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We sold 347 eBooks in January of 2011. In just six months, by July 2011, we were selling 65,000 eBooks a month. From that modest beginning, by 2011s end, we had sold over 400,000 eBooks. This book will give you the details on how we did that and built a seven-figure indie publishing house in just two years. Whether you have been published by a New York publisher, an independent press, an ePublisher, self-published or considering all of your options, this book contains all the information you need to make an informed decision about your career as an author in todays fast moving digital world. We start out with content and theory, giving you a feel for where the industry has been and where it is going. We cover the various types of publishing, goal setting and help you find where you fit in the 3 Ps (Product, Platform and Promotion). From there we go into the digital process and the nuts and bolts of covers, editing and uploading. Finally we cover pre and post publication strategies. Everything from creating your own unique branding plan, social media and marketing, pricing, understanding the market, metadata and discoverability. All of which is your roadmap to being a successful author regardless of your path to publication. Its a great time to be an author. Lead, follow or get the hell out of the way!

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