

APOD Publishing

Manual.

***Free Marketing
Strategies for
Experienced
Amazon
Authors***

***Strategies for Writers
on a Shoe String***

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DEDICATION

This book is dedicated to all the courageous authors self publishing their books, seeking to make their voices known



Scott Rauvers

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Strategies for Experienced Amazon Authors

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- **Book Writing Tips and Techniques**
- **Secrets of Writing and Getting Your Book Published**
- **Writer's Cottages and Resources**
- **The Book Review Process**
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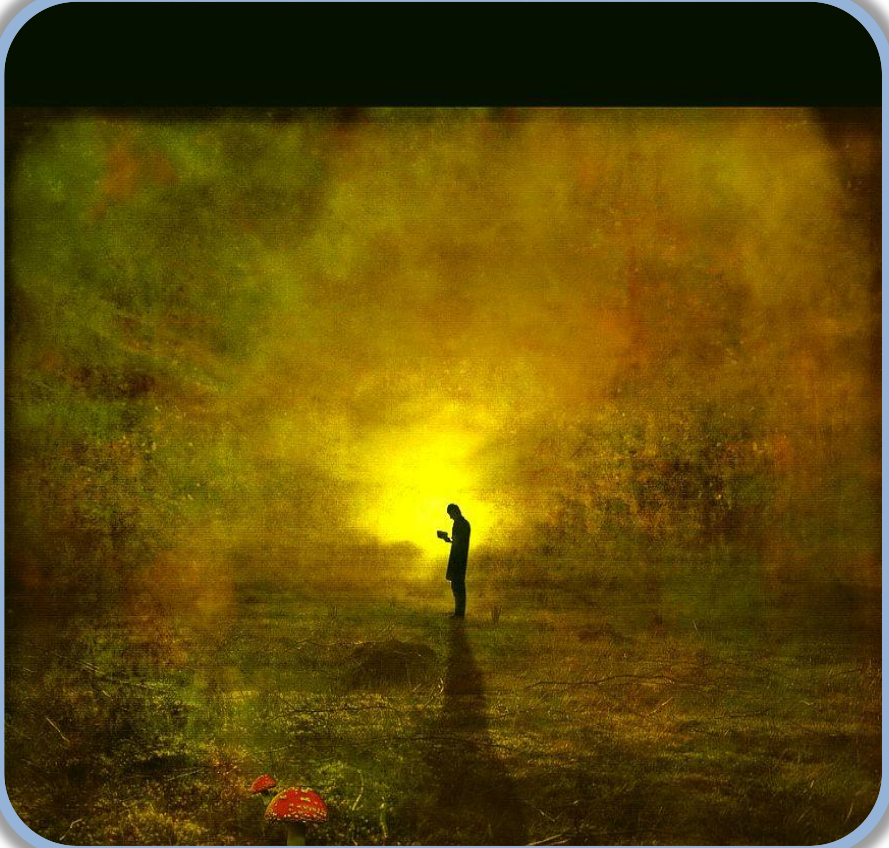
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Scott Rauvers

A POD Publishing Manual. Free Marketing
Strategies for Experienced Amazon Authors

***How strange that nature does not knock,
and yet does not intrude!" - Emily Dickinson -***



Introduction

Many self published authors are reluctant to share their secrets and techniques with other authors, not this author. This book hides nothing and reveals all writers need to successfully self publish their book and make a living from doing what they enjoy most, sharing their passion with the world.

There is so much information on self publishing it can get confusing. This guidebook is written for authors wanting to learn more about self publishing their book. It has been written by a self published author of more than 12 books written during the previous 5 years, totaling more than 2,000 pages and contains up to date information on the best contacts, writers tools and resources not found in any other self publishing manual. Consider this book your "virtual coach", guiding you step by step along the way through the confusing maze of self publishing.

I know it can feel overwhelming when first learning to self-publish, but it doesn't have to be. Since 2012 writers have been witness to an explosion in tools designed exclusively for self published authors. Never has it been so easy to share your idea with the world! Self publishing is emotionally rewarding and satisfying. Many new authors choose self publishing to generate an awareness about their writing and showcase their expertise. Use the tools provided in this guidebook and in as little as one week or less, watch more of your books sell.

Today any writer has an opportunity to have their book professionally printed and bound. Many self published books cost between \$2.00 and \$7.00 per book to print, and ***they look and feel just like a real book!*** (see page 289) Another advantage of self publishing is your book is printed in a third of the amount of time it would normally take using a large printing house.

Avoid making mistakes first time authors made when they set out to self-publish their books. Learn the inside secrets of self-published authors who are paid what they are truly worth. Learn how to generate multiple revenue streams, earn higher royalties, and work at your leisure allowing you more time to enjoy the fruits of your hard earned labor. Recently the large publisher Bowker stated that the number of books published daily in the USA is well over 3,500 books and growing. (source; www.worldometers.info/books/).

Today's authors need a strong voice and the latest tools to engage their readers. This unique guidebook guides you through the following; How to Self Publish A Paperback using POD, The latest online marketing tools, book tours, using Social Media to Sell More Books, Creating an E-book, Creating an Audio Book, Translating Your book, The best reviewed online author tools, How to Get Your Book Reviewed, Sell Your Book by Direct Mail and more.

Every writer knows their most valuable commodity is time. Maybe you are already an author, having written a few titles of your own, yet are searching for a valuable guide to discover the latest self-publishing and marketing strategies. Perhaps you are a struggling author, entrepreneur or coach and have always wanted to share your idea with the world, but had no idea where to begin.

Today's mainstream and traditional publishers are launching fewer and fewer titles every year. This does not mean they publish the best books. Good writing is a process. The fact is you don't need a college education to be a writer. If you have mastered a particular skill, there are people out there who want to learn more about it.

There are plenty of good books written by experts on how to submit your manuscript to publishers, but very few good books on how to self publish your book. In a time with so many emerging technologies, there is a high demand for experts and new information. This is because people want to avoid making the same mistakes you did. Your readers are interested in finding new ways to cut costs, improve quality, learn new techniques and improve upon their existing methods to save them time. Many books on self publishing contain outdated resources and information. This modern edition, published in 2015, includes the latest tried and proven tools allowing you to take your writing to the next level. Writers, learn how to harness the time saving features of the latest cloud based software to set your book sales on autopilot, freeing valuable time that can be better spent pursuing research or to just take a break. Your book can also be used to generate leads. On average a book will generate from 7 and up to 20 leads a day.

With thousands of books being published daily, it is a tough world out there for aspiring writers to get noticed. It is also getting tougher for discerning readers to find good books. Each year as the average retail price of books continues to increase, the diversity of titles available at retail continues to shrink.

Thousands of beautifully written works fall through the

cracks of traditional publishing. These unpublished and rejected works did not fail from poor writing, individual weakness, or a poor story, but from a lack of the proper tools necessary to make the book a commercial success.

Perhaps you have published free articles online and want to learn how to merge them into a hardcover book or eBook. Maybe you have written a PDF article that has become popular with your readers, who are now begging you for more information.

The ultimate goal of this book is to give you maximum profit from the hard work you've put into writing your book. Avoid being taken advantage of and explore the tools in this book and empower yourself!

This guidebook covers the 8 industry standard publishing steps;

- 1) Choosing A Topic That Draws Attention
- 2) Writing And Editing Your Book
- 3) Choose A Publishing Platform(S)
- 4) Formatting Your Book For Compatibility With Your Publishers Platform
- 5) Designing An Attractive Book Cover
- 6) Uploading Your Book And Proofreading
- 7) Approving The Final Copy
- 8) Successfully Marketing Your Book

How Books "Unplug" us From the Digital Swamp

People are just starting to re-discover the value of "unplugging" from the digital world. Don't be easily fooled by the common misconception that "books are dead". People are re-discovering what it feels like to be in the present, and books allow this experience to emerge.

Drowning ourselves in information decreases our productivity over the long term. Books allow us a time out, to slow down and get in touch with the deeper currents of ourselves. We learn how we really feel the way we do and why we behave the way we do. Books allow us to be our true authentic selves. An anxious heart is always closed to the truth. Books put us back in touch with our intuition, allowing answers to reveal themselves at their own pace when we are ready.

How To Get The Most Out Of This Book. Parts 1 and Part 2

This book is divided into 2 Parts. Part 1 explores the latest promotion tools, technologies, and methods. These are the next generation of tools that are shaping the newly evolving world of self publishing and that are rapidly leveling the playing field between the giant publishing houses and self-published authors.

Part 2 covers the essentials necessary to write a good book, either fiction or non-fiction. This section of the book is designed for both the beginning writer, as well as serves the purpose of being a refresher course for seasoned writers who need a reminder of what makes good writing.

I know from my own experience, after taking a year and a half absence from writing, when I returned, I needed a refresher course in order to get my creative writing skills back up to speed. Part 2 also reminds us what makes good writing and editing, making your book stand out from the thousands of books published every week. Whether you are a seasoned writer or a beginner, Part 2 contains lifelong tools necessary for any writer.

Part 2 includes the following chapters; Secrets Of The Best Self Published Authors, Planning Your Writing, How To Utilize Your Expertise In Your Writing, Understanding Book Submission Formats, How To Get Your Book Reviewed, Writers Cottages, Emergency Assistance Funds, Resources And Retreats For Writers, Refresh Your Writing Skills, Learn How To Design Attractive Book Covers, Understand The Evolving Stages Of A Book, How To Hold Your Reader's Attention, Gathering Book Reviews From Bookstores, Organizing Your Routine, Profit From Publishing PDF's And More. Learn how to craft your book for people searching for ways to better their lives and improve upon their existing knowledge of topics they may know little about. This is the core of what makes books sell.

