



News & Views

St. Louis Publishers Association

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stlouispublishers.org

▶ Getting Your Book into the Marketplace

By Linda Austin, SLPA Member



Aspiring authors and publishers want to know: “How do I get my print book into the bookstores, and where else can I sell it?” There are several answers to that question. The larger traditional publishers provide distribution, as will some small presses. For independent publishers, here are suggestions on getting your book distributed through various outlets:

- **AMAZON** – Use their CreateSpace publishing program; use a subsidy press like Lulu, Bookmasters, iUniverse, etc.; via Lightning Source as your printer (currently Amazon shows new Lightning Source books as having lengthy delivery times although they ship immediately)
- **OTHER ONLINE BOOKSTORES** – Use Lightning Source as a printer, Amazon CreateSpace gives an option to pay for Expanded Distribution, many subsidy presses offer this for you
- **INDEPENDENT BOOKSTORES, GIFT SHOPS** – Consignment (you get 60% of sales price), use Lightning Source and its associated Ingram wholesale system (stores order from Ingram, but generally will not order CreateSpace books even with expanded distribution via Ingram)
- **B&N In-Store** – Use their small-publisher program (difficult to get into)

For those new to the publishing world, here are some helpful definitions of the many companies that provide various levels of distribution service:

- **FULLFILLMENT** companies will stock your book and mail out orders for you as directed; many offset and digital printers offer this service
- **WHOLESALEERS** fulfill orders from stores and libraries; they buy books from you at discount (50-60% off list price) and carry some stock; payment is in 30/60/90 days minus returns; need to apply with a quality-produced book and show a marketing plan (Ingram, Baker&Taylor, Coutts Library Services)
- **DISTRIBUTORS** actively sell titles to bookstores and libraries and even wholesalers via sales reps and catalogs; buys your book at 75% off list price; payment is 30/60/90 days, minus returns; will carry some stock; require you to provide a marketing plan (Quality Books [libraries], Baker&Taylor, Ingram, Independent Publishers Group, Beagle Bay, Christian Book Distributors, Consortium)
- **JOBBERs** search for and obtain books requested by stores and libraries; they don't usually carry stock but will order from wholesalers or find you if you have formed a company and your book's ISBN is registered to your company with Bowker (Midwest Library Services, Coutts Library Services, Baker&Taylor)

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▶ Should I Format My Book as an E-book?

By Cathy Davis, SLPA Member



E-books, e-readers, tablets, pads . . . All new words in the new world of publishing. In addition to traditional print publishing, as an author, you now have the advantage of offering your writings via digital technology. The e-book format can be a great way to expand your audience and encourage book sales.

As of this writing, there are over 100 options available for reading e-books (digital format) — not including your desktop or laptop computer (http://en.wikipedia.org/wiki/Comparison_of_e-book_readers). Apple's iPad and Amazon's Kindle series are far out-selling all the others combined (<http://cwres.451research.com/articles/2012/amazon-20120202>). According to the Pew Research Center, ownership of e-book readers and tablet computers has been growing slowly but steadily for the past few years. (<http://libraries.pewinternet.org/2012/04/04/part-3-americans-and-their-e-readers-and-tablets/?src=prc-section>)

So where does an author begin? Ideally, the best time to start thinking about your “e-book” is BEFORE your designer begins the layout of your print version. Designing your book upfront to accommodate both e-book AND print parameters will save you the expense of converting it AFTER your book has gone to print. If your book is already in print, however, discuss your options with someone familiar with the many variables of e-book conversions.

There are many variables that affect pricing and a positive e-book conversion, including text and paragraph formatting, charts and graphs, image and art formatting, and the current file software (WORD, InDesign, PDF, Quark, etc.) of the book. Books containing any of these non-standard formatting will fall into the “custom” category and incur additional charges. In this case, it is best to work with an independent resource offering custom conversions. Pricing starts at about \$2/page and goes up.

