

# How and why you should niche publish your book!



The rationale and process are explained in the **21 free blogs** listed below. All are found at this site.

The first six blogs explain what “niche publishing” is and why every publisher (and every expert of any stripe) should be running to get in line before the others catch on!

So you can quickly pick the information that you most want to know about “niche publishing,” here is a concise **summary of its benefits.**

**If you “niche publish” rather than publish “the regular way” you could...**

- \* **earn far more money, much faster**, with nary a nick of risk!
- \* you'll **never have to compete with big-house publishers**,
- \* you'll **never have to sell through bookstores**, and
- \* from the topic you select **you could create your own very profitable, life-long empire—with YOU the empress or emperor.** By expanding your sphere of buyers, the benefits of your book and message will continue to multiply your appeal, which will continue to bring you more money even faster—

**“Niche publishing” (and “niche marketing”) aren’t magic. But they bring two huge benefits that standard publishers can’t provide.**

**The first is pre-testability.** That means that before you write or print a page of your book, you can pre-test it to see (1) if that book will sell enough copies (that is, the rough number of copies that will be bought and by whom), (2) if the title works, and (3) if you chose the right problem to solve or needs to be met, the right benefit(s) to promise, a persuasive table of contents, and the right author. If the test results yell “GO!”—go. If not, retest until you get the right pre-test response. Or write another book, then build your empire around that book. (The cost of the test? \$500-600? Under \$1,000. If you as a niche publisher using the self-publishing process expect to receive \$100,000 gross from your book sale; \$50,000 net; and the test may cost 1-2% of returns. If the test is no-go, that’s a 2% risk. Take that bet every time!)

**The second benefit** is that your **niche book can be the core product of an empire** that can triple your book income every year, and multiply that again from spin-off or related books, MP3s, videos, seminars, speeches, reports, consulting, and classes that you can offer or sponsor to your eager book buyers and their colleagues. Why? Because **your book, targeted specifically to those buyers, proves that you’re an expert in their field, that you and your guidance can solve their problems and fix their frustrations.** Why wouldn’t they rush to buy more good stuff from you in book #2 or through a dozen other empire-linked ways once you have proven that what you say or show works as promised?

**So that’s where two elements linked to this blog play key roles.**

In 2008 I published a book called *Niche Publishing: Publish Profitably Every Time*. See [www.nichepublishing.org](http://www.nichepublishing.org) for full details and the book's table of contents. That book has sold out in four different renditions, and the paperback issue is still unavailable (unless Amazon is selling old copies of it and keeping the royalties.)

Eureka! **The original, last version is still alive in digital format.** It's available for \$7. We offer it, instantly downloadable, at [www.gordonburgett.com.order3.htm](http://www.gordonburgett.com.order3.htm).

I've offered 100+ four-hour seminars about niche publishing and have had the opportunity to hear every question, challenge, and suggestion about the process. I still remain convinced that, done as suggested, it is still the best process (with the least risk, if any) and the fastest and safest way for self-publishers to enter the field and reap the rewards.

Alas, while there are many "empires," as I call them, prospering today, it's more difficult to tie them directly to the emergence of one book and one gutsy, hard-working emperor or empress drawing their buyers to the empirical central theme.

What I see more often is a speaker emerging from a topic field with a new idea or process and a following drawn from attendees at their seminars, keynote speeches, or breakout sessions. Somewhat less obvious is the leader's book that serves as the central focus of the unique message the "leader" comes to represent. But what stays as the binding tool as that "empire" takes form is the book, and spin-offs from it, that continue to give substance and breadth to the person and their idea. The point: **empires are usually built from a book's foundation.**

Final points.

If niche publishing seems to fit your path of development, the

one element least discussed but most needed is likely shared as much by you as it was by me: we can build our niche empires faster, better, and surer if we take the time to **create a solid strategy for growth**. Then focus on one message, like the big tree, from which our modest forests will eventually grow. **Make oneself “the” core of something that others in our orb need for their own development**. Write “the” book that your colleagues must master to create (or at least establish) their own excellence. Focus there, spread your process and message until its name and your become synonymous. (The topic of self-publishing is synonymous with the name Dan Poynter. That began with his book *The Self-Publishing Manual*.)