Self Publishing connects us with our creativity. By having the tools necessary to successfully sell our books and connect them with social media, any writer can develop a loyal audience for their book. All in all this guidebook will teach you what makes a book interesting to readers. As of 2015, there are over 3 billion mobile devices, 3 billion internet connected laptops and more than 2 billion internet connected tablets, I-pads, androids and kindles. Tablets and kindles are now outselling computers. A determined self publisher that has his books published in foreign languages, audio books, eBooks and paperback on average now earns more than the large 5 publishing

houses combined. POD publishing is the future.

Whether you are new to writing, an experienced author, a high power executive wanting to learn what's new, or are a stay at home mom looking to publish your first recipe book, **A POD Publishing Manual. Free Marketing Strategies for Experienced Amazon Authors** is written especially for you!

A Little About Myself

Currently as of 2015, I have personally written more than over 12 hardcover books which are also available in Kindle editions. The total number of pages of my hardcover books number well over 2,000 pages. My specialty is science and technology writing, however I have also written books on philosophy, nutrition, longevity and anti-aging and psychology. I was lucky enough in college to have studied a wide range of fields, than after applying many of them in the business and consultation world, I share these experiences through my writing and with the readers of my website. My website currently has over 200 articles on various topics and growing. After receiving feedback from the readers of my online articles at ez3dbiz and mighty.com, I further refined the written information, including the experiences from my faithful readers over the span of 8 years into a number of books, from which sales have been steadily increasing ever since. My best seller **A Centurion's Guide to Longevity** was written while I lived in Hawaii.

Currently I live in writer's paradise; Portland, Oregon. Portland is the location of the world famous Powell's Bookstore. Powell's City of Books is the largest independent new and used bookstore in the world

covering approximately 1.6 acres of books. Powell's city of books buys approximately 3,000 used books a day with retail sales covering over four million used, new, rare, and out-of-print books. In May 2012, Powell's City of Books started giving authors access to print on demand (POD) books, servicing the emerging world of self publishing.

Over the years, by attending the hundreds of author signings and lectures at Powell's City of Books, I've developed a keen eye of what makes a good book and have decided to share many of these techniques necessary to successful self publish in this edition you are now reading.

Chapter 1

What it's like to be a POD author

When I first began 5 years ago, the term POD in the publishing world was almost unheard of. As stated earlier, my writing specialty is non-fiction books on physical health, emotional wellness and as a hobby the study of solar weather. My very first book was non-fiction and was about health, nutrition and longevity. I wrote it while living on the island of Oahu in Hawaii. Seven years ago after publishing my first book, I quickly discovered that due to the ease of self publishing, the editors of many large mainstream publishers were overwhelmed with many new manuscript submissions.

When self publishing my first book, I went to Kinko's (*a printer, for you international readers out there*), and had them print and bind it. It cost me about \$25.00 to get it printed and bound. I then put it up for sale on my website for the readers of my health and nutrition articles to purchase. I quickly learned that shipping, printing and fulfillment can be quite a time consuming task, and on top of that you have to market and promote your book as well.

I then discovered the world of **POD Publishing**, which stands for Print on Demand Publishing. In most cases, they do all the printing, inventory and shipping

(*fulfillment*) for you. Because of this unique time saving feature, I was able to write many more books. The reason writing quality and information is higher using POD is because I have the time to do good research before writing them and if I choose Create Space as my POD publisher, there is currently no fee for changes.

My First Book Sells

Early on I had a few of my self published books sell from my website and I became over confident. I then decided to submit my book to a large publisher. I now learned the process of rejection and how it feels. Now I understand that it's just a part of the process. Next I learned that unless a book sells well over 20,000 copies or more a month, a big publisher won't even look at your book.

The main reason you don't find many books published about self publishing is for 2 reasons. 1: The self publishing industry is just beginning, much like the early days of the Internet and 2: The large publishing houses are not publishing books on how authors can self publish because there is not any money in it for them. The fact is the large publishing companies are starting to see their profits dwindle as the self publishing world starts to form around them. This trend is mirroring that of how the music industry changed, from being dominated by large record labels to independent musicians.

When I first started learning about self publishing, I wished I had a guidebook like this to avoid making the mistakes I did. When I read books on self publishing, many of them were outdated or did not contain much useful information. I had no idea what a POD publisher was, or what features to include. I didn't even have a list

of questions. I started reading books from other self published authors as well as learned from what other self published authors had published online. So I decided to use my experience of having written over a dozen self published books, to put everything I learned into this guidebook. I want readers to learn from my experiences and mistakes that I made so that you will save time, money and frustration.

So let's learn how to become a Self Published Author!

Chapter 2

Why Authors are Choosing POD

The goal of this book is to fill the vacuum of demand for those seeking books on how to successfully self publish and to strike an even balance between the number of books of how to submit your book to the large publishers and how to successfully self publish.

The world of self publishing is growing rapidly and offers great potential. People want to read independently published works because it does not contain the rigid structured format compared to a book reviewed by an army of editors who may omit valuable information. This gives the independent writer far more control to publish what may be censored by the large publishing houses.

Why Self Publish?

Many people who self publish do so to build a brand, showcase their expertise or make a name for themselves. They may later choose to apply to the big publishers to gain a wider printing of their books. A large publisher will certainly see a published author who has written a few books with more professional courtesy than a first time author that submits his or her manuscript to them.

Recent polls have shown that as many as 1 in 4 Americans have a book they want to publish. With such a busy lifestyle and as few as 5% or less manuscripts being accepted each year by the big publishing houses, how does one find the time or discover how to get their book accepted? It is this huge untapped potential that is leading to the huge surge in POD publishing.

What it Takes to Make it as a Writer

The only category of people who don't need to ask a publisher to print their book and don't have to wait months for publication are celebrities and recognized politicians. This is because the mainstream publishers recognize that a celebrity already has instant "*brand appeal*" and that any book written, or even co-written by them will turn the publisher a quick profit.

So we can clearly see the distinction between 2 types of people who enter the world of publishing. Those that already have made a name for themselves and the unknown author. This does not mean the unknown author has nothing of value to publish. On the contrary, new authors can bring to readers new exciting scientific discoveries, innovations and new ways of looking at things. Many now famous authors were unknown at first, until they became recognized through their quality works expressed through the books they wrote. If it was not for them to be given the opportunity to publish their writings, many great discoveries and works of literature would have gone undiscovered.

There is a way to promote your book yourself, and it can take up anywhere from 1 to 2 years to see firm results

when you sincerely apply the principles shown in this book. Now you may be thinking "*One to two years!*". However think for a moment: It is a fact that if your book is accepted by a mainstream publisher it can take a year or longer for it to get reviewed, edited and published, and most new authors receive hundreds of rejection letters over a period of many months or even years before their manuscript is even considered for review. So when you think about it, putting forth a sincere effort into self promoting your book makes sense. Also during that time you can establish yourself as a reputable expert while building your online presence.

What Is The Meaning Of The Term "POD"?

POD is short for Print on Demand. POD means that when a book is ordered by a customer either online or via request at a bookstore, it is immediately printed. This speedy convenience eliminates the need for bookstores and web warehouses to stock inventory. This lowers overall costs to both the author and printer. In short summary, POD allows any author to only pay for what they need.

How POD Works

POD allows books to be printed singly, or in small quantities. This model has also been called "**build to order**". High Speed digital printing is a relatively new technology. This is because in the past, it wasn't economical to print single copies of books when utilizing traditional printing technology such as offset printing and the letterpress.

The History of POD

Before the introduction of mechanized automated printing, hand-copying was the method used to reprint books. This meant each copy required just as much effort to reproduce as the original.

When the printing press was introduced, large print runs were not a problem. However small numbers of printed pages were an issue. This was handled by producing stencils and reproducing them on a mimeograph. These printed pages were of inferior quality to a book. They were cheaply produced and reasonably fast to distribute. Around 1950 electrostatic copiers became available. These allowed the printer to make paper master plates for offset duplicating machines. Around 1960 copying onto plain paper was possible and made the duplication of good-quality copies of a monochrome original possible. Before the emergence of digital printing, production numbers of small publications still had limitations.

As technology advanced, large amounts of text started to be stored in digital form rather than printed. However the hardware necessary to produce original quality printed text and graphics and to produce print short runs fast and cost effectively still was not available.

Around the year 2011 the technology made it possible for POD publishing to become commercially available. This made it possible for authors to have high quality books printed in short runs quickly, effectively and at a reasonable cost.

The Good and Bad of POD Publishing

Instead of submitting your book to a large commercial publisher such as Random House and waiting 6 months to a year for publication and then wait more time for acceptance to Amazon, it makes sense to use POD instead. Whenever you publish your book through an authorized POD service, it automatically meets all the requirements set forth by Amazon for listing on amazon.com.

The drawback to POD publishing is they take a decent profit off each sale of your book, however because you don't have to do any marketing (*the books appear on Amazon and in related book databases*), inventory or shipping, it gives you much more time to increase the quality of your book when you write a second edition, as well as use the extra time to write more books or take a break. So over the long term, you end up with a more secure financial foundation as well as exposure.

POD publishing also gives you the option of printing the books yourself using an **EBM machine** (*Espresso Book Machine*) and selling and shipping the books directly and increase your profit once you have established yourself as a writer. This works very well if you sell your books via direct mail, which we will cover in detail in a later chapter.

That's the beauty of self publishing, it gives you the ability to get noticed, find and develop your writing style, than give you the freedom to expand your horizons and get noticed by the large publishing companies (*if that's your goal*) as well as build a solid online presence complete with fans.

