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Nota di contenuto	PART I: Publishing Online -- 1. Introduction to Publishing Online for Writers -- 2. Publishing Online - Getting Started -- 3. Publishing in Online Magazines -- 4. Publishing with Online Journals -- 5. Publishing via Blogs -- 6. Publishing a Podcast -- PART II: Publishing e-books -- 7. The e-book Publishing Process -- 8. Designing an e-book -- 9. Producing an e-book -- 10. Your e-book marketing strategy -- 11. Promoting your e-book -- PART III: Publishing Online - making it a success -- 12. An online writer's website -- 13. Managing Online Writing Projects -- 14. Long term success for a writer online.
Sommario/riassunto	Publishing online can be a daunting prospect for any writer. This book equips aspiring writers with a range of practical skills and tactics for entering the online publishing world. It will guide readers on where and how to publish online, whether writing for magazines, journals, blogs, or podcasts. The textbook includes practical exercises for developing skills such as producing an e-book, creating an e-book marketing strategy, and building an online writer's presence. It also features step-by-step guides, examples and checklists that help readers research and find appropriate sites to submit work to, and show how to take a completed manuscript through to publication. This textbook will appeal

to students, freelance writers, creative writers, poets, novelists and anyone interested in publishing content online to promote and sell their work more effectively.
