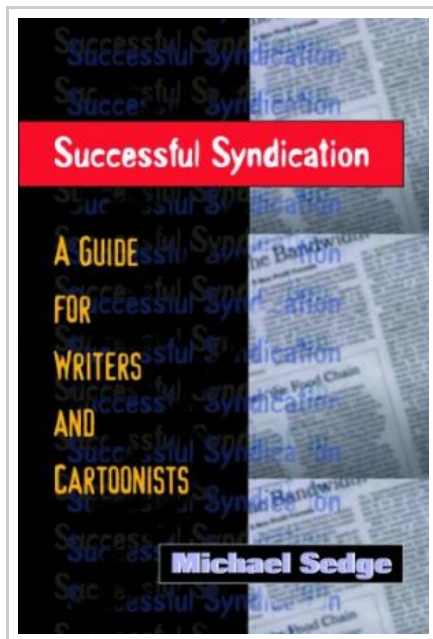




Successful Syndication: A Guide for Writers and Cartoonists

By Michael Sedge

Allworth Press,U.S. Paperback. Book Condition: new. BRAND NEW, Successful Syndication: A Guide for Writers and Cartoonists, Michael Sedge, A comprehensive strategy guide for tapping into the lucrative syndication marketplace. Michael Sedge teaches the crucial tactics for joining the ranks of today's syndicated writers and cartoonists. There is guidance on both getting syndicated and syndicating your own work. Chapters address: columns, comics and features that sell; finding a syndication agency; working with a syndicate; creating a self-syndication business through the 8-Step Pyramid Approach; marketing through the Internet and direct mail; pricing; invoicing; troubleshooting for international sales; and more. Special chapters offer insider tips from working pros, editors and buyers. Also included are agency resource lists and sample documents, plus a detailed, clause-by-clause review of a syndicated contract by the nation's top syndication lawyer.



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