

ALTERNATIVES TO TRADITIONAL PUBLISHING

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Methods of Publishing

- ▣ Established Publisher
 - Large Publisher
 - Small, Independent Publisher
 - Niche Publisher
- ▣ Self-Published via Internet Companies
- ▣ Custom Publishing (Hybrid Publishing)

Pros of Using an Established Publisher

- ▣ Ego
- ▣ Somebody else does the heavy lifting
- ▣ Somebody else takes the risk
- ▣ Quality of book is assured
- ▣ May get some marketing assistance
- ▣ Low out of pocket expense

Cons of Using an Established Publisher

- ▣ Loss of control
 - Publisher owns the intellectual rights
 - Publisher edits and chooses cover
- ▣ Long time to market
 - Approximately one year from finished manuscript
- ▣ Low profitability
 - Less than a dollar a book
- ▣ Need a literary agent
- ▣ Tough to land contract

Pros of Using a Self-Publishing Company

- ▣ Convenience
- ▣ They do the heavy lifting
- ▣ You have more control over your book
- ▣ Reasonably good quality book if you go with the premium packages
- ▣ Can get some marketing support if you go with the premium packages
- ▣ Will get you set up at distributors

Cons of Using Self-Publishing Companies

- ❑ Lower priced packages have look and feel of vanity publishing
- ❑ Get very few copies of your book (90 - 190 books for premium package)
- ❑ Additional books can be very expensive (\$6 to \$8)
- ❑ You get virtually no sales or distribution assistance
- ❑ The out-of-pocket expense is very high at up to \$15,000 to produce your book at the level of quality of an established publisher

INTRODUCTION TO CUSTOM PUBLISHING

Custom Publishing or Hybrid Publishing gives the author the quality and sales and distribution infrastructure of Traditional Publishing, but swings the pendulum of control and profitability back to the author.

Introduction to Custom Publishing

- ▣ By paying for the production and printing of your book, you eliminate the traditional publisher
- ▣ Have maximum level of control and profitability
- ▣ Services provided are customized to what you need– No packages
- ▣ Product quality is high as you get mentoring and book is produced by industry veterans
- ▣ Books are distributed by Ingram
 - 45 sales people and 5 warehouses, 7 international sales offices selling into 54 countries
- ▣ Time to market is very short at 3 to 6 months

Custom Publishing

- ▣ Out of pocket costs are much more reasonable
- ▣ Average cost to design cover, lay out interiors, edit book, get ISBN, and get copyright is about \$3,500
- ▣ Cost to print 100 books is about \$300
- ▣ Cost to print 500 books is about \$1,500
- ▣ Cost to print 1,000 books is about \$2,000
- ▣ Total project is approximately \$4000 - \$6,000 versus \$15,000 for premium plans from self-publishers

Custom Publishing

- ▣ Author is coached on most effective and efficient consumer marketing techniques
- ▣ Trade marketing by Ingram is included in price
- ▣ Our clients receive a monthly report on their sales activity and a check each month for their sales proceeds
- ▣ Additional books can be printed at or below original price (\$2 to \$3 per book)

Additional Services

- Epublishing your book
 - Approximately \$300 to convert and set up
- Spanish language version
- Produce audio book
- Display at trade shows
- Ads in Christian Retailing and Publishers Weekly magazines
- Ads in major retailer catalogs

Custom Publishing Steps

Phase I - Consulting

- ▣ Three-hour process
- ▣ Hour 1- Publishing Strategy and Product Development Strategy
- ▣ Hour 2- Assemble production team and get printing quotes
- ▣ Hour 3- Discuss marketing strategy

Custom Publishing Steps

Phase II - Production

- ▣ Cover Design
- ▣ Editing
- ▣ Interior Layout Design
- ▣ Proofreading
- ▣ Illustrations
- ▣ ISBN/Barcode
- ▣ Copyright

Custom Publishing Steps

Phase III - Printing

- ▣ Offset Printing
 - Less Expensive
 - But higher print runs (1,000 books)
- ▣ Print on Demand or Digital Printing
 - More Expensive
 - But can print as few as one book

Custom Publishing Steps

Phase IV - Sales and Distribution

- ▣ Product Set Up with Bookstores/Distributors
- ▣ Stock inventory in Ingram Warehouse
- ▣ Include book in New Release Catalog
- ▣ Present at Sales Conference
- ▣ Reps present to over 2,000 bookstores
- ▣ Take orders
- ▣ Fulfill orders
- ▣ Credit and Collections
- ▣ Process returns

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