Books that are strictly manuscript/narrative are the easiest, most efficient to convert. A high-volume resource such as BookBaby.com or Smashwords.com is a great option if your book is manuscript-only, and they offer distribution in a variety of formats. Pricing starts at about \$99. Be wary of anyone offering “free” conversions.

E-books are definitely evolving and here to stay. Technology now allows us to include links to websites and downloadable workbooks, as well as imbed videos (as in a cooking demo for a cookbook). So, if you are looking for a way to expand your audience, you definitely want to consider an e-book as an option.

Cathy Davis is owner of Davis Creative, LLC helps authors nationwide optimize their potential for success through Brand Strategy, Graphic Design and Self-Publishing Consulting. As Publishing Project managers, DC provides customized covers, interiors and e-books. Their professional alliance includes virtual assistants, ghost-writers, editors, proofreaders, publicists, website designers, illustrators, and more.

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► News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, PRODUCE, and MARKET your books. Visit the SLPA website at www.stlouispublishers.org to find the live links!

CREATING

How to Get Great Ideas Whenever You Need Them

By Doron Meir

July 13, 2012: Do you ever find yourself staring at a blank screen or paper, brain completely numb, desperately looking for some idea to go on? *Read more:*

<http://www.mechanics-of-inspiration.com/getting-great-ideas/>

PRODUCING

10 Challenges to Innovation in Publishing

By Paul Biba

July 2, 2012: Some of the most innovative digital publishing projects launched in recent years have been deemed “ahead of the reader”. Our understanding of what a reader expects from “books” now is changing all the time...


Read more: <http://www.teleread.com/paul-biba/10-challenges-to-innovation-in-publishing/>

MARKETING

5 Ways to Publicize & Promote Your Book

By Chuck Sambuchino

July 29, 2012: My publisher is very active across multiple social media platforms and encouraged me to get involved well in advance of my book release, to explore what I was comfortable with and start making connections.

Read more: <http://www.writersdigest.com/editor-blogs/guide-to-literary-agents/open-done-march-2012-barry-wolverton-5-ways-to-publicize-promote-your-book> 

BONUS BLOG SIGHTING:

► How to Self-Publish an E-book

Interested in self-publishing an e-book? CNET Executive Editor David Carnoy offers some basic tips for e-book publishing and lays out your best options for publishing quickly and easily.


By David Carnoy | June 1, 2012 | 9:45 AM PDT

A while back I wrote a column titled “Self-publishing: 25 things you need to know,” which was mostly about how to create and sell your own paper book. After folks asked me to do something similar for e-books, I created this article, which has now been updated a few times.

I begin with one caveat: The whole e-book market is rapidly evolving, and a lot of self-publishing companies are offering e-book deals bundled into their print book publishing packages, which makes them harder to break out and evaluate. It's all quite complicated, and in an effort to sort through the confusion, I've decided to offer a few basic tips and present what I think are some of the best options out there for creating an e-book quickly and easily.

Read more of David's blog here: http://reviews.cnet.com/8301-18438_7-20010547-82/how-to-self-publish-an-ebook/

► The SLPA Mission

The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry. 

► Ready for Your Close Up: Prepping for Interviews and Public Appearances

Join us September 12, at the Brentwood Community Center, when our experienced and accomplished panel will cover the basics of how to pitch your book, yourself, and your expertise for media interviews. You'll learn ideas for the best places to strategically share your message and you'll learn common mistakes to avoid, and what to expect from print and broadcast media interviews. Jill Farmer and Kimberly Schneider will be our guest speakers.

Visit www.stlouispublishers.org for more information! 



Jill




Kim

► SLPA Meetings

SLPA meets on the second Wednesday of the month:

Brentwood Community Center
2505 S. Brentwood Blvd., Room 101
Brentwood, MO 63144
(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking continuing after the meeting.

Our regular meetings are free to members. Guests – \$10 at the door, cash or check only. 

► Questions about SLPA?

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