**That’s where the remaining 21 blogs fit in.** They answer the questions a “niche publisher” must ask. They are trees in our forest. Combine them with *Niche Publishing: Publish Profitably Every Time!*

**Where are those other 15 “magic” blogs?**

Go to [blog.gordonburgett.com](http://blog.gordonburgett.com) (if you’re not reading this blog at that site) and all 21 blogs are there waiting for you! When a blog opens up, go to the **search box in its upper right corner**. Then select and type some key words from a selected blog title, open it with your mouse, and that chosen blog will rather miraculously appear. Hiding the same way is where you’ll also find the 20 more niche-related blogs.

Even if you just type “niche,” about 10 assorted niche-related blogs will appear, and if the sought blog isn’t there, continue downward to the end of that blog chain to where it says “older” or “newer,” and in the subsequent lists of “niche” blogs you will find what you are seeking...

**Here are the titles of the 21 blogs** that help explain “niche publishing”:

## **Niche Authors and Publishers:**

- \* Make a bundle almost risk-free by publishing niche books.
- \* Why niche publishing is a much better deal...
- \* Ten advantages to niche publishing.
- \* How niche authors and niche publishers share the gold.
- \* Niche books are very profitable. How are their authors chosen?
- \* Why you may not want to niche publish.

## **The Niche Blog Bundle:**

- #1. What's so good about niche publishing?
- #2. The goals and assumptions of pre-test publishing.
- #3. How do you define (or find) a profitable niche for your book?
- #5. Are you a niche writer, a niche publisher, or both?
- #6. How much should you charge for your book?
- #7. How much does it cost to pre-test your niche book?
- #8. Get a free mailing list for your niche book pre-test.
- #9. Two sample notes to pre-test a niche book.
- #10. A sample flyer like those used in niche book pre-testing.
- #11. A postcard to know your niche pre-test book results!
- #12. It's time to actually test your niche book!

## **More about Niche Pre-Testing:**

- \* 25 key steps about pre-testing your niche book.

## **Niche Speaking:**

- \* Niche Speaking: Cash in with fewer (but more devoted) listeners.

## **Niche Book Marketing:**

- \* 101 niche marketing topics.
- \* Can we sell two new books by using 12,200 jumbo postcards?

(Incidentally, there are **400+ writing-, speaking-, and**

**publishing-related blogs** also lurking on this page quietly awaiting your visitation!)

That's it. Best wishes to you with your "niche publishing." I do **consult** in this area so if I can be of assistance, please contact me at [glburgett@aol.com](mailto:glburgett@aol.com).

Best wishes,

Gordon Burgett

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## [Leading your idea in print down its most profitable path...](#)

So you've got an **article** or **book idea** that you want to turn into both **big money** and widely-seen **expertise presence**. That's the way to think! I'd also add that the copy needn't be completely rewritten again and again, so also think **reprint, rewrite, reprint of rewrites, and more...**

Let's say you want to write about the 2016 Chicago Cubs and their playing in the coming National League baseball playoffs—and perhaps for the pennant, of all things! But, if you can't tell, or wouldn't want to tell, a baseball from a ball of wax, your idea and copy to sell again and again could be about the Trump-Clinton presidential election, kumquat delicacies from the kitchen, or driverless autos driving nonetheless on the streets!

Alas, I've been a baseball fan from/in Chicago almost since the Great Fire and the hapless Cubs haven't won a pennant for 107 years. You know us by the fetching blue, red, and white "C" hats that we have had to hide in our cupboard for generations. Alas, this is our year, so we dusted them off and wear them on our heads for breakfast, lunch, dinner, and almost all the hours between—until October when we will know if the hex of the billy goat is true. **So I'm picking the Cubs for this empire-building article writ long...** (But if you're reading this in the Philippines, on the Pyrenes, or in Peru, kumquat delicacies might be easier to understand...)

Let's start with an **article** about the "plight of the Cubs" (or any fetching topic) for an American magazine. You do the usual things: some basic research to find the most interesting angles or slants, pick the best approach, and subject that idea to a two-pronged **feasibility study**—is it feasible to write and is it feasible to sell? (Go to the search box in the upper top right corner and type in **feasibility study** to see how the magazine approach works. The blog copy comes from either [How to Sell 75% of Your Freelance Writing](#) or [The Travel Writer's Guide](#). To read those books, used and sold for a pittance, check the [Amazon catalog](#).) The feasibility study tells how to test magazines vs newspapers, who are the most likely readers, the querying process, and (for magazines), should you get a "go-ahead," how you best present the copy for sale. (If it fits newspaper freelance buying fields too, submit the written article in final form, without a query and sent in ready-to-go fashion.) If the idea is a "go" as feasible to write and sell, send your articles to the best markets in both categories.

