A PEOPLE’S GUIDE TO PUBLISHING
BUILD A SUCCESSFUL, SUSTAINABLE, MEANINGFUL BOOK BUSINESS

Joe Biel

So, you want to publish books. Publishing is an incredibly rewarding yet endlessly complicated profession. This readable, comprehensive, and empowering book serves as a resource and reality check for anyone considering launching a press or publishing a single book. Author Joe Biel draws on 22 years of experience in all parts of operating a small publishing company to teach you the skills of the trade, from distribution, operations, inventory, scheduling, and accounting to development, sales, publicity, and marketing. Readers will come away with the confidence to succeed and a big picture overview of why publishing matters and how to plan and run their business fairly and sustainably.

Learn about the publishing business from a seasoned pro

Down-to-earth and easy to follow

Offers vital expertise to cut through rampant misinformation about self-publishing

Joe Biel is a self-made #ActuallyAutistic publisher and filmmaker who draws origins, inspiration, and methods from punk rock. He is the founder/manager of Microcosm Publishing and co-founder of the Portland Zine Symposium. He has been featured in Time Magazine, Publisher’s Weekly, Broken Pencil, Readymade, Punk Planet, Profane Existence, Spectator (Japan), G33K (Korea), and Maximum Rocknroll. joebiel.net