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# ***The Self-Publishing Manual***

**Fourteenth Revised Edition—Over 166,000 in print  
24<sup>st</sup> Anniversary Edition**

*Poynter is at his best when discussing such specifics as starting one's own publishing house; dealing with printers; establishing discount, credit and return policies; promoting, advertising and selling a book; and order fulfillment. —Publishers Weekly.*

*A deeply researched how-to book on writing, printing, publishing, promotion, marketing, and distribution of books. —The College Store Journal*

*Poynter covers the production basics but his emphasis is on the business of books. —American Library Association Booklist*

*The strength of this book is the detailed discussion of various marketing methods. —Choice magazine*

*The book is a must for those considering publishing as a business, for writers who want to investigate self-publishing, and is eminently useful for its new and old ideas to those who have already begun to do it. A fine and handy guide by a fine and successful publisher. —Small Press Review*

*All the information is here, and various aspects of small publishing are discussed in a complete and comprehensive manner. A publisher who follows Poynter's advice can hardly go wrong. —The Independent Publisher.*

*Self-publishers: This how-to book and encyclopedia will be your most important investment. The subject matter is succinctly stated, well-organized with excellent illustrations, and particularly notable are the sections on how to gather and refine material for any non-fiction book, no matter who publishes it. Poynter points you in the right direction. —Teacher-Writer*

*Never before has this reviewer seen such accurate, concise information covering all aspects of self-publishing as will be found in this helpful book. —Naples Florida Daily News*

*This is by far the best book of its kind. —Writing & Publishing*

*The most comprehensive book I have found to date on self-publishing. This one book could save you the price of several. —Iowa Authors United*

*Carefully researched, thoroughly documented, and well presented. —Cape Cod Writers' Conference Wave Length*

*It seems unlikely that any of the many questions you may have on self-publishing would go unanswered in Poynter's book. Moneygram recommends this book. —Moneygram.*

*This is the best self-publishing manual on the market—Judith Appelbaum, *How to Get Happily Published*.*

*From A to Z and back again, Poynter's book on self-publishing is the best I've ever encountered and the most detailed. —WIM Publications*

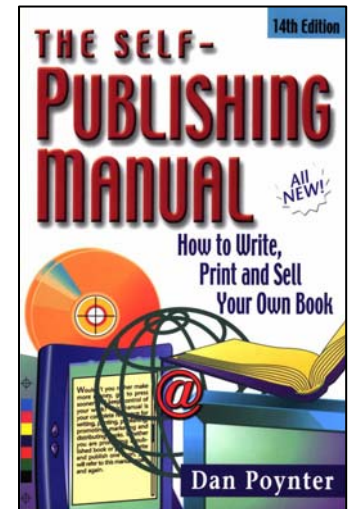
*Will not only appeal to those who want to self-publish but to anyone with a professional interest in books. —KNBA Radio*

*Lots of practical nuts and bolts information on self-publishing. —Bill Owens in *Publish Your Photo Book**

*A handy, concise and informative sourcebook . . . Expertly organized and chock full of hard facts, helpful hints, and pertinent illustrations . . . Recommended for all libraries. —The Southeastern Librarian*

*This book may become a classic in the how-to genre. Poynter is open about his techniques. He cuts through the mystery of book publishing. —ComeUnity.*

*The publication is worth its purchase price and more if it prevents those with book-length manuscripts from wasting a printer's time with questions that *The Self-Publishing Manual* could easily answer. It is a good work, well written and complete. —National Association of Printers and Lithographers *Bulletin**



*This is an easy step-by-step system and a revealing expose of information so jealously guarded by most small publishing firms. —Pyramid Guide*

*The approach is clear and easy to use in any order and should make available answers for many writers or would-be writers with questions. Recommended. — Temple University's Mass Media Booknotes*

*This is it, the most complete book on self-publishing, that needed to be written. —Open Chain magazine*