Niche Publications

Print on demand is also a perfect method for printing "niche" books that command high retail prices, including specialist academic works. Such niche works include detailed local histories of small communities, which are invaluable to libraries, museums and archives.

Publishers that Use POD (Print on Demand) Publishing

Besides Create Space, Lightning Source does print on demand publishing. They also handle some print on demand orders for Create Space.

Barnes and Noble and Ingram

Barnes and Noble and Ingram will fill your orders through books published using POD, followed by independent bookstores. Some of your orders will also come from Lightning Source.

Profiting From Utilizing The POD Approach

Revenue using print on demand publishing occurs on a per-sale basis. The royalties vary depending on which route the book is sold. The highest revenues are generated from sales direct from websites (*Amazon or LSI*) or from the author directly buying copies from the POD publisher at a substantial discount with copies as low as \$2.00. The author then sells them personally via lectures or directly from his website.

Royalties, at lower profit for the author, come from "bricks and mortar" bookshops which buy at a high discount. Some POD companies are allowing the publisher or author to set their own discount level. In the case of POD publishing, unless the author or publisher has arranged in advance a fixed discount rate, the higher the volume of books sold, the lower the royalty becomes. This occurs because the retailer is able to buy bulk at a greater discount.

Due to POD books having a greater per-unit cost, it is common for POD books to be printed at a higher cost than books coming from conventional print runs. Many book stores order their books through wholesalers or a publishing distributor with a discount of up to 70 percent or more. Wholesalers on the other hand obtain books by ordering directly from the publisher when the book store requests a copy. They can also order it as a stocked title. The stocked title is kept in a warehouse as a part of inventory. The stocked titles are available via sale or return. This allows the book store to return unsold stock, which gives the book store full credit up to one year after the initial sale. POD books are rarely available on such terms. This is because the publishing provider deems it too much of a risk. The policy of return-ability lessens the risk for brick and mortar bookstores and it also helps newly established POD authors to get through the door. However only a certain proportion of such stock can ever be returned. In the case of non-return-ability, it can make bookstores less enthusiastic about stocking POD books.

Book wholesalers keep a keen eye on what titles are selling the best. If they see a POD author working hard to promote their book and it achieves a decent number of orders from the bookstores or from online merchants then

there is a good chance their book will become available on such terms.

Seizing The POD Opportunity

Today in the modern information era, most of the traditional small presses are replacing their printing equipment with POD equipment or contracting their printing to POD providers. Also academic publishers, and university presses, are using POD services for maintaining a large back list. The larger publishers also use POD in special situations to reprint older and rare out of print titles or for test marketing.

Print on demand is also used to reduce risk when a "surge" occurs from a title that is expected to have a large sales volume short term (*such as celebrity biographies*).

After My POD Book has Sold a Few Copies How Do I Submit it to a Large Publisher?

Recently there have been several bestsellers that began as POD. The authors decided to seek a mainstream publishing deal after they sold thousands of copies of their book. Some titles that began as POD include; The Celestine Prophecy, Eragon, Rich Dad, Poor Dad and The Shack. In any successful POD title, there is always a highly motivated, dedicated author that has an extensive marketing plan being implemented on a full-time basis. POD Authors who don't take the time to promote their books often end up disappointed with hundreds of unsold books in their garages.

If you decide you want to take your book "mainstream", the best way to understand the process is to explain what literary agents are looking for in your book. This we will explore next in more detail.

Literary Agents are seeking a highly marketable hook and product that has sold a minimum of 5,000 books in the past year or less in the highly competitive book market. As soon as an literary agent receives your query, he or she will first ask how many copies your book has sold and how long it has been in publication.

As an example, Jennifer Basye Sander's book titled: "The Complete Idiot's Guide to Self-Publishing", began with her small booklet titled: "The Air Courier's Handbook". This first edition sold 5,000 copies through the Internet and direct mail. Total, her income was \$40,000. And this was with a minimal of overhead, giving her excellent profit. Jennifer states her secret of success is from planning a direct route to her audience, finding and serving a clear niche market, and then dedicating herself to marketing the product aggressively.

Self-publishing is perfect for the needs of the ever growing nice market as long as you target the book toward the right demographic. In the case of a large publisher, a very targeted market may not have the same results. The Christian fiction best seller *The Shack* had a broad appeal to readers when it went mainstream. However reaching that audience would have taken a much stronger campaign than most POD authors have in funding, expertise or time necessary to fulfill. In this circumstance the self published book *The Shack* sold well when accepted by a mainstream publisher.

How The Publishing Giants Operate

The fact is the big Publishing Giants receive upwards of over 100 or more manuscripts in any given day, with double that number around the holidays. Approximately 5% of these manuscripts are accepted for publication each year, and that's with a generous publishing company. The top publishers accept between 0.01% and 1% of manuscripts.

The majority of the manuscripts accepted by the big publishers are written by authors that have already made a name for themselves and authors who are experts and have wrote a book on a topic that is currently receiving a lot of interest. If you are a first time writer writing about something you enjoy or love doing, or are filling a niche, than the chances of seeing your manuscript accepted by a major publishing firm is pretty slim. But that does not mean it won't sell when choosing the POD approach.

The 3 Main Costs of Printing

Depending on the publishing format you choose, you will generally find the printing costs covering 3 categories. The most expensive category besides having your book manually printed at the copy shop, which can cost anywhere from \$8 to \$20 or more, is receiving copies from your POD publisher. When you get up to 10,000 or more copies of your book printed, depending on the number of pages and if the book is in color, it can cost as little as \$1.00 to have your book printed. Let's cover the 3 main categories in a little more detail.

1: The Singular Publishing Cost. This is how much you will pay for between 1 and about 50 copies printed directly

from your POD or on demand publisher. You can expect to pay anywhere between \$2 and \$8 per book. If you use an Espresso Book Machine (EBM) that is local in your city, you won't have to worry about paying shipping costs, however some have set-up fees and other fees.

2: Bulk print. If you order over 1,000 copies of your book directly from your POD publisher, expect the cost to be between \$1 and \$2 for your book. In many cases you can speak directly to your POD publisher and work out a bulk discount.

3: Mega Printing. If you are luckily enough to get your book picked up by a major publishing house, and you request between 2,000 and 10,000 copies, expect to pay between 40 cents and \$1.00 or less to have your book published. All this depends of course on the type of paper used, the number of pages in your book, whether or not you choose hardcover or soft cover, the size of your book and whether or not your book is printed in color or black or white. And of course your publisher gets a large royalty fee.

The Espresso Machine

The Espresso Book Machine (EBM) is one of the earlier advancements of print on demand (POD) machines. The Espresso Machine prints, collates, covers, and binds a single book in just a few minutes. There is even one at Powell's City of Books in Portland, OR where I live. The size of an EBM allows it to easily fit in a retail book store or small library. Readers can have the EBM print and bind just about any book title; including books that are out of print. All a user needs to do is have a PDF copy of their book made and submit it to the user of an EBM machine

which then turns it into a paperback hard copy book.

People who utilize the Espresso Book Machine don't need warehousing, shipping, returns or pulping of unsold books. It also creates simultaneous global availability to millions of back-list and new titles. EBM books are also available for re-distribution using Lightning Source, which is a subsidiary of Ingram Content Group.

If your computer has Microsoft word or a program that can make PDF files, all you need to do is transfer the file to a USB stick or email it to the EBM printer and they will print out a hardcover copy of your book. If you don't have a computer, many public libraries have Microsoft word installed on their computers, so you can make PDF files using any library computer. After your book is printed, you can sell it on your website, at lectures, to bookstores or keep a copy at home for your personal collection.

If you love rare books, all you have to do is download the rare book to your USB then have the EBM print it for you. The founders of the Espresso Machine now have their own website at: www.ondemandbooks.com where you can order books directly from them or look for locations of EBM machines near you. You can also find locations of Espresso Machines located in major cities and towns around the world by doing an internet search term: Espresso book Machine locations . Or by visiting the website address below:

http://ondemandbooks.com/ebm_locations.php

The History of the Espresso Machine

In a lecture in 1999, Jason Epstein stated that a future was possible where customers would be able to print out-of-stock book titles on the spot. To make this dream a reality, he founded 3BillionBooks with Long Island entrepreneur Michael Smolens and Thor Sigvaldason who is a consultant at Price Waterhouse Coopers. Jeff Marsh who is a St Louis inventor developed a prototype book printer that was able to photocopy and bind books. Marsh had this machine made for Harvey Ross who worked with Peter Zelchenko who was a Chicago-based technologist and a partner of Ross. After a series of prototypes over the years, it attracted the interest of former President and CEO of Dean and DeLuca, who then licensed Marsh's invention and began the company On Demand Books.

The very first Espresso Book Machine was demonstrated on June 21, 2007 at the New York Public Library's Science, Industry and Business Library. During this month long test, the public was able to test the machine by having free copies of public domain titles (by the Open Content Alliance (OCA) a database of over 20,000 free titles) printed.

It is important to note that should you choose to use an Espresso Book Machine in your hometown that the fees to process and print your book will vary. For example where I live in Portland, Oregon there is an Espresso Machine at Powell's City of Books. The maximum number of pages the machine can print per book is 800 pages with a minimum of 40 pages. Also some Espresso Book Machines only print pages in black and white.

As of 2015, to print a 200 page book the following fees apply if you use the EBM at Powell's City of Books:

Print Set Up Per Book: \$15

Cost to Print the Book: \$5

Price per Page to Print the Book: 4.5 cents

So to print a 200 page book costs \$14.00. If it is your first time you will have to pay an additional \$15.00 set up fee.

