

THE WRITER'S EDGE

READER PREVIEW



WRITE, PUBLISH, MARKET

BOOK 20

The Writer's Edge - 2027 Expanded Edition

The Ultimate Handbook for Author Success

Build the Book. Publish Professionally. Reach the Reader. Create the Career.



B ALAN BOURGEOIS

A selected preview from the complete book.

What This Book Will Do for You



Authors are often taught writing, publishing, and marketing as separate subjects. This book treats them as one connected system, because decisions made in the manuscript affect production, positioning affects reader expectations, publishing choices affect rights and distribution, and marketing succeeds only when the book delivers on the promise it makes.

Write, Publish, Market gives authors a framework for making those connected decisions deliberately. It moves from defining the job of the book and writing with production reality in mind through editing, publishing-path choices, professional packaging, pricing, distribution, branding, direct audience building, marketing, launch planning, ethical promotion, AI use, measurement, and backlist management.

The practical result is an author operating system: write with a reader and purpose in mind, publish with professional standards, market with a repeatable system, measure what happens, and carry those lessons into the next book.

WRITE. PUBLISH. MARKET. LEARN. THEN WRITE BETTER, PUBLISH SMARTER, AND MARKET WITH MORE PRECISION.

Selected From the Book



Create a Marketing System, Not a Launch Panic

Marketing works better when it is built before the release date and maintained after the launch window. A one-week burst of activity cannot substitute for a repeatable system.

Use a Reader Journey

Plan how a stranger becomes aware of the book, what earns interest, where the person can learn more, what creates confidence, how the purchase happens, and what brings the reader back afterward. This sequence can include media, events, samples, reviews, social content, email, retailer pages, direct sales, or recommendations.

Choose a Few Channels Well

Authors do not need to be everywhere. Choose channels based on reader behavior, personal strengths, content fit, cost, and ability to maintain consistency. A neglected presence on six platforms is usually less useful than a strong presence on two.

Create a Content Engine

Repurpose core ideas across formats. A chapter concept can become an article, short video, interview topic, class, newsletter, social post, event discussion, or resource. Fiction authors can work with character, setting, research, themes, process, excerpts, reader questions, and related interests.

Keep Marketing Attached to the Book

The best promotional content helps the right reader understand why the book matters. Avoid replacing book marketing with endless general posting that creates activity but no connection to the work.

Selected From the Book



Measure, Improve, and Build the Backlist

One book is an event. A career is a system. The most durable advantage authors develop is the ability to learn from each release and carry those lessons into the next one.

Measure What Leads to Decisions

Track sales by format and channel, revenue, expenses, net income, email growth, website conversion, event performance, advertising efficiency, direct-sales margin, reviews, series read-through, and other measures tied to the book's job. Avoid collecting numbers simply because a dashboard displays them.

Audit the Backlist

Older books may need updated descriptions, covers, categories, pricing, links, author bios, metadata, ebook files, or calls to action. A backlist is not a storage shelf. It is an active catalog that can support every new release.

Create the Annual Publishing Review

At least once a year, review what sold, what earned, what cost, what channels grew, what marketing failed, what relationships strengthened, which titles need attention, and what should be discontinued. Use the review to set the next year's production and marketing priorities.

Keep the Loop Moving

Write. Publish. Market. Learn. Then write better, publish smarter, and market with more precision. The cycle becomes easier when systems replace improvisation.

Try It Now



The Write-Publish-Market Master Plan

Use this one-page framework before every major release.

WRITE

- Primary job of the book
- Defined reader and promise
- Revision status
- Editorial level needed
- Planned formats
- Rights or permissions issues

PUBLISH

- Publishing path
- Imprint/publisher of record
- ISBN/metadata plan
- Cover and interior production
- Pricing and margin model
- Distribution channels
- Proof and file testing

MARKET

- Positioning statement
- Website and retailer pages
- Email strategy
- Primary discovery channels
- Launch campaign
- Media/events/partnerships
- Post-launch plan

MEASURE

- Sales by format/channel
- Revenue and expenses
- Reader/list growth
- Event/media outcomes
- Marketing efficiency
- Backlist effect
- Next-book lessons

THIS IS ONLY THE BEGINNING. BUILD THE SYSTEM BEHIND THE BOOK



The complete Write, Publish, Market connects the three jobs of the modern author into one practical career system. It takes you from defining what a book is supposed to accomplish through revision, editing, publishing-path decisions, professional production, metadata, pricing, distribution, branding, direct reader relationships, marketing, launches, reviews, media, events, partnerships, AI use, measurement, and backlist growth.

The full book also includes the Write-Publish-Market Master Plan, a 90-Day Release Calendar, and the Author Business Risk Audit - tools designed to help you coordinate decisions before release, sustain a book after launch, protect the business behind the work, and carry useful lessons into every title that follows.

The purpose is not to make publishing simple. It is to make your choices clearer - so creative quality, publishing competence, reader connection, business judgment, and persistence can work together instead of competing for your attention.

WRITE, PUBLISH, MARKET **BOOK 20 OF THE WRITER'S EDGE**

Practical Guides for Serious Writers

GET THE COMPLETE BOOK