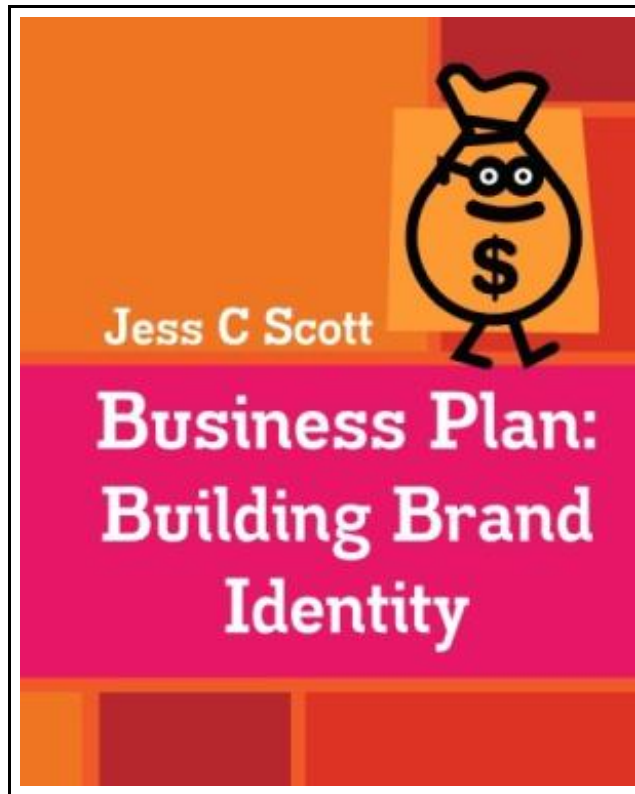


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Paperback. Condition: New. By popular demand! from emailsreaders asking about the longer version of Jess C Scotts blog post, Indie vs. Traditional Publishing. SUMMARY: Contemporary writer Jess C Scotts 35-page businessadvertising plan, on establishing brand identity. Jess is currently an EnglishBusiness senior at Adams State College; this 35-page plan was submitted as the final project for an upper division business module. This plan also shows the opportunities that independent publishing offers, which traditional publishing does not. The full plan is divided over eight sections Introduction, Situation Analysis, Objectives, Strategy, Execution, Budgeting, Evaluation, and Conclusion. PRAISE and REVIEWS: EXCELLENT work on your final project - one of the best Ive seenyou are an excellent writer and Ive really enjoyed having you in class. Your final grade on the project is 400400 A. Advertising professors comments, May 2010Had my first YA novel with an agent at Trident Media Group last fall. She sent it to Harper Collins, and Penguin. Positive feedback, but no one boughtwhen I contacted my agent a couple months ago, she said shes no longer with the agencyI never heard back. Your brilliant paper is helping me jump over the mental hurdle that is traditional publishing. email from a readerwriter, July 2010The exact same thing is happening with film. Youre on the right track!Su-An Ng, Designer Animator Filmmaker (won the 2nd Place Legacy Award at the 2010 Vancouver Women in Film Festival)ABOUT THE AUTHOR: Jess writes edgycontemporary fiction (and is an EnglishBusiness senior at Adams State College). Her literary work has appeared in a diverse range of publications, such as Word Riot, ITCH Magazine, and The Battered Suitcase. She is getting ready to launch a seven deadly sins series, as well as an urban fantasy series featuring cyberpunk elves. Her novella, The Devilin Fey, hit 1 in Amazons Hot...



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