



Think Like a Publisher: 33 Essential Tips to Write, Promote, & Sell Your Book

Randy Davila

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Straight Talk From A Publisher!

In Think Like a Publisher: 33 Essential Tips to Write, Promote, and Sell Your Book, Randy Davila, President of Hampton Roads Publishing & Hierophant Publishing, explains the nuances of the publishing industry in plain English, and gives authors all the tools necessary to be successful in today's rapidly changing publishing world.

Broken down into three easy to follow categories of Editorial, Marketing, and Business specific tips, Think Like a Publisher offers invaluable insight into how publishers think about manuscripts, marketing, and their partnership with the author. You will also learn:

- *What publishers (and readers!) look for in a manuscript
- *The most common new author writing mistakes--and how to avoid them
- *The makings of a great book title and cover
- *The pros and cons of self-publishing vs. traditional publishing
- *How to build your author platform and gain a following
- *The ins and outs of the business side of publishing--contracts, royalties, agents, and more!

For any writer who has felt intimidated by the prospect of bringing a book into the world, Think Like a Publisher offers a one-stop guide to understanding the publishing industry and what it takes to make your book a success!

Think Like a Publisher: 33 Essential Tips to Write, Promote, & Sell Your Book Details

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Rosa says

Do you wonder what a publisher will advise you as a first-time writer if you have the opportunity? That's what this book is all about.

Randy Davila, is the president of Hierophant Publishing and Hampton Roads Publishing Company, and he will give you "33 essential tips to write, promote and sell your book" based upon his experience with his novel, his author workshops, and the publication of books by well-known authors as Miguel Ruiz Jr., Eckhart Tolle, Richard Bach and Jack Canfield.

I have read numerous writers' posts about these topics, and I still found valuable information in this book. In fact, it includes advice for fiction and nonfiction stories as well as traditional publishing or self-publishing.

I recommend this book to first-time writers, and if you consider giving writing a try so not to have unrealistic beliefs and expectations of the publishing industry and your career as a writer.

A final word from Randy Davila to you, "if you implement all the tips in this book, develop a solid Author Business Model, and you feel your manuscript falls under the categories that we publish, I might just have a home for you and your books."

Sarah says

I received this book as a Goodreads give away thinking this book would help me if I decide to try to publish my memoirs of going through breast cancer at the age of 36. Well, this book has opened my eyes as to what it would take to publish and how many steps there are and how many people could be involved in the process. Having worked at a bookstore and having talked to several book reps, I thought I knew "some" of the business. Randy Davila's book is thorough and gives good insights, even though much of it is common sense. This book would be helpful to anyone who is interested in publishing a book whether it be with a publishing house or a self publisher.

Caterina Alberti says

Think Like a Publisher has a wonderful feeling of encouragement and empowerment alongside all the amazing first hand information that makes publishing for a new writer a whole lot clearer! Randy Davila provides the knowledge that affirms where you are in the process and he makes it easy to focus on the next steps.

Kristen Mazzola says

This book offers wonderful tips to help authors, self publishing or not! Being a first time, indie author, this book really helped drive home certain points that I had not considered, answered questions I was too shy to ask, and affirmed that many of the steps I am taking and choices I have been making setting me up for a good path for self-pubbing! I think this is a great read for any author!

Michelle Connell says

I was hoping this would give more tips on promoting and selling books, but mostly explained the whole process of getting a book published from finding a publisher or agent, to finding an editor to finding reviews. Would be very useful for someone considering publishing a book or a newer self-published author.

Beronika Keres says

Think Like a Publisher is a great introductory book for people who are new to publishing, but doesn't offer much to those who already know the basics. It is organized and easy to navigate. It's a fairly quick read and only took me a few hours to finish, even when I was stopping to take notes. I recommend this book to people who don't know where to start when it comes to traditional publishing or self-publishing. It doesn't have all the answers or information that you need, but it will send you in the right direction!

Jeri says

I received this book thru the good reads giveaway. very informative, insightful and informational for any author from beginner to expert.

Martin says

I was looking for a specific book about publishing, rather than a broad book about building my platform. I was also looking for a book that gave equal weight to fiction and non-fiction. I was also looking for something that gave equal respect to self-publishing as it did to publishing. I also needed something non-meandering and on-point. Bingo. Now building my platform.

Jacob Nordby says

I'll never forget the potent cocktail of confusion, hope and anxiety I experienced as a newbie writer seeking to get published. Like most who take that journey, I asked a lot of people for advice, searched online for answers and bumped my head a lot. I found that most of the professed experts gave conflicting information and made the path to publishing my first book seem like a goose chase at best.

When I read this new book by Randy Davila, my first thought was, "I just wish I had known this five years ago".

Think Like A Publisher will save writers years of frustration. Randy Davila is a rare traditional publishing president because he is willing to pull back the curtain and reveal secrets of the book business.

I learned a lot from this book and will use these tips as I write and publish my next book.

Christine says

This book provides good basic info for brand new writers. The back half of the book has really interesting tips and facts on inner publishing.
