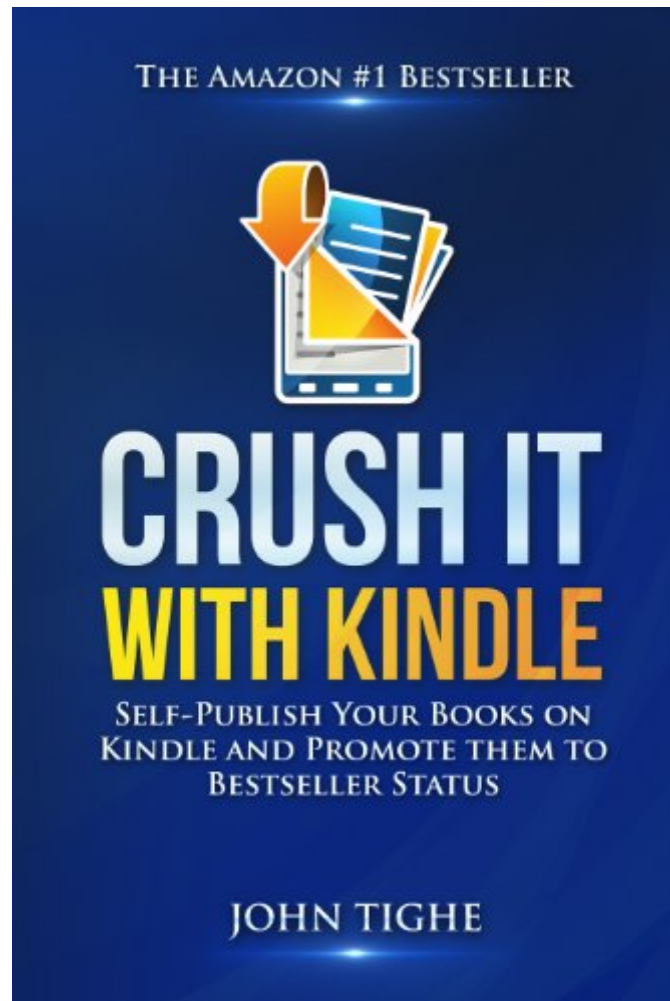


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beyond just royalty payments. While this wasn't a concern for me, I noticed a few new ideas I haven't thought of before that I may look into further. The real "meat" of the book however is in promoting a book to bestseller status. The entire process is laid out very clearly from pre-launch, launch, and post launch to maximize sales. I particularly liked the section on naming the book and subtitle. Before I learned the best ways to name a book, I wasn't making nearly as many sales. But once I understood the psychology of book buyers, my sales increased dramatically. This makes the section on titling one of the most valuable and insightful you can read. While not all of the tips are extremely in-depth, it's compensated for by the massive amount of topics covered. Some people may find they'll want to do a little additional research on certain areas which is to be expected with any book. Based on my experience, I believe by applying even just a few of the tips in this book, an author will sell enough additional copies of their book to make buying this a worthwhile investment of one's time and money.

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