So you can see that the price varies. You may want to check how these fees vary from a local espresso book machine in your city compared to outsourcing your file to Lightning Source to find which suits your budget best.

How the Typical POD Company Operates

Let's use Lightning Source as an example. Lightning Source is one of the better known POD companies. Lightning Source gives new publishers an opportunity to share their work with the world By outsourcing your printing to Lightning Source, the shipping and fulfillment is automatically done for you.

Lightning Source allows your titles to reach over 39,000 global retailers. Each typical day, Lightning Source adds approximately 500 titles to their digital warehouse, and prints and binds over 50,000 books fulfilling 27,000 or more orders a day on average. All in a single days work. This shows the popularity of POD publishing. What makes it even more exciting is that it is not even 10 years old, proving this industry is going to be huge in the future.

As of 2015, Lightning Source houses over 7,000,000 titles allowing users instant access to any title. Instead of filling

your garage with books that may never sell, you can place an order with Lightning Source and print only what is needed to meet your current demand. Lightning Source also gives you an option to allow your title access to the global market access program. You can print a single book or 10,000 and best of all you keep the profit.

If you own a bookstore the same rules apply. If a customer requests a title, and you don't have it on hand, you can use an Espresso Book Machine (EBM) or order directly from Lightning Source to have it printed. Once again saving valuable warehouse space and unwanted returns on books that never sell.

This takes the time consuming logistics and inventory management out of your hands. All you do is deposit the checks for books that are sold each month.

The Features of Using Lightning Source

Lightning Source gives you a cloud based editing platform to manage distribution on both your hardcover title and e-book titles.

- After you upload your titles, you can use the drag/drop interface to drop your PDF or EPUB and JPEG files directly into the interface than provide the details about your book.
- In the Order Copies section, you get to choose the title, where it is sent to, and the number of copies you want.
- Title Editing. This feature allows you to create a new cover on the fly for your book or make a direct

in book text edit.

- **View and Run Reports.** This feature shows you how your book sales are going through sales reports. You can also view the status of pending titles or orders.

Distribution Network Fees

- Depending on your wholesale discount, you will receive between 45-70% minus print costs when your Printed Title is printed (some markets vary)
- A 40% off list and agency price, with Kindle opt-in; 45% without when having E-book Titles done.

How to Use Lightning Source to Print Your Book

With Lightning Source you can have your books printed as your bookstore orders them. You can choose from over 20 available trim sizes that use the latest color technology allowing economical pricing on high quality color books with good graphics.

The easiest way to get started with Lightning Source is to open an IngramSpark account by visiting **www.ingramspark.com**. When your account is set up, it will automatically streamline sales, organize content and provide customer support all in a simple self-service platform. To begin all you need to get started is your books ISBN, an email address, print-ready PDFs for your print titles, EPUB and JPEG for eBooks and a credit card. Lightning Source will also print and bind your e-book. It is free to start your account at Lightning Source.

2015 Lightning Source Fee Schedule

- Book Market Access costs \$12.00 per title, per year
- E-book Market Access costs \$12.00 per title, per year

If you submit both your book and e-book at the same time, the e-book is automatically submitted at no cost.

If you want to simultaneously create your book and e-book, the fee as of 2015 is \$49. As of 2015, if you order 50+ copies you get automatic free set-up and if 50 or more orders for your book(s) are placed within 60 days of setting up your title, you receive a \$49 refund.

How To Increase Your Profit by 35% By Self-Publishing with Lightning Source International (LSI)

Sign up with Lightning Source as a publisher and set up your book with a 20% discount and no returns.

What will happen is the online bookseller issues a purchase order to Lightning Source and LSI then prints the book and ships it. Your monthly check then comes from Lightning Source. So instead of Amazon getting 55% of the profit, Amazon now takes only 20%, giving you 35% more profit.

What is IngramSpark?

IngramSpark is a branch of Ingram Content Group based in La Vergne, Tennessee. It began in 2009 and as of 2015 has access to over 7.5 million titles. They distribute to librarians, booksellers, educators and specialty retailers. Ingram employs over 3,000 people worldwide. The Ingram Content Group platform is one of the more popular distributors for independent book stores. It has warehouses in Pennsylvania, Oregon, Tennessee, and Indiana. Their print on demand division has printing factories in Pennsylvania, Tennessee, United Kingdom, France and Australia.

Chapter 3

Comparing the Features of the Most Widely Used POD Publishers

As the market for POD publishing expands, authors will soon be presented with more choices than the standard choices of Create Space, Lulu and Lightning Source. During this chapter we will discuss the 3 big POD publishers; Create Space, Lulu and Lightning Source. There are other emerging POD publishers, however these 3 have set the standard for POD publishing and have the most features, so we will cover these in depth. Towards the end of this chapter there will be additional POD publishers that we have reviewed.

Lightning Source works more closely with publishers and Create Space is more focused on working with writers and authors. Create Space and LuLu have an online cover designer, and an interior layout design feature built into the cloud. So all you need is your web browser to design your books cover and layout seamlessly. At one time Create Space used to charge authors a onetime \$25 fee for expanded distribution into includes Barnes and Noble,

and wholesalers, however it is now free.

What to Look for when Choosing your POD Publisher

As mentioned earlier in this book, having a POD publisher do the work for you (*fulfillment*) can give you more time to pursue other activities. When shopping for a Print on Demand Publisher (POD), be certain that they distribute through both Ingram and Baker and Taylor, giving your book good exposure. Also be certain they let you keep the publishing rights, and also include a nonexclusive contract without a yearly commitment.

The goal for any POD author should be to:

- * Make your POD book immediately available to readers.
- * Keep up-front costs down.

Many POD publishers use the same method to print your book on demand, however some offer additional benefits such as expanded distribution, hardcover copies and the ability to sell your book directly from your website, giving you significantly more royalty. What to look for when choosing a POD publisher;

- Their reviews and reputation among other authors
- Has a clear price structure
- What are the upfront publishing fees?
- The royalty payment structure and how often you receive your royalties
- The cost for you to purchase the books for resale
- The terms of contract. Such as do you keep all rights to your copyright, cover and interior, etc.

- The cost of additional services such as editing, cover design, marketing
- Are ISBN number and barcode included?
- Has shown a good customer-service track record
- Has technology to print one or more physical copies of a book on demand
- Has technology to quickly ship copies directly to a customer who places an order
- Widest possible distribution, that reaches the greatest number of customers ,including Amazon.com and other online retailers

Reviewing the 3 Main POD Publishers

Let's examine these 3 more closely, discussing the features and benefits of each one.

Lightning Source

Lightning Source is part of the book distribution network Ingram which is a worldwide network of book distributors distributing books to brick and mortar bookstores as well as online distribution.

Customer Service

Lightning Source allows you to contact them by e-mail with replies taking between 48 to 72 hours.

Lighting Source Phone Numbers:

Voice: (615) 213-5815

Fax: (615) 213-4725

Fees

Lightning Source charges you \$75 in setup fees whether it is paperback or hardcover and a \$12 annual catalogue fee per title. Proof copies are \$35 for hardcover and \$30 for paperbacks. Authors also must pay for their own ISBN. If you make any changes to your book after it has been uploaded, **authors are charged \$40** each time.

\$49 set up fee (waived if you order 50 books within 60 days)

\$12/year per book

\$40 book update fee

40% or 55% discount (authors make 45% or 60% minus printing costs)

Book Distribution Coverage

Lightning Source has more distribution channels than Create Space. Authors using Lightning Source can have peace of mind that their title is available for ordering at almost any bookstore in the western world. Now this does not mean it will be on every shelf, rather it means it will be available for ordering on request at brick and mortar stores.

Bulk Discounts

Lightning Source is an excellent source to use for volume orders. Pricing for small orders of books at 100 or less is not as affordable as using Create Space. By placing volume orders using Lightning Source you more than cover what you are charged for setup and change fees.

One author using Lightning Source placed an order for

3500 books and was charged \$2.30 per book INCLUDING SHIPPING. When prices for ordering in bulk from Create Space were calculated, the total came to \$5.15 per book with shipping.

Acceptable Formats

Ingram prefers print-ready PDF versions of your books.

Submitting Your Proof to Lightning Source

If you use Adobe In Design use the "Pre-Flight check" file feature. This will show you errors that need to be removed for a perfect copy to be accepted by Lightning Source.

Delays using Lightning Source

The best policy is to have your book listed using both Create Space and Lightning Source.

When a customer orders your book from Amazon, and finds you only available via Lightning Source (Ingram), your customer receives a "there will be a delay" message from Amazon. This could be because Amazon does not preorder from Ingram and store the book in its own warehouses or has an incompatible POD software program.

When Amazon receives an order from your customer for your POD book, and finds that it was listed on Create Space, there is no delay. This could be because Amazon automatically has stocks standing by so it is available for sale and you are not charged if it sits there forever or is returned by the customer.

Create Space

Create Space is a dream for first time authors. There are no upfront fees and no change fees if you decide to make changes to your book. This means that over the long term 2nd editions of books are of higher quality, because authors can make as many changes to their book as they please. When customers order on Create Space your title is shipped within 48 hours, however using Lightning Source can take 3-5 days to print your book.

ISBN Options using Create Space

Create Space allows authors to use their own ISBN. If you choose to get a free ISBN through Create Space it only works if you list your book on Create Space. When you own your own ISBN you can list it on Lightning Source and other POD publishers without having to pay for a new separate ISBN.

ISBN OPTIONS

You can create a Create Space Assigned ISBN FREE
You can create a Custom ISBN \$10 (can only be used with Create Space)
You can create Custom Universal ISBN \$99 (available from Universal ISBN @ MyIdentifiers.com)

Customer Service

Create Space has faster customer service with email being replied to in 24 hours or less. You can also call them and NOT GET A RECORDING.