If the **magazine** buys your submission, you can use much of the article's contents again (at least slightly rewritten) two ways: as a **reprint** or a **rewrite**. Then if a rewrite is bought, you can send that off to a still-virgin magazine as a reprint. With cunning, you can have several of each of these three

partially-completed masterpieces filled in (completed) and in print, all paying you! (Again, go to the Search box above and write in reprints or rewrites to see step-by-step blogs with more details.)

With **newspapers**, there are two paths: (1) you can literally sell the first copy to as many newspapers as will buy it as long as they aren't "national" newspapers (like the *New York Times*, *Washington Post*, or the *Wall Street Journal*—sell them one at a time, and, after it is sold, thoroughly rewrite the piece before selling it to another "national") and (2) don't simultaneously sell it two or more regional newspapers within 100 miles of each other ("distribution ranges"). Otherwise, you can sell the very same newspaper article(s) to any other newspaper (except the "nationals") as long as they don't overlap. Just tell the newspaper editor yours is a simultaneous submission and you are selling it outside of their 100-mile circulation orb.

What more can you do with reams of unused copy parts shouting to be read? Throw all the used copy into a cauldron, add the unused gems, mix them up again, and "**topic spoke**" them to find as many of the other potential eager buyers as will shriek and pay, delightfully, to use your genius and make you rich. Check the blog search for items about "topic spoking" in the 400+ blogs waiting to be used!

How many **books** can you pluck from that cauldron (adding in other sources still untouched)? You could write/publish a book for all kinds of Cubs' *aficionados*: one for kids/young adults, one for the regular folk, another for seniors (some praying for the Cubs to win, others incredulous that they are anywhere near the top), another for the Cubs fans focusing on this year and the past two, another putting all 107 years in perspective, and so on.

And because each book requires a mound of research, interviews, anecdotes, photos, and more, you can turn this



into new wealth of found and reworked copy and pluck out more **articles**, and thus more **rewrites**, **reprints**, and **reprints of rewrites**. You can also sell related **photos** where you sell copy (check photos in Search), often the same photo repeatedly since they are almost always sold on one-time rights.

Lost in this pile of print are the **directly related spin-offs**, like **audiobooks** of any or all of those books just mentioned; **focus books** about specific elements of baseball for the truly absorbed, of the past year or two or of all time, like the pitching, the records set and broken, ERAs, a projection of future years and records of new(er) players emerging in the 2016 excitement; even **videos** and **movies**, all being in print before being converted to other media. Then using the most visible of the platform builders, authors speaking about their (new) specialty from the platform: see **rallies**, **speeches**, **how-to workshops**, **seminars**, **talks**, and so on...

Every time your champion copy has your by-line attached to your super writing in a newspaper, magazine, or book, you are solidifying yourself as an **expert** in that field, building a following, and making yourself more wanted by **information and product producers**. They want to get more good items from you, a recognized "valuable and prolific source" of, in this case, baseball, Cubs, and sports ideas, information, and articulation.

The point here is that **almost any word or idea has lots of legs (and ears) and can be multiplied very profitably many times by many means**. The trick is to create interesting copy about ideas that others want to know more about that is spelled properly and has the facts, quotes, and anecdotes artfully blended into more good ideas. Most exceptional writers don't stray too far from what others want to know, and they churn a fair amount of interesting text into many articles, then books, rather than just making one sale or two before wandering off to find unrelated subjects for articles that are also sold a few times. **It's wiser and fills your**

coffers faster by turning your related ideas and copy over and over.

Best wishes,

Gordon Burgett

[ More how-to writing, publishing, and speaking stuff  
at [www.gordonburgett.com/order3.htm](http://www.gordonburgett.com/order3.htm). ]

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## A very new format for a seminar workbook...

In a now very long past—decades—I must have literally copied and carted 40,000 seminar workbooks (sometimes a half mile, too often up stairs). Most of those workbooks were 12-20 pages long! Too late to complain: that was the way it was done. But yesterday technology finally removed my shackles—and perhaps my blinders!

