

(Download) Starting Running a Successful Newsletter or Magazine

Starting Running a Successful Newsletter or Magazine

Cheryl Woodard

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#1386823 in Books NOLO 2006-10-25 Original language: English PDF # 1 9.00 x 1.02 x 7.12l, 1.62 #File Name: 1413305237384 pages | File size: 76.Mb

Cheryl Woodard : Starting Running a Successful Newsletter or Magazine before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting Running a Successful Newsletter or Magazine:

39 of 41 people found the following review helpful. Not perfect, but pretty darn close. By Andy Anderson aka Travis C. Other than not saying much about design or providing statistical information, this is about as good as a book for this topic can get. I found the information regarding circulation and subscriptions to be of especial help from a hands-on viewpoint. Note that James Kobak in How To Start A Magazine and Publish It Profitably takes a more statistical view which also is of vital importance, but he lacks the down-to-earth manner of Cheryl Woodard. It's a shame the two couldn't get together and combine both views! What I found of less value was the chapter about raising money and managing employees. Frankly, such topics could be removed and the book would suffer no a whit. She did a great job discussing internet publishing and should expand on the topic in the next edition. Cheryl was a co-founder of PC Magazine and MacWorld and certainly understands the business aspects. Readers need to understand this. They also,

though, could use lay-out help, say by the inclusion of examples and templates on a companion cd that could also list the web sites she refers to. Then, you would have a book that would be pretty close to perfect! Again, I heartily recommend this book! 0 of 0 people found the following review helpful. Very Helpful By Becky Blanton I've started a newspaper before, one that became the first newspaper in Washington State to become a paper of legal record in 40 years, so I know how to start and run a successful business/newspaper, but this had tips and info I didn't know. Highly recommend if you are starting any kind of publication. 0 of 0 people found the following review helpful. Great advice By Nickolas L. Vannello I'm starting an electronic magazine and all of the principles apply. The info is a little outdated because the industry moves so quickly, but anyone looking to start a national magazine or newsletter should refer to this guide.

Expert insight from the co-founder of PC and Macworld magazines! Starting Running a Successful Newsletter or Magazine gives you the practical know-how you need to put together a profitable publication. Whether you're creating simple newsletters, or publishing a sophisticated magazine and website, it provides all the information necessary to start and run your business. Starting Running a Successful Newsletter or Magazine covers the ins-and-outs of: raising start-up money attracting the best help choosing the right marketing strategies creating a solid subscription base building loyalty among readers and advertisers competing effectively against even the biggest adversaries What's new? The 5th edition explores the latest trends in Web publishing -- including blogging -- and how to integrate online and print strategies into a unified front. It also provides tips on selling ads on your website and other ways to make money online.

An excellent book. (Jane Applegate 2009-01-01) If you have the will to publish in today's changing print and digital media, then let this book show you the way. It is absolutely teeming with essential, practical information. (Peder C. Johnson Desktop Journal 2009-01-01) The Resources for Publishers chapter, providing a reference guide to related books, associations, and software, is truly indispensable. Those considering entering into the world of publishing will gain a distinct advantage by reading this book. (La Cocinita Magazine 2009-01-01) Tells everything from how to find readers and stay ahead of the competition... to understanding different circulation options. (Midwest Book 2009-01-01) The business expertise that all publishers need is well-presented in this book... Woodard's professional qualifications, coupled with her clear writing style... make this book a must-read for would-be publishers. (Minneapolis Star-Tribune 2009-01-01) Contains many cautions and bright ideas... (Orange County Register 2009-01-01) I really wish I had this book when I started publishing eight years ago. It's the only book I've seen that provides all the crucial information publishers need to know. (Tim Keck The Seattle Stranger 2009-01-01) About the Author Cheryl Woodard learned the publishing business like most people do -- by jumping bravely into it without any preparation whatsoever. She co-founded PC, Macworld, PC World and Publish magazines, concentrating her attention on ad sales, circulation marketing and business management issues. In 1993, Cheryl began consulting with book, software, newsletter and magazine publishers. Author of Starting Running a Successful Newsletter or Magazine, she specializes in helping business owners or chief executives sort out marketing and overall business strategies. Woodard teaches business planning at the Stanford Professional Publishing Course and other professional development programs. She also serves on the board of directors of the Independent Press Association in San Francisco. She lives with her husband and two children in Berkeley, California. She can be reached via her Web site at: <http://www.publishingbiz.com> .