Create Space Phone Number: 206-9220860.

Fees

Create Space has no service fees.

Book Distribution Coverage

If you choose Create Space, most of your sales will come from Amazon, however Create Space gives authors an option to use their Expanded Distribution Channel (EDC), allowing your book to become available on Ingram's and Baker & Taylor, just like LSI. EDC distribution allows your book to become available in bookstores online retailers such as Barnes & Noble, and in libraries and academic institutions (*as long as you use a free Create Space assigned ISBN*). You will find that your royalties will be less when you choose EDC because other places have to buy the books at the 55% industry standard discount.

Create Space Standard Distribution

Amazon.com 40% of list price

Amazon Europe 40% of list price

eStore 20% of list price

When you choose expanded distribution with Create Space there is a 60% of list price for the options shown

below.

Create Space Direct

Bookstores and Online Retailers

Libraries and Academic Institutions – Must have a Create Space -Assigned ISBN

To reap maximum exposure for your book publish through Create Space, but don't choose their expanded program (EDC). Instead purchase your own ISBN number and have your book also published on Lightning Source. This will then allow your book a wider distribution coverage, without it popping up as "self published" when book retailers see your book in book distribution databases. Or you can just publish the same book with a different title and insert your own ISBN number and submit it to Lightning Source.

Bulk Discounts

Create Space offers discounts in book quantities of 50 or more and 100 or more.

Submitting Your Proof to Create Space

Create Space prefers you upload your document in PDF. If you use Microsoft word to write your book, you can save it as a PDF by selecting "save as" then select the PDF option on the title bar below when saving. Create Space will accept word documents, but after they are uploaded it may take longer to process and may not turn out as well.

Also I have found that some Internet browsers may be

incompatible if you try to upload your file to Create Space. This problem can be overcome by uploading your file with a different web browser.

Delays

Some writers have found that when customers ordered their book on Amazon and it was distributed by Lightning Source there would be a delay. The way around this is to once again have the same title published with Create Space. This is because no delays have been reported when the book is published with Create Space.

Lulu

LuLu's cloud based publishing platform is very similar to Create Space and almost as easy to use as Create Space. Since its founding in 2002, Lulu has printed over two million titles for authors in more than 225 countries. Lulu is trying to capture the market of freshly-minted authors who publish copies mainly for vanity, their friends or coffee tables. Once an author's book is published, authors can buy copies of their book or make it available in their very own "Lulu Bookstore." Authors can choose from different cover and binding options, and a list of size options. They also allow hardcover printing for your book. Lulu publishes books on demand in hardcover, paperback, black-and-white or glossy full-color. It also will publish your calendar or eBooks. So far LuLu has sold over 200,000 eBooks. Lulu accepts PDF files for book uploads. The navigation panels of Lulu and Create Space are almost alike with easy to navigate consoles and user-friendly layout.

LuLu offers both paperback and hardback options for your book, including global distribution. LuLu won't publish a hardcover book that is less than 108 pages. LuLu also offers coupons for discounts using their services which you can find online and print and clip.

LuLu Contact Information:

Publishing and marketing questions
888-265-2129

Volume discount Questions:
Call 919-447-3244

Order Questions
844-212-0689

Fees

No setup fees apply if your book is published to Amazon and their online Lulu bookstore. Lulu charges a optional \$75 one-time fee to have your book listed in the major bibliographic databases. The cost to print a book using Lulu can be between 2-3 times higher than Lightning Source. Membership to LuLU includes a handy book cost calculator.

Book Distribution Coverage

Your book is published to Amazon and their online Lulu bookstore. For expanded distribution, authors undergo an extended process.

Bulk Discounts

If you order more than 15 copies of your book LuLu will give you a bulk discount.

Submitting Your Proof to LuLu

LuLu prefers your file be uploaded in PDF format

Table Summary Comparison

	IngramSpark	CreateSpace (Standard)	CreateSpace (Expanded)
Cost per book	\$.90	\$.85	\$.85
Cost per page	\$.013	\$.012	\$.012
Setup fee	\$49.00	-	\$25.00
Yearly fee	\$12.00	-	-
Wholesale discount	55% 40%	40%	60%

	IngramSpark(New Numbers)	CreateSpace (Standard)	CreateSpace (Expanded)
Printing cost per book	\$4.15	\$3.85	\$3.85
Gross profit per book sold	\$1.85	\$2.15	\$0.15

How To Make Your Book Appear In Book Databases as If It Was Published By A Big Publisher

Create Space does not distribute your book worldwide. Create Space expanded distribution uses Ingram to distribute your book. Your book is registered in the Ingram database, and is shown on the screens as "**Publisher=Create Space**". This will show up even if you use your own ISBN.

When an online or retail bookstore looks for your book, searching the Ingram database and sees "Publisher=Create Space", they may refuse to carry it. Some bookstores see Amazon as a competitor and others associate Create Space books as "indie authors" and scorn indies because their books may be low quality.

To have your book appear in the database of a publisher of your choosing, or if you want to use your own name in the database, use Ingram. To do this, first you pay an annual fee to Ingram and you will need your own bought and paid for ISBN. However your books will appear to bookstores as "**Publisher= *YourPublisherName***" when they see your title in the database. No one can tell that you're an indie publisher. There happen to be thousands of authors using this method with much success. This means your book is now more appealing to brick and mortar bookstores.

How to Distribute Your Book using Ingram if you already are distributing using Create Space

Before you start distributing your book using Ingram, if

you already have a title on Create Space you must remove your book from Create Space expanded services. If you had previously used a Create Space ISBN, then consider it to be retired after your book has been totally removed from the Ingram database. This will automatically remove it from the Ingram database.

This process takes between 2 and 6 weeks and won't affect your Amazon sales. After this is done check if it has been removed by going to Ingram and entering your book title with the Create Space ISBN. You'll receive an "already there" message if it hasn't been removed yet. You may have to contact Create Space customer service until it is complete. The database update can take time as over 3,500 books are added daily and continues to grow.

Next re-create your Amazon Create Space edition using your own newly purchased ISBN. This way your book will have the same ISBN regardless of retailer.

You are able to use the same PDF book interior file at both Ingram and Create Space, however you may need to adjust the PDF cover file. This is because paper stock is not identical, making the width of the spine different for each service. Be sure to update your ISBN when you re-save your PDF file.

Book Distribution Entry Channels. How Long Before My Book is Made Available?

Lightning Source can take anywhere from 6 to 8 weeks to have your book fully processed into their distribution network. This is because they have more contacts than Create Space and it takes more time to fully integrate your book.

Create Space takes a little less time. After you have uploaded and proofed your book, you are then asked for final approval. Once your book has been approved by you, it is listed on Create Space for sale immediately and listed on Amazon for sale within 24 hours or less. When you use Amazon's KDP, your title is also available in 24 hours or less. I have also discovered that expanded distribution can take 4 to 6 weeks using Create Space. This allows your book to be fully integrated into the standard distribution network. For example if you had published say 5 books and you updated all 5 books at the same time, if you had been receiving royalties on a steady basis, there will be a delay in your royalties for about 4 to 5 weeks after you have updated and saved your changes.

Printing Cost Comparison Between the Big 3

Some authors have found that Create Space will charge them \$3.15 per book and Lightning Source \$3.43 per book. Let's use an example of ordering 300 books. Using Lightning Source, the price drops to \$3.42 each book. Lulu costs \$7.00 each for 300 books and Create Space costs \$3.85 per book. Let's examine the pricing structure again using a book written with 100 pages;

The Cost to Print Your Book Using Lightning Source

Using a case bound hardcover book measuring 6"x9", printed in black and white, with full color cover and 100 pages it will cost you \$6 + \$0.013 per 100 pages= \$7.30.

The Cost to Print Your Book Using Create Space

Using Create Space the exact same book will cost you
 $\$6.50 + \$0.015 \text{ per } 100 \text{ pages} = \8.00 .

The Cost to Print Your Book Using LuLu

Using Lulu the price works out to be $\$12 + \$0.024 \text{ per } 100 \text{ pages} = \14.40 .

If we look at the numbers, Lightning Source is the best option, with Lulu being the most expensive.

Comparing Ground and Shipping Costs between Create Space and Lightning Source

Lulu will print your order at the POD printer nearest your shipping address. They even have an online Book Cost Calculator to help you with this.

Although Shipping costs will vary greatly, here is an example of a box of books shipped from the warehouse to an author:

Create Space :
Standard \$23
Expedited \$51

Lightning Source
Ground \$46
2nd day \$173

Retailer Discount Comparison Between the Big 3

Create Space

This is the discount retailers receive when they buy your book. When a book retailer purchases your book from Create Space the discount rate is a flat 40% for Amazon and 60% for other retail outlets, using their Expanded Distribution channels.

Lulu

Lulu's retail discounts vary depending on the agreement terms with the retailer, however most book wholesalers average about a 50% discount.

Lightning Source

Lightning Source allows authors to set the retail discount, starting as low as 20%. However higher discounts give your book retailers a higher profit, allowing more incentive for listing your title somewhere visible. One option is to give a higher retailer discount, just to get your book into stores, than you can change it later on.

Lightning Source recommends 55% for maximum exposure. Using the 55% rule, we can calculate the minimum (no royalty) price on Amazon for a hardcover book is \$24.80 when listed on Lulu it is \$13.34 when listed on Create Space, and when listed on Lightning Source, \$9.13 (with a 20% discount).