Some fact-setting now, then a detailed explanation copy of the new format that you may be interested in modifying and using. Explaining the 40,000: I have given more than 2,000 four-hour seminars, most as college/university extended ed offerings, almost all in California. They rarely had less than 20 participants, which meant 24 or so workbooks in case last minute registrants were waiting at the door. Ugh.

But yesterday a different request opened my eyes. I spoke to the **NSNC** (National Society of Newspaper Columnists) in L.A. about "[Publishing for Profit](#)" and, even though I myself had been a columnist several times, I had no way of knowing what other writing experiences the veteran audience had nor which

of the dozen or so suggestions I would offer and expand upon they might wish to pursue.

Nor did I want to schlep any workbooks nor published books to sell BOR. (The airlines made that impossible anyway by charging for baggage—and rubbing in more salt by starving me en route!) But I did slip a copy of eight different books into my suitcase to display on a side table so they could see that they actually existed!

I know, I could have run copies off of the workbooks once I reached L.A. But I'm doubly convinced now, the day after, that the new format is many times better and smarter for the future, it gives the audience more options, and it reduces or eliminates the burdensome task of hauling products for sale. That's why I'm sharing it now, while the fire burns, in case it would help you too. (If you have already discovered this "new" workbook process, congratulations! I'm sure you double agree! Why didn't you tell me?)

**The rationale:** I knew that all of my attendees were writers, they used computers daily, understood how to find websites, blogs, and could figure out the free-book code. Therefore all I had to do was explain the media or means needed, where the items could be found, the links or addresses for each, and what the resource references referred to. I gave them the instructions needed in the first two paragraphs, where the program was going in the next two, and the broadest of explanations of what the four sections to be covered in the text that followed.

That took a minute or two to re-explain at the beginning of the presentation, but then I could focus on the most important ways columnists might earn more and live happier. When appropriate, I could direct them to one or several of the references and, in some cases, tell them the best subtitles to the critical step-by-step details. There must be 600+ printed pages in the three free books and 200+ in the other items.

Thus, by knowing where the information is at hand, almost immediately, they can pick, select, or reject it as they wish—or go back later, if they change their minds.

**The workbook:** The two-sided page *is* the workbook. In this case the program was designed to show U.S. columnists how else they can share, market, and expand their written gems (now or later) into other lucrative venues or ventures. That is what I talked about. If they need the application guidance, the resources would then send them to the “how-to” support material.

Enough explanation. What follows is the “workbook” they received.

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### **Workbook as delivered to the NSNC presentation:**

#### **Welcome!**

I’m Gordon Burgett. It’s 2016, we’re all experienced writers, and the airlines won’t let me schlep boxes of handouts as baggage anymore, so I’m going to use the Internet to let you pick what specific information you think will be useful to you later. At that point, you can download what you want or need, if anything. The most important material is free, there’s no shipping or tax, and it’ll be in your hands almost immediately!

Thus you have no workbook or piles of paper to lumber through. Just sit back for the first hour and let me explain a sort of strategy and ways that should help you considerably increase your writing income, then I’ll answer any questions you have during the remaining 15 minutes. If you have more questions later, please email me at [glburgett@aol.com](mailto:glburgett@aol.com).

My task is to help you fill your coin bags and increase your

second-life options by doing more of what you already do very well—and make even more money (heavens!) by doing it.

I think the more-mullah quest starts with you strategizing at whatever point you are along your moneymaking-by-writing trail. I'll address that.

The rest of our oral trek today roughly follows the other four sections on these pages. I've posted lots of backup resources here that you can download if/when you want or need them. The most important material is free—three full core books, three helper reports, four website articles, and 400+ blogs to pluck from. To download most of that information, use our order page at [www.gordonburgett.com/order3.htm](http://www.gordonburgett.com/order3.htm)

Here's how to download or see the resources: (1) find and separately order each **free book** on the order form—but *before* you submit each order write the coupon number [        ] in the coupon code box on that order form. Then submit the form, the price will drop to zero, and follow the download instructions that follow! (The freebies expire on 8/20/16.) Other items, unless noted, are from the order form and can be ordered separately or together at any time. They are also available from Amazon but if you want the three books free you must follow the instruction in (1). How to get the three **free reports** is explained below. See [blog.gordonburgett.com](http://blog.gordonburgett.com) for the blogs listed. Once there, find the SEARCH box, upper right corner under the Twitter logo. In that box enter either the topic you want to see more about (like query letters or niche) or the word I will give you. The **website articles** are from the direct website link location.

