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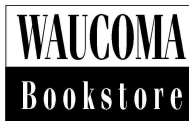
Tips for Marketing Your Book

First of all, congratulations! We know what an enormous amount of dedication writing a book can take! Whether your book winds up on the shelves of Waucoma Bookstore, or not, please know that we appreciate the effort, care and creativity that has brought you this far. Now for the hard part - getting it sold: Here are just a few things to consider when thinking about marketing your book in our store - remember, we want all of your hard work to be rewarding, both for us and for you.

Quality (and by this we don't mean the fluency of your prose and the intelligence of your thinking).

Is your book as perfect as possible? Spelling, grammar and typesetting count. If you are self-published, the company that prints your book may offer proofreading, or even a fair amount of editing, for a fee.

Professional authors with the resources of an entire publishing house behind them have whole teams of people who do this for them. And readers are picky. If you are expecting your readers to pay as much for your book as they would pay for a book from a major publishing house, they are expecting a work of equal quality. Assemble your own team to make your book the best it can be.



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Cover Art

Face it - people do judge books by their covers.

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 - Grammar Girl's Quick & Dirty Tips for Better Writing, by Mignon Fogarty
 - A Novel in a Year: From First Page to Last in 52 Weeks, by Louise Doughty
 - On Writing: A Memoir of the Craft, by Stephen King
 - The Artist's Way, by Julia Cameron
 - Author 101: Bestselling Book Publicity, by Rick Frishman
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