



# News & Views

▶ Helping authors and publishers create, market and sell more books

JULY 2008

## JULY 9 MEMBERSHIP MEETING: Lightning Strikes

Learn how current and future advances in print-on-demand (POD) technology combined with the wholesale capabilities of Ingram, the largest book distributor in the world, can position you to get your books to your readers.

**July's special guest speaker is Ryan McMurty, Account Executive, from Lightning Source, the Book Manufacturing Subsidiary of Ingram, Inc.** Ryan has his office in LaVergne,



Tennessee, Ingram's world headquarters. With a strong background in all aspects of book manufacturing, Ryan will share his insider's view of the world of digital

printing and distribution and how you can make the most of its vast array of opportunities.

### Here's what we'll be talking about:

- How digital book production technology is changing
- How to use this technology in your business, even if you print your books offset
- How LS and Ingram work together to get your books to retailers and customers
- What's really going on with the Amazon relationship
- How you can gain access to the world's largest distribution book channel of wholesalers, retailers and booksellers
- Get a close look at all the kinds of books Lightning Source prints

In ten short years, Lightning Source has taken the amazing technology of print-on-demand and refined it into something more. Their finely-tuned print and distribution model has revolutionized the book industry so that today, even the most obscure titles can be accessed as easily as a current best-seller. There's a lot to learn at this session. Plan to attend!

Join us the second Wednesday evening of the month, July 9, at the Lodge at Des Peres for this special meeting. Doors open for networking at 6:30 PM; meeting begins at 7:00 PM. The formal meeting concludes around 8:30 with networking continuing till 9:00.

## PRESIDENT'S CORNER BY ED SYLVIA More Power To You!



Edward Sylvia

**Hello, Members!** July is an exciting month for SLPA. We have a great meeting scheduled this month and our new web site finally goes live. We have a number of new features available to you, so that you can participate in the organization from anyplace, at any time. As prices for everything else seem to keep going up, the value of your SLPA membership actually grows.

### Lightning Source, Ingram and Amazon... Oh My!

We're pleased to welcome Ryan McMurty from Lightning Source as our guest speaker this month. This should be a really informative meeting, as he briefs our group on the most up-to-date developments in the world of print-on-demand and how it works within the powerful distribution capabilities of Ingram, Inc. And yes, he'll explain the situation with Amazon.



Once again, technology is helping independent publishers and their authors produce quality books on a modest budget. In fact, POD allows you to print just one book at a time, when it's needed. This gives you unprecedented ability to control costs, save on inventory and warehousing expenses and manage your taxes. No more pallets of books in the basement!

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## President's Corner ... *Continued*


As you know, Lightning Source is a subsidiary of Ingram, which gives a small publisher some unique benefits, most notably, the ability to be accepted into Ingram's massive global database. This means any retail bookseller has access to your title when a customer requests it. Normally, a publisher needs 10 titles to be accepted. Ryan can provide expert answers to your questions on how this works.

### Thinking outside the POD box

Even if you decide to go to offset printing for your title, POD can serve the important job of getting out your review copies or small, quick print runs for special events. You can even use this service to allow you to customize your book to take advantage of special sales opportunities. It's also a great way to give your book a test-run before committing to a big expense. In fact, if you start small and plan properly, you can even earn enough on your early POS sales to help finance a larger press run as your sales grow. We'll have a handout on some of these ideas at the meeting.

### It's been worth the wait

Our thanks to webmaster Farzad Wafapoor and his team at Advantech Media for their wonderful work on our newly renovated web site. They worked closely with your SLPA Board to build in many new features that will hopefully make it easier than ever to look to SLPA as a valuable publishing resource. We thank everyone who has contributed their time and talents to this project and we thank you, our members, for your patience while we've been under construction. Not many of you responded when we asked you to submit your books and bios for the site, but now that you can see the finished product online, we hope more of you will take advantage of these opportunities.

Celebrate your independence this month. Publish a book! 

— Ed Sylvia, President

[slpa1@staircasepress.com](mailto:slpa1@staircasepress.com)

### JULY: QUICK QUESTION OF THE MONTH

We're beginning our monthly online question by polling our members to see what kind of October Educational Event interests you most.

Click this link and give us your opinion today!

[www.surveymonkey.com/s.aspx?sm=EPQTDCoHIIBEIx5NndVBPg\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=EPQTDCoHIIBEIx5NndVBPg_3d_3d)

It just takes five minutes and it helps us plan the kind of programs you really want.