(I) **WRITING—[Travel Writer's Guide](#)** (free ebook)

Explains how to sell 75%+ of your freelance writing (mostly

newspaper and magazine articles), how to triple your income by topic-spoking, how to earn more with sidebars, and how to organize profit-packed copy-, quote-, and anecdote-gathering trips...

Related resources:

"4 Proven Ways to Sell 75% of Your Freelance Writing" Go to **blog**, enter 4 proven ways

"How to Sell 75% of Your Travel Writing" (2 cassette program), \$20 + shipping

"25 Professional Query and Cover Letters" (ebook), \$4.99

"Reprints, Rewrites, Reprints of Rewrites, and Resales" (ebook), \$4.99

"The magic of topic spoking." Go to **blog**, enter topic spoking

(II) **PUBLISHING–Niche Publishing: Publish Profitably Every Time** (free ebook)

A huge percentage of the risk-free, market-guaranteed book money is found here. We made \$2 million from dentists and are now following the same path from K-12 school administrators, supers, principals, and school boards. That process and business plan is explained in this book. If you write and publish, almost all the niche profits are yours. If you find experts in the field, you direct/edit, they write, and you publish, most of the profits are still yours but the fame is theirs.

Related resources:

"12-Step Pre-Test for Niche Publications" (ebook), \$4.99

"How to Test Your Niche Book before Writing or Publishing"

(ebook), \$9.99

“How to Get Niche Articles in Print 75% of the Time”  
(ebook), \$2.99

(III) **PUBLISHING—How to Get Your Book Published in Minutes and Marketed Worldwide in Days** (free ebook). If you’re not niching, use the “open press” revolution plus Create Space/Kindle [Amazon] and Lightning Source as your first or major paths to building your own empire. Publish here, then (perhaps) try the major publishers.

Related resources:

“Open Book Publishing: Almost a Miracle! (ebook), \$3.10

“When Would I Always (or Never) Self-Publish My Book?” Go to **blog**, enter self-publish

“12 More Ways to Turn Your Book into Many More...” Go to **blog**, enter more ways

“Focus books and Selling a Book by its Parts” Go to the **blog**, enter focus

“Sample Focus Book: Rights and Responsibilities of School Principals” (ebook), \$3.99

“Sample Focus Book: How to Create the Best Staff Possible” (ebook), \$3.99

(IV) **BRINGING IT ALL TOGETHER—Empire Building** (O.P., no replacement book yet.) Ultimately, for big money, expand the perception of your expertise through related information dissemination means, like speaking, seminar, giving workshops or retreats, audiobooks, classes, consulting, social media venues, radio-TV, guest performances, and so on. Or

create/sell little empires along the way. Or align your writing, researching, interviewing, and publishing skills with others' empires. Or do it all.

Related resources:

“How to Set Up and Market Your Own Seminar” (4-cassette seminar), \$40+shipping

“Six Special Tools That Get Speakers Booked First” (ebook), \$9.99

<p><b>MORE FREE REPORTS:</b> <i>Lifelong Wealth by Being Indispensable</i> <i>Finding Indispensable Article Topics</i> <i>101 Niche Marketing Topics</i></p>	<p>Just subscribe to my newsletter (seldom sent) at <a href="http://www.gordonburgett.com/free-reports">http://www.gordonburgett.com/free-reports</a> and all three reports are immediately downloaded. Nobody else ever sees your address. Then if you want to escape my elist, just email me to be removed. I'm not offended—I forget names instantaneously.</p>
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That's it. If it helps, go to it.

Best wishes,

Gordon Burgett

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## [Selling one article topic to 5-8 different publications!](#)

“Could you sell the same text, unchanged, to both magazines and newspapers?” is the most often asked question at my writing seminars!

I suppose you could, but I wouldn't because I wouldn't know



how to unravel the rights issues. Anyway, it'd be far more profitable with a lot less work just planning five to eight sales from the same fact (and photo) pool.

