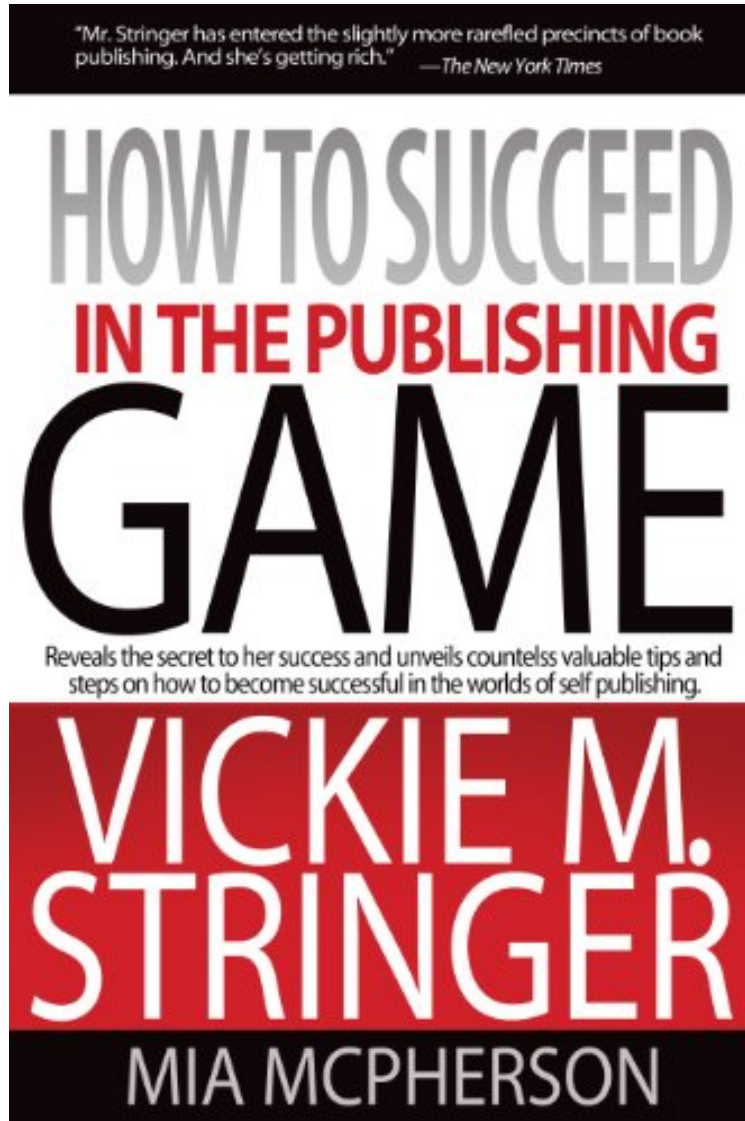


How To Succeed in the Publishing Game

Vickie Stringer

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Best-selling author and world-renowned publisher Vickie Stringer began her empire with one book: "Let That Be the Reason." After enduring 26 rejection letters from mainstream publishers, Stringer began to explore the promising world of self-publishing. Stringer has distinguished herself as a Literary Renaissance Woman, boasting titles such as best-selling author, leading publisher, prominent literary agent and motivator to aspiring authors and self-publishers. In "How to Succeed in the Publishing Game," Stringer reveals the secret to her success and unveils countless valuable tips and steps on how to become successful in the world of self-publishing: 1. Utilize creative means of generating start-up capital 2. Build winning relationships with editors, typesetters, graphic designers, printers 3. Ensure that your book will flourish in the hands of the right distributors, wholesalers, bookstores 4. Develop a steadfast marketing plan, brand and image that will sell itself 5. Utilize the complete guide to dependable references and resources 6. Harvest the benefits of a best-seller!

Ms. Stringer has entered the slightly more rarefied precincts of book publishing. And she's getting rich. --The New York TimesMainstream publishers wouldn't touch her book. So Stringer printed 1,500 copies and took to the road. The book became an underground hit, and bookstores began to stock it. --NewsweekAbout the AuthorVickie M. Stringer is the author of Essence bestsellers, including Imagine This, Let that Be the Reason, Dirty Red, Still Dirty, Dirty Than Ever and the (NEW) Dirty Love. She is the publisher of Triple Crown publications, one of the most successful African American book publishers in the U.S. and abroad. She has been featured in such prominent news media as The New York Times, Newsweek, MTV News, Publishers Weekly, Vibe, Millionaire Blueprints, Writer's Newsweek, Black Expressions, and many more.