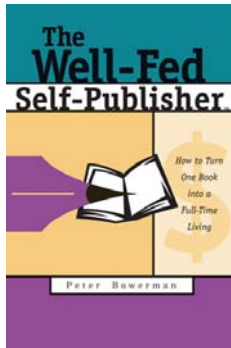


# **My Books:**

*The Well-Fed  
Self-Publisher  
(2007)*



## The Well-Fed Self-Publisher

### *How to Turn One Book Into a Full-Time Living*

This 2007 release outlined, in exhaustive, step-by-step detail, how I went about successfully self-publishing my first two books and indeed living up to the promise of the subtitle. I used the back cover copy to separate my book from others in the genre (i.e., offering both process AND profits).

Freelance Writing/Publishing

#### Want to get published? Do it yourself – and make a living from it!

*Here's the proven blueprint that built a full-time income from one book!*

**Novice or Seasoned...** New to the publishing game? TWFSF takes you step-by-step through every stage of your publishing success story. Been around the block a few times? You'll walk away with a whole host of new tools and insights. Far from theoretical, *TWFSF* is **One Big Case Study**: the author's own "real-world" success chronicle!

Bowerman

#### Landing a publisher has never been harder...

Even when you do, count on anemic royalty rates, 18 to 24 months to publication, and giving up the rights to your book. And you'll *still* be expected to do most of the marketing yourself! There's a better way. Thanks to the Internet, self-publishing (especially non-fiction) has become easier, more viable, and more potentially lucrative than ever before.

#### Follow the author's firsthand experience as you learn how to:

- Develop a "marketing mindset" – minus the anxiety!
- Create a book that turns heads and grabs eyeballs
- Find tons of reviewers anxious to publicize your book
- Get into the big bookstore chains and stay there!
- Build a cash-generating web site that works 24/7
- Minimize your dependence on fickle mainstream media
- Parlay one book into multiple income streams
- Separate the "Print-on-Demand" hype from reality
- Dramatically simplify your marketing tasks (see p. 265)

**Most importantly, you'll learn a radical new approach to book promotion, one that keeps you in control. The result: less anxiety, higher profits, and more fun!**

Unlike most books on the subject, TWFSF focuses on "process" and profits – and all in the same engaging, personal, irreverent style that's made the *Well-Fed Writer* titles enduring standards in the field of lucrative commercial freelancing!



Peter Bowerman is the self-published author of *The Well-Fed Writer* and *The Well-Fed Writer: Back For Seconds* ([www.wellfedwriter.com](http://www.wellfedwriter.com)), multiple-award winning selections of *Book-of-the-Month Club*, *Quality Paperback Book Club* and *Writer's Digest Book Club*. With over 50,000 copies in print, his books have earned him a full-time living for over five years. He has nearly 30 years experience in sales, marketing, copywriting, and publishing.

[www.wellfedsp.com](http://www.wellfedsp.com)

The Well-Fed Self-Publisher

*"If you're thinking of self-publishing, this book is a gem. Well organized, well written, all the facts, and lots of smart advice."*

**M.J. Rose, (Former Self-Publisher), Author,**  
International Bestseller  
*The Venus Fix*  
[www.mjrose.com](http://www.mjrose.com)



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