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The Role of Your Distributor

by Dan Poynter

Distributors distribute books to stores-period! It is up to the author to generate interest in the book, to alert potential buyers that the book exists and tell them it is in the stores. Distributors do not promote books. Whether you sell out to a large (NY) publisher or publish yourself, the author must do the promotion.

The books will sit on the bookstore shelves for one four-month season. If the author has not driven buyers to the stores, the books will come back as returns. Your distributor is your partner. Work with your distributor, support the efforts of your distributor and honor your distributor.

Distributors do their part—putting books on shelves. Authors need to do their part—telling potential buyer/readers that the books are on the shelves.

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Writing periodicals:

Dan Poynter does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see <http://ParaPub.com>.

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Book Publishing periodicals:

Dan Poynter, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.

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