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This book includes 4 full-length, detailed guides to self-publishing (628 pages in all, with 4 books combined together into one). These take you step-by-step through formatting (largely geared toward Microsoft Word), publishing (with CreateSpace and Kindle), marketing, and much more. Book 1: A Detailed Guide to Self-Publishing with Amazon, Vol. 1 Book 2: A Detailed Guide to Self-Publishing with Amazon, Vol. 2 Book 3: How to Self-Publish a Book on Amazon.com Book 4: Formatting Pages for Publishing on Amazon with CreateSpace Added Content: Articles on Self-Publishing (from the Author's Blog) AUTHOR: Chris McMullen has written and self-published over a dozen paperback books and eBooks. This 4-volume boxed set also was self-published using the same techniques that are described here. Chris McMullen shares numerous useful formatting tips in clear language with precise, detailed instructions. BOOK 1: A DETAILED GUIDE TO SELF-PUBLISHING, VOLUME 1: Find highly detailed try-it-yourself, walk-you-through-it tutorials for how to use Microsoft Word 2010 (which is similar to Word 2007 and 2013) specifically with Windows to publish your book both as a paperback book and as an eBook. This includes: How to use numerous formatting features (like page borders and bookmark hyperlinks). How to convert the content file for your paperback book into an eBook. How to format pictures and equations in an eBook with a variety of eReaders in mind. How to minimize the eBook's file

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size. How to draw your own pictures from scratch.

BOOK 2: A DETAILED GUIDE TO SELF-PUBLISHING,

VOLUME 2: Find highly detailed instructions for how to

edit, perfect, and market your books. Some of the specific topics include: Several common mistakes in

cover design and subtle pointers for perfecting the

cover. Premarketing strategies that you should be

applying before you publish to give your book a

headstart. Using Roman numerals and Arabic page

numbers, and different headings in each chapter in

Word 2010. Understanding how to interpret Amazon's

sales rank and author rank. A variety of tips for

arranging and preparing for book readings and

signings. Learning the true meaning of marketing and

how to apply it to effectively sell your books. Using

boldface, italics, linespaces, and bullets in your book

description. All about branding your book and your

image as an author. Setting up an AuthorCentral

account, WordPress or Blogspot blog, and Goodreads

author page. **BOOK 3: HOW TO SELF-PUBLISH A BOOK**

ON AMAZON.COM:This book begins with the decision

to self-publish or traditionally publish, moves onto

important information on developing the concept and

researching the book's potential, provides a thorough

discussion of formatting and designing the book

interior and cover in both Word 2003 and 2010,

describes how to convert the Word document to PDF,

shows how to publish both paperback and e-book

editions, and concludes with a detailed introduction to

marketing that both novices and experienced authors

will find informative and helpful. **BOOK 4:**

FORMATTING PAGES FOR PUBLISHING ON AMAZON

WITH CREATESPACE:This self-publishing guide is

focused on the details with which most self-published

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authors struggle. As such, the book provides in-depth coverage on formatting the interior file, yet is also concise by focusing on this one important topic. Get your formatting questions answered quickly and then get back to what you love most - writing, of course! ADDED CONTENT: ARTICLES ON SELF-PUBLISHING (from the Author's Blog): Formatting Marketing Publishing Comical Relief

Come Pubblicare Un Libro O Ebook in Self Publishing Su Amazon

This ground-breaking study, the first of its kind, outlines a theory of publishing that allows publishing houses to focus on their core competencies in times of crisis. Tracing the history of publishing from the press works of fifteenth-century Germany to twenty-first-century Silicon Valley, via Venice, Beijing, Paris and London, and fusing media theory and business experience, 'The Content Machine' offers a new understanding of content, publishing and technology, and defiantly answers those who contend that publishing has no future in a digital age.

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