**Here's how I might sell one topic** (in this case, the Chicago River on St. Patrick's Day) **as widely as possible for the most yield and the least amount of additional research, composition, and jpg taking?**

1. I'd first query the idea to the **highest paying magazines** (in order, one at a time). Then I'd write my lead article for the first editor giving me a "go-ahead." This article might focus on a St. Patrick's Day special, a big deal in the Windy City because at 9 a.m. that morning the Chicago River turns orange for a few minutes until (it's said) the leprechauns switch it to green so lush it puts tears in every O'Brien eye—and stupefies much of the rest of midland America as it flows in reverse to the Illinois River and the Mississippi to and past New Orleans! Some 400,000 visitors a year line the downtown Chicago bridges, then watch the St. Patrick's Day Parade march through the city that day at noon, rain or shine.

2. After that magazine article (sold first rights) appears in print, **I could sell it exactly as is to any other magazine as a reprint.** (If you sold the photos first rights too—or for one-time use—you could also sell them to the same [or other] reprint buyers!)

3. But since I've got a box full of facts and quotes, why not query, then write another main article about a similar happening that takes place the same weekend: the Flower and Garden Show at Navy Pier (nearby, on the same verdant river as it reaches Lake Michigan)? This is **a loose example of a rewrite** since you can slip in the key points about the concurrent St. Patrick's Day festivities. All you have to do is rewrite that used text, which you'd have to do anyway because it must be in a different layout for both publications. Or you could call this rewrite "Chicago's

Greatest Gift: the St. Patrick's Day Parade and the Flower and Garden Show Side by Side!" (What a title!) Since this magazine piece is a first-rights sale, **why not sell this distinct offering to other magazines seeking reprints?**

4. **We've still not sold to the newspapers!** I would significantly rewrite either of the magazine articles (or mix and match) in newspaper fashion, give the result a different title, and maybe try for a national newspaper sale first. Since this is a major set-date activity (like Christmas or Easter), most major newspapers look for event-related special articles. So I would query here several months earlier so it can get scheduled, then work out the special submission process with the travel editor.

5. Or if the national newspapers aren't enchanted by the Chicago Journeyman Plumbers' river magic, I'd **send it simultaneously to all of the Midwest newspapers** 100 miles away from each other to see if I can spin the special event one last time (this year), before the emerald is long gone.

6. And, of course, **I'd handle the photos myself so I could sell them as widely as possible** without messing up their rights!

By March 1, 2016 I will release a **brand new book** about this topic where each of the **resale means to magazines and newspapers** are explained in detail. Those are simultaneous submissions, reprints, rewrites, reprints of rewrites, rewrites of reprints, modified reprints, sidebars, overseas sales, and shorts. Check Amazon Books under Gordon Burgett for the still-undecided title and release date—or email [glburgett@aol.com](mailto:glburgett@aol.com) for specifics and cost.

Best wishes,

Gordon Burgett

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## Article you're submitting need a sidebar? Here's an example...

Typically, as I write a “go-ahead” article, I encounter some additional facts that are so spectacular or unique I think they would make an interesting sidebar or box, in or near the printed article, to excite the readers and add much substance to the article without changing its primary structure. So I write and send a sidebar cover note (see below) by email or snail mail to the editor, reminding him/her of the subject of the article of mine they are considering or just accepted. Here, I share some of the most exciting facts (for baseball fans) that apply to the first year that the Cubs (and the National League) were in existence: 1876. That’s it. He/she will likely respond by email, a short yes or no, with a suggested content size.]

### **Sidebar Cover Note**

Dear Ms So-and-So:

I doubly appreciate your giving me the go-ahead on the article “Wrigley Wouldn’t Recognize His Field.” I’m shooting to have it there within a week. But as I’m gathering current facts amid the cranes and disappearing bleachers, I wondered if you’d also want a Chicago-based sidebar (or box) about the earliest Cubs, long before P.K. Wrigley was in baby britches.

Here are some of the items it might contain:

1. The Cubs are the oldest team in the National League. They played from day one, in 1876—and won the first pennant by

beating the Louisville Dark Blues in six games. Called the White Stockings then, they finished the year with a 52-14 record. (They didn't use the name "Cubs" until 1907.)

2. Chicagoans also gave birth to the term "out of left field" in their early years. The left field in the pre-Wrigley playing grounds butted up to a many-storied insane asylum, and when the crowds made too much noise the lunatics screamed out the windows and banged on pans. Their comments truly were "out of left field."

