

BCE

Making It a Book

With Fred Steiner

Bluffton  ICON

Have you asked yourself...

- What is the purpose of my book?
- Who are my readers?
- Do I have enough stuff to make a book?
- Who will edit my book?

Author as entrepreneurs

- Identify promotion channels (Shops, clubs, Amazon, etc.)
- Develop or sub-contract cover design and graphics
- Recruit blurb and introduction writers
- Estimate number of copies to be sold
- Do I expect to make a profit? Can I afford to take a loss?

Questions for the publisher

- Can they provide:
 - ISBN (International Standard Book Number)
 - Pricing
 - Format (size, paper, cover, binding, etc.)
 - Print on demand
 - Digital version
 - Do they specialize in this type of book (novel, photographs, illustrations, etc.)

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View the discussion on
our [Youtube](#) channel

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Bluffton Center for Entrepreneurs
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