Exploring Your Author Royalty Structure of the Big 3 PODS

Royalty Structure between Lightning Source and Create Space

Lightning Source and Create Space's royalty structure is very similar unless you plan to sell your book from your own website, in which case your royalties will be higher. However we will examine their payment structure in more detail below:

Create Space Royalty Structure

If you choose to be paid by check, Create Space will not mail you your royalty until you have reached \$100 in US Sales, £100 in Pounds and €100 in Euro every 30 days. If you choose direct deposit, the minimum is \$10 for U.S, Pounds and Euro sales. Create Space accepts banks in the following countries to make direct deposits; U.K., Germany, USA, France, Spain, Portugal, Belgium and the Netherlands.

Create Space calculates royalty based on the retail price the author chooses. Generally the royalty rate is 60%, currently one of the highest royalty rates in the POD industry. If your book sells on Amazon, Amazon takes a 40 percent discount. However, if customers purchase your book through a link on your website and your customer checks out the book on Amazon, you get 60% royalty.

Lightning Source Royalty Structure

Lightning Source will mail you a check when book sales exceed \$25.00 each month. If you choose direct deposit you can set a threshold limit on when the direct deposit will be made into your account. Lightning Source will make direct deposit payments if you live in the US, UK, Europe and Australia. If you live in any other country you will receive a check.

Lightning Source offers you a royalty of 45% minus production costs for each book sold. This means the most profitable books printed are books written with 250 pages or less.

Lulu Royalty Structure

As long as your sales exceed \$20 per month or more LuLu will mail you a royalty check each month. Authors receive a 80% royalty for their books and 90% royalty for their eBooks when they sell. The royalty structure can vary, so use *Lulus Royalty Calculator*.

www.lugaru.com/lulucalc.html

The above link provides various calculators that help authors using the print-on-demand book site Lulu.com choose the best price. Out of the 3 POD publishers just mentioned Lulu is the only one that pays through PayPal.

How To Self Publish Your book In Amazon KDP

When you choose Amazon KDP to publish your book people can read it on an ever expanding range of portable

reading devices . Once you have published your book in hardcover it takes about 20 minutes or less to have it listed in a format that is compatible with NOOK and KINDLE devices. It will also be automatically listed on Amazon.com, where readers can immediately download your book to their device.

To begin be sure your file is in Microsoft word. Next visit www.kdp.amazon.com and enter your books title and other information. Next you will be asked to build your book cover, you can either use an image of your own or use Amazon KDP's online cloud based book cover builder. Next you can upload your word document to the Amazon KDP server. After the processing has completed, you will be asked for how much to sell your book for in order to calculate your future royalties. If you choose 35%, your royalty will be calculated at 35% of your books list price for each book sold. If you decide to choose the 70% royalty option, your royalty will then be 70% of the list price, net delivery costs, for the book sold to U.S. customers and 35% of the books price for each book sold to customers residing outside certain territories.

To encourage authors to price their books between \$9.99 and \$2.99 Amazon decided to give authors a 70% royalty. If you price your book above \$9.99 or below \$2.99 than you receive a 35% royalty rate. You can learn more about this structure by visiting the Amazon KDP help page.

Because many writers when pricing their books end their price with 99 cents such as \$11.99 or \$24.99, instead make your book stand out with .97. The 97 cents extension seems to work well for some authors selling Kindle versions of their books. This way the much over used 99 cents extension will make your .97 cent extension stand out.

Chapter 4 Reviewing POD Publishers That Cost Less Than \$5 to Print Your Book

Next we will cover other POD publishers giving a general summary of what they have to offer.

bookprintondemand.com

Fees/Revenues

There are no set up fees or additional costs to make changes to your book.

Printing costs are competitive with Create Space.

Author pay only for printing costs and shipping.

You can also get a custom quote for your book on their website.

You will need to buy an ISBN, however if you are publishing a book for friends, family, conferences or direct-to-consumer distribution you do not need an ISBN. They also offer expanded distribution. If you choose

expanded distribution sometimes called Print-to-Order (PTO) your book is made available to thousands of retailers, including Barnes and Noble, Baker & Taylor, Ingram, Books-A-Million, and the Christian trade (Family, LifeWay, Mardel, CBD, etc.).

Their set up fee is \$249 for the first title, and \$149 for future titles.

Titles must be renewed annually at a cost of \$99.

Distribution fees are 30% of net revenue.

The POD Ecommerce Option

The Book Print on Demand Ecommerce Option also allows authors to sell their books directly from their website or Face book page. The book is printed and shipped as soon as a customer orders it from your website or Face book page. There is a onetime set up fee and sales are made through PayPal.

***CUSTOMERS WHO ORDER DIRECTLY FROM YOUR
WEBSITE OR SOCIAL MEDIA PAGE ALLOW AUTHORS
TO COLLECT MAXIMUM ROYALITES***

www.thebookpatch.com

Includes a book cost calculator on their homepage. Very low book prices. BookPatch allows authors to write their book in the cloud, then click and print it.

Fees/Revenues

They have no set-up fees or hidden fees, and they don't

take one cent from book sales. They do not accept gift cards or checks. TheBookPatch.com has an easy to use book calculator that calculates how much it will cost to have your book printed and shipped. Their Customer Service Help line is: 480-941-8355 or 480-773-4447.

Additional Recommended POD companies

- ❖ Aventine Press
- ❖ Blurb
- ❖ Booklocker
- ❖ BookSurge Publishing
- ❖ Bookstand Publishing
- ❖ Dog Ear Publishing
- ❖ Infinity Publishing
- ❖ Rj Communications
- ❖ Xulon Press (*Christian Press*)
- ❖ Blitzprintr
- ❖ Foremost Press
- ❖ Outskirts Press
- ❖ Universal Publishers (*Specializes in Non-Fiction*)
- ❖ Third Millennium Publishing (*tmiltd.com*)
- ❖ Virtual Bookworm
- ❖ Wheatmark Publishing

Making the most of your ISBN

As long as your book has a universal ISBN, it allows you to distribute your book using any POD publisher. If you already have your ISBN assigned by Create Space than POD publishers also allow you to purchase a new ISBN and have the same title published through IngramSpark so it can be stocked in book stores, unless the local book store decides to use POD.

As an example, use Create Space to distribute your book on Amazon or Ingram Spark (*as long as you do not use Create Space expanded distribution*). And use Book Print On Demand or LSI to have your book distributed to bookstores via the Ingram catalog. Also you can buy copies of your book from POD publishers and sell them at live events, from your website or from your Face book page.

Where to Buy a Book ISBN

ISBN's are available through MyIdentifiers.com.

1 for \$125

10 for \$250

100 for \$575

Chapter 5

Tips to Increasing Book Sales using Amazon

Your Sales on Amazon

If you choose Create Space to sell your books for you, and your title starts to sell well in Amazon. Amazon will automatically move it higher and higher in the search result listings. This happens due to their sales algorithm. This gradual process can take anywhere from 3 to 6 months for the title to reach these levels using this method.

Improving your Books Amazon Listing

On the first page of the listing of your book, Amazon displays two boxes from the publisher form. In this form a "Publishers' Comments" box will appear. It is key to fill in as much information as possible in this form, ignoring most of the other boxes on the form.

Your book's Detail Page contains an editorial review section where you can update the following: From the Author, About the Author, From the Inside Flap, From the

Back Cover, and Reviews. This will give your book more exposure.

Listmania!

Amazon.com customers can use Listmania to create a list of their favorite items, including books. If you are the author of a book, you can create a Listmania! list that lists your book, together with similar titles. This gives authors a reliable platform to cross-promote their work with any best-selling titles that are listed as the same genre as your book. Some people use Listmania! to gather recommendations from other readers to locate books they want to read and buy.

To make the most out of Listmania! you want to generate a book list for your potential audience. With Listmania! you are allowed to create multiple lists and cross promote them to different audiences. For example, if you have written a cookbook catering to vegetarians focusing on meals taking 30 minutes or less to prepare than you can create a list for Best Vegan Cookbooks and another list for Quick and Delicious Vegetarian Cookbooks. This is another part of promotion that allows you great creativity, as well as flexibility. You can also ask friends and reviewers to create lists, including your book in their Listmania! list.

How to Create your Listmania! List

- First log into Amazon and click on "Your Profile"
- Next click the "Edit Your Profile"
- Next click "Lists"
- Now click the "Create your first one now" link or

"Manage your Listmania Lists" link if you already have made existing lists before

- Next provide the information requested and click "Preview" to review your list, than "Publish list" when you are done

Here's the information you will have to fill in

1. Name Your List: This should be a friendly title
2. Your qualifications: This should be a description of why you're an expert in the list you are creating
3. Introduction: A paragraph to describe your list
4. Add tags: Type in related keywords that help people find your list
5. Add product: Add anything from the product listings on Amazon.com to your books. This way people will find your book on cooking if they are searching for a spatula or similar cooking utensils.

How To Use Amazon Book Tags To Draw More Traffic To Your Book

Use this neat tip to attract more readers to your book.

- 1: Go to your Amazon book profile page.
- 2: Visit the section named "tags customers associate with this product"
- 3: You will find in this section similar keys that other people have associated with your book
- 4: Now while in this section, add 15 descriptive book tags of your own by using the checkboxes next to the tags or by adding your own tags.
- 5: Include in the tags the names of prominent authors that relate to the title or theme of your book or are similar to

your book.

6: Next create a list of all popular and bestselling books similar to yours.

7: Now using the list of the bestselling authors visit their Amazon book description page and see what tags they are using.

8: Now add 2 tags. Add the name of your book and the author name of your book, all in lower case.

9: Now when people search for books similar to yours, your book will also show up.