## Touring the new [www.stlouispublishers.org](http://www.stlouispublishers.org)

Our newly renovated web site will be up and running this month. Our sincere thanks to Farzad Wafapoor and his team at Advantech Media for working closely with us to build a site that allows us all to interact and market more effectively than ever. A lot of improvements have been made, so here's a brief guided tour, so you can get the most out of your experience.



### ► The Home Page

Our site has a great new look and the Home Page serves as the gateway to many exciting new features. Along with the monthly meeting information, one of the first things you'll notice is the book covers on the page. This showcase of members' books is a nice addition and calls attention to our new SLPA Online Book Catalog. Hopefully, more of you will take advantage of this opportunity to increase your online visibility. We will include a link to the ecommerce site of your choice, so your books are available for sale. (i.e. your own site, or Amazon.) SLPA does not sell your books directly from our site, but visibility on our site can increase your own site's traffic through your link.

Members who supply publishing services also have a special area where their businesses are listed, along with a link to their web sites. This is a great new feature in the Resources Area.

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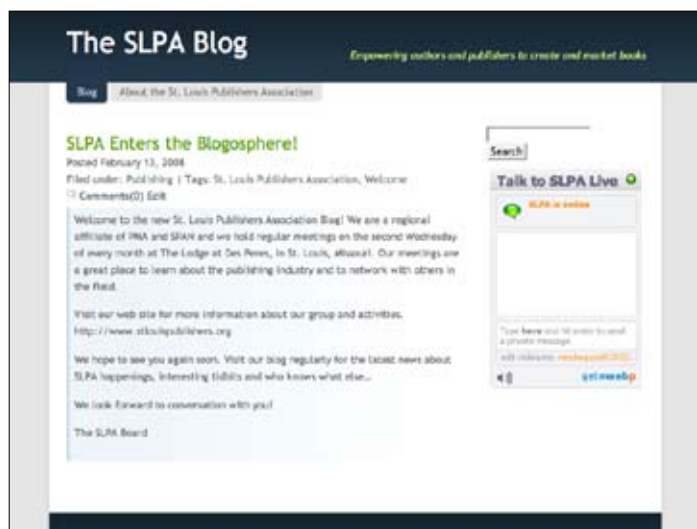
## Touring the new web site ... *Continued*

Eligibility for listing in these two areas works the same way that it has for the SLPA catalogs we've printed in the past. Paid members receive one free listing online for a published book, and the cost for listing additional published books is \$20 each. The information for submitting your titles or business will be available online in the Members' section. NOTE: we do NOT automatically pick up information from previous catalogs. You have to submit your stuff to be included.

The Resource Area will also include a Recommended Reading List, plus a list of other Writing Groups in our area.

The other great new marketing opportunity available is our Online Speakers Bureau. If you are available for speaking engagements, send us your information. This is another free benefit, in addition to a book listing or a service listing. Even if you haven't published yet, if you speak to groups or do broadcast appearances, you can publicize yourself on our site!

We also have clickable links to the two national associations with which we're affiliated. (IBPA is PMA's new name)



In the left navigation button, you'll see the link to the new SLPA Blog. This is SLPA's public blog and we encourage you to participate by posting your author event information, sharing your successes, and visiting regularly to see what's new in SLPA. This area includes a live chat widget for those wishing to make immediate contact with us. This blog will be moderated by the SLPA Board.

In addition to posting on the SLPA Blog, we'll also have a traditional calendar of events, where we'll list members' events, as well as other important publishing-related events when they're sent to us.

Our current newsletter will be still posted for download on the home page each month. When the new month's newsletter is ready, the previous one will be moved to the Members Only Newsletter Archive for continued access.

## ► Members Only Area

If you're a current member, you'll receive an envelope in the mail with your personal password in it, giving you access to the Members-Only section of the site. Every member's password will be linked to their membership renewal providing access to the area of the site that contains features exclusively for our members. We'll send a Member Alert when these go out, so you can watch your mail for them.

The Members' area contains a newsletter archive with at least 6 months of past newsletters, plus an area called Instant Replay, where members have access to downloadable audio recordings from our meetings, as well as downloadable copies of handouts and contact information for our speakers. We will be adding an Online Membership Directory in this area soon. That will also make it easier to connect with peers outside of our meetings.



