THE WRITE WAY

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

by Amy Collins

About the Book

Have You Written a Book?
Are You Thinking About Writing a Book?
Have You Heard it’s Easy to Self-Publish?
It is... sort of...

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.

Do you want to know the best way to get your eBook in libraries?
Do you want to see your book in airport stores?
Do you want to have someone help you get your book up on Amazon.com?
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.

Marketing

- Featured Contributor on THEBOOKDESIGNER.COM
- Appears in articles in publications and online several times a week
- Online and Print Review Campaign
- National Book Chain Outreach Campaign
- Public Library Campaign
- Online Blog and Librarian Review Outreach
- Online Media and Optimization Campaign
- Strong online Social Media Platform
- Weekly Blogger outreach and guest posts
- Send updates to over 100,000 strong fan base
- Speaks at numerous events in-person and online throughout the year
- Teaches many classes on Reedsy, ALC, AuthorU, RealFast, and more