3. Al Spalding (of later sports equipment fame) managed that team, plus he helped write the first set of official baseball rules. He also pitched in 60 of the 66 games they played in 1876, winning 47. (Spalding was also the only pitcher on the team wherever he played, winning more games in his six professional baseball seasons than any other player in the league.) Al was the first major league player to use a fielding glove. His total pitching record was 252-65 with a 2.15 ERA and a .313 batting average! He also owned the team for a decade.

4. Players had no numbers or names on their uniforms then so crowds only vaguely knew who they were or what they did. Spaulding's solution one year was to assign each position a different color, and the player there wore a hat that was colored to match the position's hue. The fans called the team the "Tulips." Hats (and baseball gloves) were sold, of course, by Spaulding.

5. Ross Barnes took most of the rest of the honors that year, batting .429 in 1876, hitting the Cub's first home run, and winning nine of the other 10 major categories that inaugural season (hits, RBIs, runs, and so on...) But he got the ague (a fever) in the Windy City after 22 games in 1877 and never fully recovered. Fortunately, "Cap" Anson was there to pick up the slack, and, later, Tinkers, Evers, Chance, Hornsby, Dizzy Dean, and Grover Cleveland Alexander.

That may seem like a lot of numbers for a sidebar, but what numbers! And those reading about Wrigley Field will be Cub fans eager to relive those golden days. They are also hoping that the new playing grounds will bring the glory back.

If that interests you, on speculation of course, please let me know. It would help if you would indicate an approximate number of words you'd like in the sidebar.

Many thanks,

Gordon Burgett

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P.S. This is an excerpt from my book **Profitably Resell Your Copy Again and Again (and Again)...**, *with the subtitle **Magazines, Newspapers, Reprints, Rewrites, Modified Reprints, Sidebars, Sales Abroad, and Other Copy Resales.*** Available from Create Space and Kindle after March 10. Or contact [us](#) for details.

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## [Here's how to submit changes to your book at Kindle](#)

Here's a comment/question that I get too often: "I published my book on Kindle but I don't know how to make changes in it. Help"!

So let me **list the steps** that will let you tinker or rewrite or clarify your book. Whatever you want to change, the train always takes the same simple track.

Your book enters the Kindle publishing brainworks through **two**

**files**, one for the cover, the other for the interior copy and artwork. Let's assume the interior copy was prepared in Word and that you have it stored on your personal computer (or you have access to it). You or another person submitted both of those files at KDP.Amazon.com. And as the publisher you also opened an account at Kindle, which is how you got through the publishing gate.

Let's say that the book being displayed on Kindle says, on page five, "I am the greatest writer alive." But others (including the greatest writer alive) told you that claim should be corrected (or painfully censored). So now you want to substitute "After having been the greatest writer alive, I am now number two." You want to modestly set the record straight.

**Get or find the book's interior copy file**, make a digital copy of that file, and set that copy aside, for old-time's sake. Now go to page five and replace the offensive boast by erasing and retyping a correction. First check to see the font and font size that copy was prepared in. For example, if it's Century Schoolbook 11-point, make your correction in the same font/size. Give this new file a new name (say, from Book 1-1 to Book 1-2) and save it. **That's how changes begin. Find the original file, change it, and save it with a different name**—or you will drive yourself, Kindle, and us batty. Then here's how to put that "corrected" file inside Kindle so it will appear on monitors (or like devices).

Assuming by now you have a Kindle publishing account, open it up and do the following:

1. Go to the Dashboard, then the Bookshelf.
2. Find **"Your Books"** and the title of the book you want to change.
3. On the far right side along the book title line find a shaded box with three dots on it, near **"Book Actions."** Push **"Edit Details."**

4. Go down to #6, **“Upload Your Book File.”**
5. Open **“Browse.”** It will take you back to your home files. Find Book 1-2 and open it.
6. Kindle will start downloading the corrected version of your book right away.
7. It may take a few minutes to download. When it’s done, it will invite you to look at the changed book by going to #7, **“Preview Your Book.”** You will see how fast one can plummet from being the world’s greatest writer to the second greatest.
8. If that’s what you want your book to say (and how you want it to look), check the orange **“Save and Continue”** box at the very bottom of that section.
9. That will open the #8-#11 section. Below #11 is a wee box that you must check. Read the text you just approved, and confirm it again in a yellow **“Save and Publish”** box on the lower right.
9. You’re done! But Kindle isn’t. If your book is in English it will take about 24 hours for your changed book to reach eager readers and buyers.

