

# PERISH YOUR PUBLISHER BY JOHN WILEY SPIERS



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## Review

*Perish your Publisher* is the book for people that are passionate about a topic and want to share their knowledge with others through writing, yet are prevented by the received stack of rejection letters or the colossal sum of money requested by publishers. --Emanuel Bancu

If you are teaching or writing now, Spiers shows you how to fold what you are doing anyway into content a printer will turn into books and Amazon.com will sell to your audience. I've gone from wanting to write a book to knowing I can sell it. --Matt Smith

Once again, your advice and suggestions are based off real world experience and logic, which is the best. --Tim Howes

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## About the Author

John Wiley Spiers has been practicing small business international trade since 1974, and has taught as an adjunct professor with various colleges since 1984. His book *HOW SMALL BUSINESS TRADES WORLDWIDE* has sold on Amazon.com since 2001 and he founded Seattle Teachers' College, with a mission to lower the cost and widen the access to education while ever improving student and instructor feedback. Seattle Teachers' College is an exercise in free trade in education worldwide.

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## Most helpful customer reviews

1 of 1 people found the following review helpful.

Think of yourself as a teacher first and foremost

By Epictetus

I read this book in under 24 hours, as it was so interesting. I love John Spiers' writing because he always brings such a unique perspective to the things he discusses.

Perish Your Publisher was a very inspirational read. Upon finishing, I immediately sent a copy to a friend of mine who is a budding writer.

A lot of would-be writers have the idea that you need to sit at a desk in isolation and write your first great work before the world will take notice of you. The model outlined in Perish Your Publisher, in which you teach your way into a career as a writer, seems a lot more realistic.

As a former teacher myself, I see the value in this method ... the combination of teaching & writing is a very powerful strategy when it is aimed at helping others solve problems.

The trouble with many writers is they are too focused on their own thing, their creative vision, such that they don't have time to help others. And that's why nobody reads their books -- because they are self-centered.

John Spiers has published an immensely successful book on import / export (How Small Business Trades Worldwide: Your Guide to Starting or Expanding a Small Business International Trade Company Now) and now he follows up with Perish Your Publisher. His books are successful because they are aimed at helping others lead better lives.

And I think that's the power of the teaching / writing model. Anybody who wants to start or cement their career as a writer should: 1) buy Perish Your Publisher; and 2) find a group of people who would benefit from their help and write a book to address those needs.

Think of yourself as a teacher first and foremost, and you will find an audience for your writing.

1 of 1 people found the following review helpful.

It really works!

By Kevin Darne

I purchased "Perish Your Publisher" to coincide with the course being offered online. I had already written my book and was looking for new ways to market it. The author offers a unique perspective for not only putting a book together but for having it sell long-term using an entrepreneurial approach in collaboration with providing courses for community colleges. This is especially ideal for those who have written or are considering writing a "how to" book or one offering any type of specialized knowledge.

After completing the book and course I began sending out proposals to colleges and within a couple weeks I was contacted by three of them to provide an online course with my book being (required) for the class!

"Perish Your Publisher" illustrates a way for authors to build a (career) around their books and their knowledge! In tough economic times like these we need more books that offer practical ways for people to succeed in life. Mr. Spiers is doing his part to keep the American dream alive.

0 of 0 people found the following review helpful.

Knowledge seems good, but inconsistent book manufacture & delivery happens

By R. G. Rowley

While I have not finished reading the book, my post concerns inconsistent quality control in merchandise and delivery.

This is my second time purchasing this book within two weeks of receiving the first book. My first book disappeared at large park-side BBQ. I was halfway into that book. Doggone, so I quickly bought a second book.

In both cases the books arrived within 3-weeks.

My first book arrived in pristine condition.

My second book arrived in its brown envelope with bubble wrap; but the book had been handled roughly. Along its spine are 3 wrinkles and the corner of the book appears to have been dropped and now is dented.

Okay, I figure because after I read it more than once, the book may intern a few more dents.

As I read; I place post-it notes onto the inside back cover. This to mark interesting pages (I don't high lite nor do I underline).

So I opened the inside back cover to see a purple color smudged about 2 inches across.

Jeez, I thinking, "First the dents and bent spine, and now this. What is it?"

It did wipe away with a water soaked tissue, but what was it?!

As for the book, as I read up to the Government Codes chapter, the book is well written. I will finish to see if this writing quality continues.

As for the recommended publishers coming from China? Inconsistent quality issues are known to have come from China & Hong Kong.

Consistency is important to me and quality is important to me. I'd rather be known to deliver consistent quality at the expense of saving a nickle here and there. Currently I'd rather avoid China for quality concerns because my name reputation is important so as not to be tarnished by China.

Most likely I will publish in the Western Hemisphere such as Canada or U.S.A or Europe. I won't rely upon a "one-hit wonder" publication but instead I'll publish many items. Believing that everything I do is of high quality.

A dime here saved from China is not worth the price of my reputation.

As I read this second delivered book, I'm hoping to not see any further smudges. I can't trust from China what chemical the smudges consist of, so any further smudges and I'll toss the book.

I'd rather have the knowledge than to have Chinese contamination.

See all 9 customer reviews...

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