SLPA Q+A is a non-public "SLPA-only" blog where members can ask questions, share information on publishing issues and trade tips and tricks from anyone in our membership. Browse by tags or categories or start a discussion of your own on a new topic. This blog will be moderated by the SLPA Board.

Another feature we're including in the Members Area is the Monthly Quick Question. This will be a 5-minute online survey where we ask your opinion or you can offer suggestions on a different topic each month. Our first Quick Question is now up on the site and we hope you'll respond. We're planning an educational/networking event for October and we want to make it as useful to you as possible. Newcomer Members will enjoy a special section called Publishing Basics, where you can find some extra resource help.

Sign Ups is the area where members can find information on submitting to the online catalog, resource listings, speakers bureau, or to register for co-op opportunities offered by SLPA or one of our affiliates.

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## Touring the new web site ... *Continued*

### ► SLPA Board Area

What's behind THIS secret door? This is our "virtual closet" where we keep boring, but essential things like lists, copies of forms we print out for meetings, SLPA logos and things like that. (No old tennis racquets... yet.) The Board uses these things all the time and now we have one easy place to find them in a hurry. So, there you have it. We're open for business. Thanks for your patience and may all our updates add value to your business, too! Happy surfing! 📖

## SLPA Online Marketing Requirements

We can still accept your submissions, but for economy's sake, they will be not be posted until our next regular web site update. One book listing and one Speakers Bureau listing is free, other listings are available for \$20 each, payable to SLPA. (DO NOT SEND US TO A WEBSITE TO DOWNLOAD YOUR ART!!!)

**Along with your paid membership, we'll need these items from you, exactly according to this format:**

### ► CATALOG

**Book cover art:** attached in JPG format, size: 2" wide, 150 dpi

**Book info needed in this order:**

Title: Author:  
 Publisher: ISBN-13:  
 Price: Page count/binding:  
 Special info: (photos/index/recipes, etc.)  
 Available through: URL for link:

**Short paragraphs needed:**

Book description: 40-50 words Author bio: 25 words

### ► ONLINE SPEAKERS BUREAU

**Images as attachments:** JPG format, size: 2" wide, 150 dpi

• Photo of speaker • 2-3 book covers

**Information:**

• Speaker's name  
 • 50 word bio  
 • City, state where you live

**Contact info:** phone number, email address

**Speaking topics:** you can list up to 6 titles/topics

• Topic 1 • Topic 2 • Topic 3 • Topic 4

**Speaking fee:** (list a dollar figure or say "negotiable")

**Expense reimbursement:** (list a dollar figure or say "negotiable")

**Your web site URL:**

**Email everything EXACTLY as described above to Sue Sylvia:**  
[slpa@staircasepress.com](mailto:slpa@staircasepress.com)

## FEATURE ARTICLE

# Print-on-Demand/Subsidy Publishing

By Fern Reiss, CEO, PublishingGame.com



Fern Reiss

POD/subsidy publishing isn't ideal for most books. But digital printing might be.

POD (which stands for print-on-demand)/subsidy publishing is the denigrated vanity publishing of yesteryear dressed up in the Emperor's new clothes. Though most authors know to stay away from vanity publishing, where

you pay to have your book edited, designed, and printed and then it sits in your garage, for some reason, millions of authors have fallen for the appeal of POD/subsidy publishing—where you pay to have your book edited, designed, and printed, and then it sits in someone else's garage.

Not that there aren't good reasons to use POD/subsidy publishers—and for those authors who have books that work for POD/subsidy, it can be a fantastic time and money saver. If you're doing a family genealogy, or a church cookbook, for example, where you have a limited audience and once you've given or sold the book to those 200 people, that's it, POD/subsidy publishing is a great solution. It's also an incredible timesaver for the busy corporate executive who needs to have a book to show the media, or for the workshop leader who wants a book to sell back-of-the-room at talks, or for a civic group that wants to do a book as a fundraiser, without investing the time-sink that is self-publishing. These are the cases where POD/subsidy is a wise choice.

But what most authors (many of whom call me for consulting, depressed and already deep in the clutches of POD/subsidy publishers) don't realize is that doing your book this way probably precludes making many sales. Certainly you'll have a hard time selling to bookstores and libraries—by the time you pay the POD/subsidy company, and factor in the wholesale discount that the middlemen require, the price points are too narrow for most bookstores or libraries. Furthermore, you'll probably never even get as far as the bookstore or library—because POD/subsidy books are ineligible for review by the major review journals (such as *Publishers Weekly* and *Booklist*) you'll miss out on those thousands of sales automatically, regardless of how good your book looks.