That’s it.

Congratulations on having a book or good news to share at Kindle!

Best wishes,

Gordon Burgett

P.S. This is an updated submission version from my [How to Get Your Book Published Free in Minutes and Marketed Worldwide in Days.](#)

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# Author of Self-Publishing Manual, Dan Poynter, has died...

The author of the best-selling **Self-Publishing Manual**, Dan Poynter, has died. We were “in the trenches” writing friends and I already miss him, in part because it was Dan’s turn to buy lunch. So will thousands more whose lives he touched and changed. He had been quite ill for a while, seemed to be improving, but, instead, Dan passed away a few days back.

Poynter wrote almost 100 books but he was best known for his **Self-Publishing Manual**, now in its 14th edition. Many of us exploring the hinterlands of “doing-it-ourselves” publishing, with our starter books (rarely sought, even more rarely bought), pounding away on clunky typewriters and wading in rubber cement, wandering through the last days of the past century, when up popped his how-to gift. The **SPM** was a light from heaven. It answered questions we didn’t even know we should ask. As Dan learned more, the book kept getting better and bigger. In short order his grateful fans, hat in hand, too often bruised by the titans from Gotham and other bookstore bulk buyers, turned his manual into a huge seller..

Dan was a close friend of mine for lots of decades. We’re a few weeks apart in age (he would never admit it), I lived about 20 miles away, and we seemed to wander into the same ersatz gatherings and adventures, befriending many of the same odd people, and we quietly joined the Independent Book Publishers Association (IBPA)—Dan helped birth it—and the National Speakers Association (NSA).

He was a tall, quiet fellow who gave freely of his knowledge. Many know that he was President of the Parachutists Assn as well. He joked that he married the thrill of descent (he was a



life-long bachelor), and was faithful to the end.

In fact, rather than using his law training Dan set up and ran a loft in Oakland. His publishing career (and life) started when he couldn't find a book about parachute knotting that his clientele needed, to get licensed. "I knew as much about publishing as some poor soul tapping rubber trees for a living," he told me. So he contacted every company however involved with knotting and made copies of the diagrams and instructions they sent back, pulled them into a \$40 three-ring instruction manual, wrote the conjunctive copy, then bought a dandy house near Goleta (Santa Barbara) from the profits. It overlooked the Pacific Ocean east of the UC Santa Barbara. From his front porch you could see the only American mainland target attacked by the Axis in World War II, an oil tank sighted by the misdirected Japanese Navy.

I first met him at a free lunch where Xerox was showing their brand new copiers to a bevy of hungry writers (becoming publishers). We passed on the street a couple of times but we didn't really meet again until he tried to kill himself (inadvertently, he claims) by falling 100+ feet straight down and almost impaling himself on a volleyball net pole on East Beach. He had written (or was writing) a book about Parasailing (or was it Paragliding? He also wrote a pile of other weird books). There was a slack in the tow rope and he found himself stalled in midair! Alas, the pause was miraculously timed—a gaggle of bone doctors taking a break from a convention happened to be playing volleyball when he dropped in on them! He was nearly killed. A few days later, in the weakest voice hearable, he called and asked if I'd take his newest book to the ABA in Los Angeles the next week. I did (when I found out what the ABA was), and that started a long string of lunches, Gold Coast meetings (a sort-of branch of NSA), and so on...

Dan had a sense of humor, much of it hoarded internally. He didn't have time (or much patience) for editing would-be books

sent for his help by adoring fans. He threatened to farm them all off to me, and rarely he couldn't help himself: I would get a DOA bundle (with a spine) in the mail with a note daring me to make sense and save the soul of the hapless scribe of the offending manuscript. The note usually mentioned that I was the only person who could get the author in print since the bundle was so much like my own books!

A final story. Dan gave weekend gatherings for book creators at his palace. The couple of times I spoke there he would hold up one of my early books and tell the attendees that it was certainly not how to design your own cover—and that he had bought a couple of copies of the book so he wouldn't run out of such a pitiful display. I told him I was hunting for some hole in one of his books, the table of contents lost in the index, upside-down chapters, or something equally egregious for revenge. But I never found anything out of place—and now he's left before me and the fun is gone.

Dan Poynter was a smart fellow and already is a much missed friend.

Gordon Burgett

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