

# From Manuscript To Sales

As a distributor Werner Gysi deals with independent bookstores as well as chain stores such as Chapters every day. This manual will, in a condensed version, explain how to produce your new book so it stands up to the requirements of this market and elaborates on distribution avenues and their benefits. Since Werner's first book release in 1995 he has independently published several titles, including the latest title, called Harmonic Farming: Bees

Outline of manual:



## **Introduction**

How does it all fit together?

- What the author needs to know
- What the author should get paid for
- The basic components involved in writing a book

## **Production:**

What makes a book appear professional?

- Layout
- Requirements other than manuscript and cover
- Production avenues

## **Marketing:**

Where do I sell my book?

- Types of marketing tools

## **Distribution:**

- Why should I use a distributor?
- Distribution avenues
- Cost analysis for the different avenues

Questions and Answers

**Gooly Mooly Publishing** (since 1995)

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