Using Amazon Reviewers to Gather Positive Word of Mouth about Your New Book

There are people who make a full or part time living doing nothing more than writing book reviews of books listed on Amazon. These people have an official title of Amazon Reviewer. Their reviews hold almost as much credibility as an editor or publisher from a major newspaper or magazine. Some reviewers review hundreds of books or more every year. Another feature of getting reviews of your book is the more reviews you have on Amazon the more visible your book is. This occurs due to the Amazon book algorithm, which includes the number of reviews you have on your book's page. The more reviews your book has, the higher in search ranking it gets.

How Amazon Associate Works

This program works by giving you a small commission when people buy books or other merchandise from your website. It works because when you list a book or item on your website it contains a special hyperlink code that is generated by Amazon when you sign up to become an

Amazon associate. When a website visitor clicks on that special link and buys something, you receive a percentage of the sale.

Simply put, when a person buys your book and anything else on Amazon over the next 24 hours, you receive a percentage of the commission.

By using Amazon associates, it also gives your site a reliable trusted way for your readers to buy something on your site because they are paying through Amazon, a trusted source. If your website generates lots of traffic and you can sell merchandise that matches the theme or genre of your book on your site, it can be a good way to generate some extra cash.

How to Use Amazon Associates To Generate Extra Revenue from Your Website

Amazon associates was one of the first affiliate marketing programs launched online and began in 1996. As of 2015, approximately \$2.7 million worth of merchandise has been sold through the Amazon associate program.

If you are selling similar books related to your books topic from your website and if you are an Amazon Associate, then let your customers know that if they order the books from your website, you get a commission for each book sold.

A good plan of action to follow when starting your book marketing plan is to set a goal of 20+ reviews for your book, favorable mentions on social media sites and enough sales to get good rankings in amazons recommendation engine.

How to Shorten a Long Amazon Link

If you find that the Amazon link to your book is long than visit:

www.bitly.com

At the website you will see a box that says “paste link”, place the link inside the box and bitly will shorten the link considerably.

Chapter 6

Sell More of Your Books using these Proven Strategies

What Method Sells Books the Most?

For the Independent author, the best method for promoting books are by distributing your book to local chain bookstores followed by direct mail. When doing direct mail it is key to plan ahead and carefully think through and plan to target the right market that is related to the title and information your book is about

Should I Promote my Book to Brick and Mortar Bookstores?

For first time authors this is not recommended. Here is why.

You will receive 40-55% less profit .
High competition.

Having your book stocked on shelves in a book store works best when you have built up demand for your book through a solid marketing platform. The fact is 52% of

books are sold online. Once you have achieved success at a local or regional level, then consider distribution to bookstores nationally.

Which Season Sells the Most Books?

The large mainstream publishers release new titles in fall to target December customers and more titles again in spring to target the spring break crowd and outdoor summer readers. As far as book genres go; Business books sell well during late spring and late fall. Outdoor camping books sell well during late winter, targeting the summer camping crowd. Travel books sell well a few months before Christmas and Thanksgiving

If you are using pay per click or similar online advertising campaigns, as far as day of week website traffic goes, the peak traffic times are Saturdays and Sundays. The next most popular days are Wednesdays, Thursdays and Fridays. The least popular days are Mondays and Tuesdays. These peak times are good times to post comments on websites that relate to the topic of your book with a link going to your website. This method works well because these high traffic sites have a lot of activity. If your book relates to the topic being discussed, you will attract visitors to your website seeking more information on the topic. A good rule to follow is to identify the top 5 websites, news sites and blogs that allow readers to post comments. That way you will find sites that have lots of recent activity.

How to Use 3-way Leverage for Book Promotion

Marketing principals based on using a three tier approach work best because they are simple enough to keep track of and they work together to support each other. This method is commonly known as leveraging and delivers more results with less effort. The three tier method involves the following;

Marketing to book wholesalers and distributors.

Marketing directly to visitors of your website.

Marketing directly to bookstores (*once your book has enough exposure and reviews*).

When we apply the 3 way system shown above, each one leverages the other;

As reviews of your book are generated, local bookstores see it listed in wholesale and distributor book databases. You then arrange for a book signing at your local bookstore where you bring your own copies that you paid a third of the price on from your POD printer and sell autographed copies before and after your lecture. One month before your book signing, you announce on your website and in your newsletter that you will be having a lecture and a live in person autographing of your book at their local bookstore. As an added bonus, people who view the announcement on your website or newsletter and are traveling through that area may change their travel plans to attend your lecture.

You can see the many positives of marketing using this three way strategy. This approach allows you great creativity and flexibility. This is just one example of how the three way tiered approach works together in unison. See if you can think of any more.

How to Properly Position Your Book in the Right Market to Increase Sales

The key is to match the title of your book to the environment. For example, if your book is about health and fitness, than place it in health clubs, gift shops, golf courses and similar related stores. If your book is cheap enough to print, than "sneak" copies of your book into these stores in the book section. The store will order more copies of your book if it sells. One publisher prints books of 100 pages or less about the history of a city and places the books in tourist hot spots and local museums. With over 18,000 U.S. cities, that's a lot of repeat business. History books sell well because they have a long shelf life and people are always curious about how a city came to be.

When you give out copies of your books for free, be sure to include a SASE envelope that has a reader review request postcard included, so you can use the reader's testimonial in your second edition of your book. This gives your reader's confidence that your book delivers the results you promise.

How to Get Your Book Noticed in Bookstores

Unlike a library, which lists books by subject, bookstores will list their books by the name of the author. If you are willing to write under a pen name, than be sure that your first name starts with any of the letters A through D. Also some bookstores will list the authors last name first, so your pen name may want to also begin with letters beginning close to the start of alphabet. Pen names might include: Ambury Adams, Daniel Anderson and so on.

When To Run Credit Checks

If you decide to take on shipping and fulfillment yourself, most of your orders will be fulfilled on credit. However because the publishing world can be tough with many boom and bust cycles, there are a few rules to follow if you don't want to lose money. One of these is knowing when to run credit checks.

Baker & Taylor for example has been in business over 180 years with over \$2.2 billion in sales, so you don't need to worry about credit checks if you choose to print and distribute your book to them.

If you choose smaller distributors or bookstores and are using credit terms, do so only if they place orders for under \$100. If you receive any orders above \$100 on an unknown distributor you have not done business with before, be sure to run a credit check before entering into a book listing agreement with them.

School and University Discounts

Offer a discount for your book to academic institutions and colleges. Once you send them a copy of your book, they will usually take between 60 and 90 days to review your book, then request classroom copies of your book if they like it or they will mail the book(s) back to you.

Goodie Bags

If you have ever attended a conference you may have received a bag stuffed full of cards and other promotional material. If your book is inexpensive to print, you can

include a copy of your book, or include a SASE card with your book cover on the front and mailing address on the back in one of these bags. Be sure that the conference you choose relates to the title of your book. That way you will draw more interest. You can find out where conferences and conventions are being held at by visiting the websites below;

www.shawguides.com
www.allconferences.com
www.bevents.com

When attending writing conferences, chat with booths related to your book and pick up a business card. Add them to your mailing list and send them your layered approach book release.

A Shoe String Book Promotion Tip

If you don't want to send an ARC or Galley copy of your book for a preview before it is released than between 1 and 3 months before your book is to be released, make a photocopy of the introduction and the first chapter of your book and mail it to bookstores. This helps give the buyers of the bookstores a free preview of the book.

Using Author Central to Attract Interest in your Titles

Amazon Author is a great place to let readers know about you. After logging in, you can change descriptions, wording and images on any of your books. Author Central also lets you upload an image of yourself and create a brief biography of about 100 words. You can access

Amazon Author Central at the following website address:
www.authorcentral.amazon.com

The Best Publications that Give Your Book Maximum Exposure to Thousands of Potential Readers

The following publications are read by thousands of people who will buy new titles for libraries, academic libraries and similar institutions.

- The Book Dealers Drop Ship Directory
- The Cumulative Book Index
- The Directory of Mail Order Ceramics
- The Directory of Business to Business Catalogs
- The Information Marketplace Directory
- Library Marketplace
- Publishers Directory
- Publishers Marketing association
- The Small Press Record of Books in Print
- Literary Marketplace (this is one of the best ones)

Giving Interviews

Another method of promotion is by accepting interviews done about your book. Publishers weekly will interview you if your book is of interest to them. One way to see if a topic is hot is to review the interviews currently being done on books. Next send independent bookstores an information packet related to the interview(s) that was done in a popular magazine such as publishers weekly.

To break this down simply, if there is a hot topic or buzz occurring in publishers weekly, which is usually read by bookstores and other book sellers, they would be much more interested in a book on a topic that is generating a lot of buzz, compared to a book that was not written based on a hot topic. This means that the chances of you getting interviewed about your book are much better if your book is currently a sought after topic.

As may sometimes happen, a book may not become popular until years after it was printed, at which time the author then becomes a much sought after expert. So be prepared for the unexpected even years after your book is published, especially if the book is niche focused or contains hard to find information, as the topic may suddenly become popular years later on.

Make your Information Convenient for Others to Access

To make it convenient for the press, broadcast media and other organizations who are seeking quick details about your book, create a simple question and answer narrative about your book. Make it downloadable from your website as well as create a print friendly version of it on your website. This way you can print and mail hard copies when on the road where necessary, as well as make it easy for media representatives to print out a copy for themselves or for their others in their network. This also makes it easy for them to have an idea of the questions you may be asked if you accept an author interview.