Poynter is a self-publisher of considerable experience which he passes along in minute detail . . . there is real gold here. —Quill & Scroll

It is recommended reading for would-be authors, authors and publishers of all sizes, as well as anyone in the graphics and printing industries. —The Ventura County (California) News

*The Self-Publishing Manual is by far the best on the market, and a fabulous addition to my library. More than that, it is a handbook, an encyclopedia, a friend, and my companion, and a labor of love. —Paul E. Harris, Jr., Soccer For Americans*

I'd trust Dan's word, recommendations and predictions over any publisher, editor, agent or book marketing consultant I've met—and I've met the 'supposed' best. —Jay Abraham, *Getting Everything You Can out of All You've Got*.

**Other reviews and mentions** have appeared in *The New York Times*, *Money magazine*, *Writer's Digest*, *Books & Authors*, *Quick Printing*, *Media Report to Women*, *John Barkham Reviews*, *East West Journal*, *The Madison Review of Books*, *Arizona Authors' Newsletter*, *College Student Journal*, *The Chronicle of Higher Education*, *Aviation/Space Writers News*, *The Professional Quilter*, *The Macintosh Connection*, *Premium Incentive Business*, *Chicago Women in Publishing News*, *The Computer Journal*, *Multicultural Publishers Newsletter*, *Communication Booknotes*, *The Latrobe Bulletin*, *The Fessenden Review*, *Western Publisher*, *Strategies*, *Library Quarterly*, *Connexions Digest*, *The Home Business Advocate*, *The Morgan Messenger*, *International Association of Scholarly Publishers Newsletter*, *microPublishing Report*, *Hilborn's Family Newsletter Directory*, *Writers' NW*, *Northwest Arkansas Times*, *Ojai Valley News*, *National Multicultural Banner*, *Romance Writers Report*, *Austin Writer*, *Textbook Authors Association Report*, *Fibre Forum*, *Small Press Book Review*, *Greenpoint Gazette*, *Alan Caruba Bookviews*, *Martin Pine Travel Talk*, *New Pages*, *Magazine Design & Production*, *Preview*, *Australian Bookseller & Publisher*, *Outdoors Unlimited*, *Come-All-Ye*, *Popular Photography*, *The Harvest*, *Rota-Gen*, *Writers Connec-*

*tion*, *Nashua Sunday Telegraph*, *Writers Forum*, *Periodical Writers Association Contract*, *Publisher's Information Newsletter*, *COSMEP Newsletter*, *The Marin Small Publishers Exchange*, *Small Businesswoman's Newsletter*, *Concise Book Reviews*, *The News Basket*, *Winning Ways*, *Writer's World*, *The Newsletter on Newsletters*, *Independent Publishers Guild Bulletin (UK)*, *Resource-mag*, *The Oregonian*, *Behind Small Business*, *Inklings*, *Writers Gazette Newsletter*, *Spare Time*, *Canadian Author & Bookman*, *Ex Libris*, *The Dispatch-News*, *Freelance Writer's Report*, *Laughing Bear Newsletter*, *Publishing Northwest*, *Publishers Digest*, *Computer Book Review*, *GEM'S Newsletter for Authors*, *Sideline Business Newsletter*, *The Editorial Eye*, *The Bloomsbury Review*, *Jack Curtin-Between The Lines*, *Travelwriter Marketletter*, *Small Press magazine*, *Freelancer's Newsletter*, *Northwest Association of Book Publishers Newsletter*, *New Zealand Publishing News*, *Warner Robbins Independent*, *Business to Business*, *San Francisco Chronicle*, *Networking Newsletter for Women*, *The Working Arts*, *Dwight Myers-New Mexico Book League*, *EFA Newsletter*, *Bulletin of Bibliography*, *Inference Reader* and many more.

*The Self-Publishing Manual* is available for download at <http://www.fatbrain.com/ematter> and <http://www.1stbooks.com>.

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