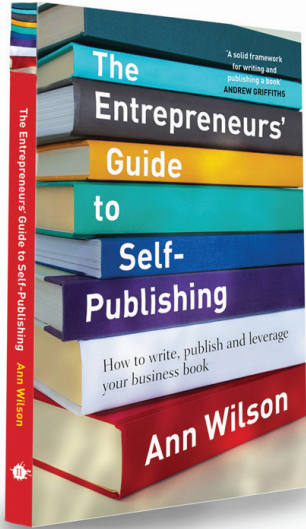


—indie experts

IN OTHER WORDS



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The Entrepreneurs' Guide to Self-Publishing

How to write, publish and leverage your business book
Ann Wilson

For industry influencers

Sharing your story, knowledge, and experience in a great book will give you and your business authority and industry credibility. A book is your key to standing out and being seen in an increasingly crowded marketplace. *The Entrepreneurs' Guide to Self-Publishing* gives you simple, easy to follow, step-by-step processes that will lead you on the journey from writing your book to the book launch and beyond.

The steps Ann has written about are based on her ten years' experience in the publishing industry and 25 years owning small businesses in Australia and the UK. *The Entrepreneurs' Guide to Self-Publishing* demystifies the writing and publishing process, and explains how to produce a professional book yourself – one that you will be proud to hand out.

'Ann has taken what can be a complex process and broken it into simple, common sense steps. She provides a solid framework for writing and publishing a book, specifically for entrepreneurs...'

Andrew Griffiths, International Bestselling Author and Global Speaker

Contents Include

- Develop your idea and find your 'why'.
- Determine what format and book structure work for you.
- Writing a great book pitch.
- Common author mistakes.
- Working with an editor.
- What makes a great cover.
- Producing a professional book using great layout and tips from traditional publishing.
- Producing quality printed books and digital files.
- Understand distribution channels.
- Build your author platform.
- Leverage your book for future success.

About the Author



Ann Wilson has operated her own businesses in advertising, marketing and publishing in both the UK and Australia for more than 30 years. She is owner of Post Pre-Press providing production services to traditional publishing houses throughout Australasia, and founder and co-founder of Independent Ink and Indie Experts respectively.

Indie Experts: Leaders in non-fiction publishing services for extraordinary authors who speak, train, and change the world – or at least their special corner of it!

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