



## Becoming a Bestselling Author (Paperback)

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By Dr Larry Keefauver

Xulon Press, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Writing and publishing your book is just the start of a wonderful journey to become a bestselling author. Almost weekly, authors call me asking something like, Dr. Larry, can you help me market and sell my books? I have 10 cases of books in storage and don't know how to promote and publicize them. In talking with them, I usually discover they didn't know at the beginning of their book writing and publishing venture, that they didn't have a business plan for writing, editing, producing, printing, publishing, distributing, marketing, and selling their book. Unfortunately, it's almost impossible to implement a successful marketing and sales plan after the fact. So, the purpose of this book is very specific and simple. Every book project, all publishing ventures, need a business plan that identifies the people, processes, products involved with timelines, costs, goals, and objectives. That business plan includes the marketing and sales strategies needed to put the published material in the hands of as many readers, listeners, viewers, and followers as possible. -Dr. Larry Keefauver This book will answer these questions...



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