



Publish Your Own Magazine, Guide Book, or Weekly Newspaper: How to Start, Manage, and Profit from a Homebased Publishing Company (Culture Tools)

Thomas A. Williams

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Have you ever wanted to publish a magazine, guide book, or weekly newspaper and make substantial profits while working from your home? Tom Williams has done just that in his own profitable publishing career, and he can tell you how to run a highly successful home-based publishing company.

In *Publish Your Own Magazine, Guide Book, or Weekly Newspaper*, Williams provides a dynamic step-by-step guide to creating everything from tourism books and niche market magazines to specialty tabloids, using your home computer. He shows how you can be a successful boutique publisher if you have the drive. Having built his own publishing business from scratch, he spares us the learning curve by sharing the soup to nuts of what he has learned in this practical how-to guide.

Williams starts with a basic premise: start a publication on something you know, or about the area where you live. The publications that have made him successful are local papers, specialty magazines, and guides. Williams shows how to use local resources and networks to build your business.

Once you get your subject and venue down, Williams details what software tools are necessary to create the publication, how to arrange your office for productivity, how to get advertisers, how to market your product, whom to hire and how much to pay them, and all the other information that you will need to be profitable in this business.

In the sea of publishing books on the market, here's one that tells you everything you need to know in one place. *Publish Your Own Magazine, Guide Book, or Weekly Newspaper* is absolutely the best resource on the market today for realizing publishing profits.

This revised version includes updated technological information on software products available to desktop publishers. The book has also been made current to accommodate the fluctuations in the market and the changing business environment. Williams includes information on publishing a wide variety of periodicals and books, including specialty books, tourism guides, quality-of-life magazines, newcomer guides, real estate guides, apartment guides, weekly newspapers, free-circulation shoppers, association directories, city magazines, regional magazines, niche market magazines, and specialty tabloids.

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