Using the Celebrity Market to Promote Your Book

If your book is related to television, theater or the movies, you can find many fan pages, blogs and discussion groups related to that TV show or movie. Some of these sites draw heavy Internet visitor traffic and will also have comment boxes available for the website visitors. Use these comment boxes to let people know about your book. The more targeted your information matches that of the audience, than the greater the chances your book will sell. For example if a new movie that starred Johnny Depp came out, and your book was a biography about Johnny Depp, than you would comment that you have written a recent biography about Johnny Depp. This would give fans about Johnny Depp an opportunity to learn more about him.

Contact the screen actors guild and request a list of representatives representing actors whose lifestyle or acting career relates to your books title. Next contact the actors agent by mailing him or her a copy of your book, requesting they forward it to the actor. Be sure your book includes a convenient SASE review reply card to make it convenient for the actor or actress to mail you a review of your book. Celebrities love attention and exposure, and by being affiliated with an author that has written something that is affiliated with their career, helps give them more exposure.

Creating a Press Media Kit to Announce Your Book

A press kit is a simple kit that you mail to the press or other interested parties. A part of your website should be

devoted to a simple print friendly press release so you can print it out while on the road and mail it to members of the media. It also makes it easy for website visitors to print and send copies to their friends in the media. Your press release kit should include the following:

1: Cover Letter

2: Press Release

3: A Photocopy Of The Cover Of Your Book

4: Reviews You Have Gathered

How To Advertise Your Book In Magazines

Using your list of media information resources provided in this book, locate a publication that is related to your books theme or topic. Next call or write that magazine and request a copy of their latest magazine and how many subscribers they currently have. This gives you an idea of how many people you will reach. Also ask for a rate card that shows how much they charge for print ads. Be sure to tell them you want to place an ad. After reviewing their magazine, ask yourself does the quality of the publication meet the market you are seeking? and does their advertising section meet your expectations?

List of United States magazines

http://en.wikipedia.org/wiki/List_of_United_States_magazines

List of Magazines by publication frequency

http://en.wikipedia.org/wiki/Category:Magazines_by_publication_frequency

How to Use Paid Book Promotion Services

If you don't want to do the work of promoting your book yourself, the following organizations will promote your book for a fee;

www.happilypublished.com

Sensible solutions - Judith Appelbaum

Accepts books from published authors & publishers and self-publishers.

Simon Spotlight

A division of Simon and Schuster. Simon Spotlight promotes paperbacks across a wide array of formats and age ranges.

www.focusonbookarts.org

Focus on books

Helps authors promote their books. Also holds

Conferences and workshops for beginning and established authors.

How to Place Print Ads

When you place a print ad in a magazine, be sure to target small niche publications or trade magazines that have a strong, yet focused audience that would be interested in your style of writing.

When writing your message to be displayed in print ads or on cards, get your readers attention by having an interesting headline and statement. Capture your viewers interest by identifying or acknowledging your readers problems, needs and wants in the first 3 lines or less. Create demand by presenting to your readers a promise

or offer that contains considerable benefit to the reader. Make the reader think what you have to offer is valuable. Prompt a rapid reaction by asking for the sale or order. Creating a sense of urgency such as "Order Now" or "This offer ends _____" are just two examples.

When you decide to put a print ad in a magazine, plan to budget no more than \$500 per print ad. Most printers will negotiate the price with you so you can get a good deal. If you are placing an ad on your website, bundle extras such as a free e-book that relate to the topic of your book or offer a reader discount for ordering the e-book version when they order the hardcover paperback version.

How to Gather Positive Word of Mouth about Your New Book

Another feature of getting reviews of your book is the more reviews you have on Amazon the more visible your book is. This occurs due to Amazon's unique book algorithm, which includes the number of reviews shown on your books page. The more reviews your book has, the higher in search ranking it gets.

There are people who make a full or part time living doing nothing more than writing Amazon book reviews. As we showed earlier, these people have the official title of Amazon Reviewer and their reviews hold almost as much credibility as an editor or a publisher. This high status awarded them comes from the sheer volume of books they read. Some number in the hundreds of books or more every year.

How to Use Free Shipping as an Incentive

If you are printing, warehousing and shipping the books yourself, which usually results in a higher profit, offer free shipping of your book when people order an eBook version of your title when they pay for the hardcover copy.

Polls

Use polls on your website asking readers such questions as where they would like to see your book series go, new information related to your next book or naming the title of your next book. Before your visitors start the poll ask if they want to receive your free newsletter.

How Scented Pages Help Sell Magazines and Books

We have all opened a magazine at one point in our lives and smelled perfume rising from the pages. This trick has been used for decades because scent sells. Some scents are retained longer than others.

The pages of books soak up and hold scents well. This is because paper has tiny pores that soak up odors like a sponge. When the book is opened and the pages are exposed to air, whatever environment the books have been kept in, the pages have soaked up the scent from that previous environment. When the pages are turned, the air rises from the pages helping move the flow of scent out from the pages of the book. The scents that motivate people to buy a book are the scents of sandalwood and cedar. These scents cling well to the pages lasting a long time.

How to Scent the Pages of a Book or Magazine

Obtain high quality sandalwood incense. You can find the best high quality incense in metaphysical or New Age book stores.

Next place the books open and face down on a wire mesh screen.

Next place 2 to 3 incense sticks below the screen and light the incense, allowing the smoke to rise and surround the pages of the exposed book(s).

Be sure all windows and doors are closed and there are not any air drafts. The best time of day to do this is between 3 and 4 pm. This is the time of day ambient air temperatures are warmest, allowing for maximum penetration of the sandalwood into the pages of each book.

Once the incense burns out, place the books in an airtight plastic bag or other airtight vessel for 48 hours or more to "lock in" and retain the scent between the pages.

This will create an appealing aroma of sandalwood or cedar whenever a person opens your book. This aroma will then increase the odds of someone becoming motivated to buy your book. If you find the scent is too strong, than open the book and expose it to outdoor air in bright sunlight for a few hours.

The reason sandalwood and cedar wood scented pages work well on books is because these scents originate from trees in nature. The scent of nature allows readers to connect to the experience of writing more vividly.

How to Make Money from your Free Articles

If you have been writing free articles for a number of years, bundle them all together into an e-book and sell them as a complete set. On the outside of the package add the writing: "*Free \$14 value with this purchase*".

You could also sort out the articles by topic, and make the topics into separate chapters and package it as an e-book that relates to the title of your book. Offer it with the hardcover edition of your book.

Creating Bundled Packages to Generate More Sales

Another idea is when you sell the e-book along with the hardcover edition as a package, for extra value include an e-book or PDF version of your hardcover edition, creating a package containing 3 elements, and offering all 3 for a good price. Because 2 of the elements are digital, your profit margin can be quite high, with relatively little labor involved.

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What Market Sells the Most Books?

The market that yields the highest result in book sales for self made authors is the niche market. For best results, locate a niche that has a high demand, but not a lot of written information on the topic. You can research how many books are available on any given topic by doing an Amazon search. Then you can find out if there are a lot of websites offering good quality information about the niche. This can be done by doing a Google Search and looking at the number of pages found. If the quality of the information found on the websites is poor, and there are few books available, the next thing you need to do is locate how much demand there is for the topic.

How to Make Your Books into PDF's

Make your own PDF documents by using the following programs:

Microsoft word

Adobe Acrobat

www.primopdf.com

www.cutepdf.com

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Content Shelf

If your book business gets too large, have it automated by using www.contentshelf.com. Content Shelf is an ecommerce software for storing, selling and sharing digital content.

How To Create A PDF Document With Clickable Links

Steps to create clickable e-book chapters .

When you have made your PDF book, your readers may want to skip to a particular chapter. When they open your book, they will see a list of headings, contents or chapters on the left side of their document. Please note that these instructions were written with Adobe Acrobat 6.0, so they may vary slightly from other versions.

1. On the program menu bar, select the Tools button > Advanced Editing > Link Tool. After you do this, the mouse cursor will change its appearance from the hand cursor. Use this new appearance to click the mouse and drag and draw a box around the text that you want linked.
2. Once completed drawing the box, release the mouse button. You will then see the create link dialog box.
3. Next select the field titled: "Open a page in this document" section.
4. In the page field heading, go ahead and type the page number of the page you want your link to jump to when it is clicked. It is important to type in the actual page number you want to link to. This can be done by first laying out or visiting the correct page number(s) and then looking at the bottom of the page to see the page you are on.
5. Next click OK, which will apply the new changes.

You will know if you have been successful because after clicking on OK the box that you drew around the text will be in red. You are also able to adjust the width and height of this box by clicking and dragging the side of the box.

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GSview

GSview is a graphical interface for the Ghost script application. Ghost script is the interpreter for PostScript that is used by laser printers. When you have documents compatible with the Adobe PostScript Document Structuring Conventions, you can use GSview to allow selected pages to be printed.

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If you choose to use Create Space to publish your books, you can list the exact same book under another title. This gives you 2 distinct advantages. 1: You can sell your book with more keywords. 2: When you submit your book to Amazon categories, you have more categories to list your

book in. Here is an example that I have used over the years with much success.

After writing my original book, I create a second title that contains keywords that are relevant to the books topic. The book text is exactly the same, only the title is different. Next I obtain a new ISBN number and publish the book. When Amazon and Create Space request the categories to list my book in, I don't use the same categories as my first book, but instead choose the next best categories. For example one of my books was about cognitive therapy, so in my first book I listed it in the section category of psychology and self help.

When my second title was ready for the category section, I choose the category depression and self esteem. By using this method you are able to give your book more exposure across a wider range of categories thus reaching a wider audience. Be sure you use different book covers for each title, or your book will look like someone has copied your book. I've never had anyone buy a duplicate of the same title by mistake, and even if they do Amazon will gladly refund their money.

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Thank you again and I wish you love and happiness in all your goals and dreams.

Scott Rauvers