Thus, for most authors, you're better off self-publishing yourself, and avoiding the POD/subsidy option.

But let's distinguish between POD/subsidy publishing—companies such as iUniverse and AuthorHouse—and digital printing (also, confusingly, referred to as POD.) Digital printing just means printing small (under 1000, sometimes under 100,

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**Print-on-Demand...** *Continued*

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sometimes just one or two) quantities of books. Your per-book cost will be greater, because you're printing in lower quantities—but your total capital investment will be much smaller. And that can be a great idea for an author.

Let's say you're coming out with a book on a new diet, but you can't decide whether to call it *The Stressed-Out Diet* or *The Stress Free Diet*. Rather than just arbitrarily picking one and hoping it's the right decision, or spending lots of time trying to get a focus group to agree, simply come out with a few copies of both titles—under different ISBNs—and see which one is ordered more frequently. You've just used digital printing as an easy, inexpensive way to do market research—on the very title that you're marketing! The beauty of this is that even after you've committed to the “preferable” title, you can still sell the other title to whoever wants it, because both are in the system, and it doesn't cost you anything.

Or let's say you're stuck between two different cover designs. Digitally print them both. And see which the world prefers.

Obviously this works with many, many other elements. You can even use it to decide between various price points.


Likewise, at the other end of your book's life cycle, digital print is an easy way to keep just a few copies available to customers, without the capital investment and inventory requirements of offset printing thousands of books.

So let the rest of the publishing industry continue to quibble over the merits and detriments of POD/subsidy and digital printing. Me, I'm off to write my new book. Stay tuned—you'll see it out there soon. Under many different names. You choose.

There's a lot of confusion (promulgated, in large part, by the POD/subsidy publishers themselves who are understandably interested in blurring the distinctions and detriments) about whether bookstores will buy POD/subsidy published books. Although you can certainly get your POD/subsidy book into your local bookstore, the answer is no, most bookstores will not stock POD/subsidy books.

Aside from the fact that the bookstores make most of their buying decisions on the basis of reviews—and we've already discussed the fact that *Publishers Weekly* et. al. will not review POD/subsidy books—bookstore margins are quite tight. So unless they can get their regular discount (usually 40%)—and returnability—on books that they stock, it's just easier for them not to stock any given book.

So take a 250-page paperback book that you publish through a POD/subsidy publisher. Let's say its optimal retail price is \$10. It costs you \$6 per copy to print through the POD/subsidy publisher. You won't be able to give that book to a wholesaler (who demands 55% discount) or a distributor (who takes 68-72% discount) because that would mean selling them the book at between \$2.80 and \$4.50 per book—which you can't afford, because your cost is \$6 per book. You could, technically, market it to the bookstores directly for their 40% discount—but you'd be selling exactly at cost (which would mean no money left for promotion, profit, or anything else) and you'd be asking them to purchase the book outside their regular buying channels.

So unless you have a book which can stand a much higher retail price and still be competitive, POD/subsidy publishing is really not a viable option if you want your book to be in bookstores. 

©2007 Fern Reiss. Fern Reiss is the author of *The Publishing Game: Bestseller in 30 Days* (book marketing), *The Publishing Game: Find an Agent in 30 Days* (finding a literary agent), *The Publishing Game: Publish a Book in 30 Days* (self-publishing). For more information on Publishing Game books, workshops, and consulting, and on getting your book and business featured in the national media, sign up for the complimentary PublishingGame/Expertizing email newsletter at [www.publishinggame.com/signup.htm](http://www.publishinggame.com/signup.htm)

**Workshop Opportunity**

Writing the World™ One-Day Fiction Writers' Intensive:  
**“Writing Effective Dialogue and Electric Narrative”**  
 presented by author and poet, HARVEY STANBROUGH  
 and co-sponsored by ST. LOUIS WRITERS GUILD &  
 CHESTERFIELD ARTS

**Saturday, July 12, 2008 from 9 AM until 5 PM**

Includes a one-hour break at noon. Lunch may be purchased at nearby restaurants in and near Chesterfield Mall.

Location: CHESTERFIELD ARTS, 444 Chesterfield Center,  
 Suite 130, Chesterfield, MO 63017

ADVANCE REGISTRATION & PAYMENT IS REQUIRED. Final deadline for receipt of registration and payment (online or postmarked): Saturday, July 5, 2008. **NO EXCEPTIONS!** REGISTER EARLY. SPACE IS LIMITED!

