



## 9 Critical Steps to Successful Self-Publishing: Get it Right the First Time

*Bryna Kranzler*

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You probably think that writing the book was the hard part. Unfortunately, that's not the case. Independent publishing, while offering many advantages, involves a lot of steps and decisions, and it's easy to make mistakes that sabotage your book's market potential.

Topics include:

- The Fatal Mistakes Self-Published Authors Often Make
- How to Identify and Reach Your Target Audience for Free
- How to Get Reviews for Your Self-Published Book
- How to Put Together a Marketing Plan for Your Book
- Additional Avenues for Promotion (Beyond the Obvious Ones)
- What Should Your Website Include?
- Does it Pay to Hire a Publicist?
- The Cost and Elements of Independent Publishing

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