

NICHE PUBLISHING

Publish Profitably Every Time!

Reduce your risk and quadruple your profits by testing your market first, then publishing precisely what it wants to buy.

"Read *Niche Publishing* if you want to fill a niche with a best selling book."

John Kremer, author, 1001 Ways to Market Your Books

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Other sources and guides

More details and a sample chapter at
www.nichepublishing.org

Communication Unlimited

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Niche Publishing is available from Baker & Taylor, Quality Books, and CU (below)

◆ "If you're planning to publish, STOP what you are doing now—read this book first! It's invaluable."

*Reece Franklin, author of
Consultant's Guide to Publicity*

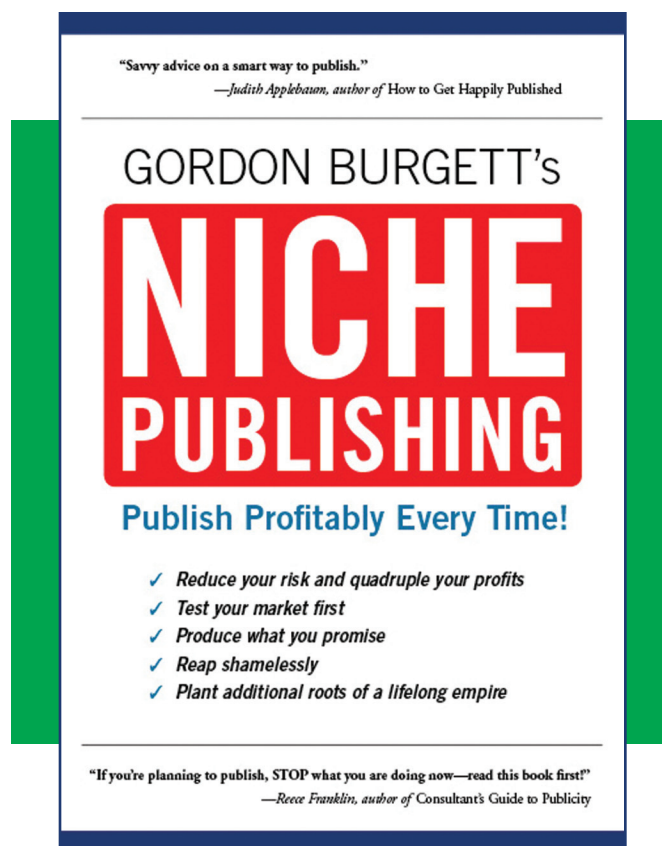
◆ "Savvy advice on a smart way to publish."
*Judith Appelbaum, author of
How to Get Happily Published*

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Who thinks of whopping profits from books for welders, florists, or Cubs fans? Yet that's Gordon Burgett's *Niche Publishing* premise: **Think small and earn big!** Even better, if done right, niche publishers are almost immune to failure, unsold books, recalcitrant wholesalers, and unusable returns.

"Forget bookstores, top seller lists, splashy promos, or Oprah," says Burgett. "Just find a demand, test it, then create the supply." This 208-page how-to book explains how by meeting the need for a targeted market and providing on-going assistance, your book can quietly gain you a healthy return, even a seven-figure income, as he did from publishing a key book about standard operating procedures for dentists.

On these pages (including a full case study), Gordon shows how niche publishers implement the process, step-by-step, from the starting line to the victory tape (and dash to the bank)—plus, how they can simultaneously build a lifetime empire from that success.



Gordon Burgett has been a niche publisher since 1982. He has written 35 published books and more than 1,700 freelance articles, plus offered 2000+ paid spoken presentations nationwide. Current products by Gordon in related fields are his books, *Empire-Building by Writing and Speaking* and *Niche Marketing for Writers and Speakers* and his audio CD, "How to Set Up and Market Your Own Seminar."

◆ "People buy nonfiction books to learn something or to solve a problem. In *Niche Publishing*, you will discover how to help more readers and sell more books by focusing your message."

*Dan Poynter, author of
The Self-Publishing Manual*

◆ "This book sets the table for those who want to feast on the lucrative niche publishing market."
*Kent Sturgis, president (2004-6) of the
Independent Book Publisher's Association*