



Self Publishing Attack!: The 5 Absolutely Unbreakable Laws for Creating Steady Income Publishing Your Own Books

James Scott Bell

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Get in on the self-publishing boom and enjoy a steady stream of income for the rest of your life! The self-publishing revolution that exploded when the Kindle came to town continues to expand. A number of writers are now making a living publishing their own ebooks. Most, however, are finding the results disappointing. Usually this comes from the lack of a coherent publishing strategy. It's too bad, because the right approach can greatly increase the odds that a writer will realize significant returns over the course of a lifetime. In *Self Publishing Attack!* you'll get a simple yet powerful plan for creating an increasing stream of revenue publishing ebooks—and keeping it flowing for as long as you write. This is not a technical, how-to-upload manual. Instead, *Self Publishing Attack!* provides you with a strategic and businesslike program for long-term publishing success. You'll learn:

- The single most important secret for ironclad profitability
- Step-by-step instructions for generating marketing copy
- How to think like a publisher so your ebooks are discovered in a crowded marketplace
- Insider tips for writing books that sell, both fiction and non-fiction
- How to avoid the most common design mistakes
- The keys to an effective marketing campaign

And more. From #1 bestselling writing coach James Scott Bell, author of *Plot & Structure*, *Writing Fiction for All You're Worth* and *The Art of War for Writers*, comes a practical, experience-tested method for cashing in on the amazing new opportunities in self-publishing. "As an author with over eighty published books, I'm always interested in learning new strategies to give my older/out-of-print titles new life. In this e-driven age, getting those books onto Kindle, Nook, and so on is critical. Kudos to James Scott Bell for giving me the tools I need to see that happen successfully!" -- Janice Hanna Thompson, author of *The Director's Cut*

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