book that will sell takes time and expertise. Amy Collins has put in the time and has the expertise to show you how to avoid the expensive mistakes so many author and small-presses are making.

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THE WRITE WAY walks you through the entire publishing process step-by step. No agonizing over questions and plowing through hundreds of websites to find the answers. They are all right here.

About the Author

Funny, sharp, and smart, Amy Collins packs her books with tons of industry tips and executable advice. She has been a Book Buyer for a chain of bookstores as well as a Sales Director for a large books and magazine publisher. Over the years, she has sold to Barnes & Noble, Target, Costco, Airport Stores, Books-A-Million, Wal-Mart, and all the major chains as well as helped launch several hugely successful private label publishing programs. In 2006, she founded the book distribution and sales company New Shelves Books

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