

Publishing Coup: Trump's First Post-Presidency Book Sales Triumph

Unlike what has typically happened with former presidents, no publisher would offer Donald Trump a book contract when he left office this January, per Axios. But in this season of Thanksgiving, the former president and longtime entrepreneur—who later signed with Winning Team Publishing, headed by Donald Trump Jr. and former Trump campaign aide Sergio Go—is no doubt grinning at the art of the deal. Sunday, Winning Team announced that Trump's new book, *Our Journey Together*, topped \$1M in sales in its first 24 hours.

Congrats to our #1 author! President Donald Trump's new book OUR JOURNEY TOGETHER, over \$1M in sales in just the FIRST 24 HOURS! (Over 9k hardcover copies) Avail now at All without any TV, radio or Amazon sales. Only President Trump could do this!

– Sergio Gor (@SergioGor) November 20, 2021

The book, featured here, includes 300-plus photographs of Trump's time in office, all chosen by Trump. "My father picked every single photo in this book, wrote all the captions, including some by hand," Trump Jr. told Axios.

"We have seen such an incredible response to President Donald Trump's newest book," Gor told *The Washington Examiner*. "Selling a million dollars' worth of books in 24 hours is just extraordinary."

Gor added that the sales came via stories and a promotion by Trump, not from advertising or promotional work. "These sales all occurred before we started promoting the work on radio or

television.”

Trump’s debut interview on the book was on Fox’s *Life, Liberty and Levin*, in which he said he created the book to highlight his “amazing four years” in office and condemn President Joe Biden’s “embarrassing and humiliating” start.

“Our Journey Together features unforgettable moments from our time in Washington: building the southern border wall; cutting America’s taxes; confirming almost 300 federal judges and three Supreme Court justices; rebuilding our military; creating Space Force; dealing with Kim Jong-Un, President Xi, President Putin, and many other world leaders; and battling liberals on two impeachment witch hunts, just to name a few,” Trump told *The Washington Examiner*. “These proud accomplishments stand in stark contrast to the destruction of our country taking place right now.” {eo}

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