To register and pay online, or for map & directions, visit:  
[www.stlwritersguild.org](http://www.stlwritersguild.org)

## Lightning Source 101

### A primer on Lightning Source Inc. and its role in print on demand and self publishing

By Aaron Shepard

Excerpted and adapted from the book *Aiming at Amazon: The NEW Business of Self Publishing*, Shepard Publications, 2007

*EDITOR'S NOTE: Since this book was written, Amazon issued the mandate that POD books must be supplied by its own subsidiary, BookSurge. Our July speaker will be able to untangle the confusion surrounding the Amazon-Lightning Source situation and any changes that may have occurred since this book was written. Just the same, this is a really good explanation of how subsidy publishers work and how the Lightning Source-Ingram connection can benefit you.*



Aaron Shepard

Anyone interested in self publishing has probably at least heard of author services like iUniverse, Xlibris, AuthorHouse, Lulu.com, Booklocker, Outskirts Press, and Amazon's own BookSurge—services commonly referred to as “self publishing companies.” (Many self publishers prefer to call them subsidy publishers, but I'll stick to the common usage here.)

You may also know that these businesses are based on print-on-demand. Though this term describes a printing technology, it usually refers also to a distribution model—which, to the self publisher aiming at Amazon, is just as important. But to understand print-on-demand as a distribution model, you need to know a little about how the industry is set up.

Most people assume that the big self publishing companies print all the books they sell, but in most cases they don't. In fact, the only one in North America that does is Amazon's BookSurge. Nearly all the rest rely largely or entirely on the company that is the real heart of the industry: Lightning Source Inc.

Never heard of it? I wouldn't be surprised. Lightning—as I'll often call it for short—doesn't want you to! It prefers to work directly not with authors at all but with publishers and author services. Otherwise, it would be overwhelmed by the demand for customer support.

So, Lightning Source lets the self publishing companies act as “front ends” for the operation. Those services take your book, convert it to a form that Lightning can use, and take care of all the submission and administrative details. Meanwhile, as of 2006, Lightning has been churning out a million books a month!

But let's get back to distribution. There's something else you need to know about Lightning Source: It's owned by the same company that owns Ingram Book Group, the biggest book wholesaler in the U.S. Almost every bookstore in the country, along with many libraries

and schools, orders books from Ingram.

As you might expect, Lightning Source has a direct line into Ingram. In fact, Ingram carries every title printed by Lightning—even if Ingram doesn't really keep the title in stock. Actually, it does stock some popular Lightning titles, but the others it can get from Lightning overnight. So if a bookstore inquires, Ingram reports any Lightning book as immediately available.

So, by working with any of the self publishing companies that feed into Lightning Source, you automatically make your book available to booksellers throughout the U.S. (Contrary to what many new self publishers think, though, Ingram does not promote books and get bookstores to buy them. Ingram only makes them available and waits for orders.)

Foremost among the booksellers that can get your book from Ingram is Amazon.com. And because Amazon feeds directly from Ingram's electronic catalog, you are guaranteed that Amazon will automatically offer your book. What's more, because Amazon regularly uses Ingram for drop shipping, all Lightning titles are normally listed on Amazon as in stock and available within 24 hours, even if Amazon doesn't have its own copies at the time.

The connection between Lightning Source and the rest of the U.S. book trade is even stronger than that. A few huge booksellers have the resources to tap into Lightning Source's electronic systems and order directly instead of going through Ingram. These include:

- Baker & Taylor, the second largest U.S. book wholesaler and the largest supplier to U.S. schools and libraries.
- NACSCORP, another major wholesaler, as a service of the National Association of College Stores.
- Barnes & Noble, including BN.com.
- And of course, Amazon.com. Though Amazon normally orders from Ingram to fill immediate customer demand, it orders direct from Lightning to stock a book.

Meanwhile, Lightning's overseas branch, Lightning Source UK, is similarly well connected. Among the companies it supplies are Gardners Books and Bertram Books—prime U.K. book wholesalers and major suppliers of Amazon.co.uk—and the national chain Blackwell's. Books handled by Lightning in the U.S. can easily be earmarked for printing and distribution by Lightning UK as well—and vice versa.

Despite its printing in only these two countries, Lightning Source's books show up on all Amazon sites worldwide. Books from Lightning in the U.S. are sold also by Amazon in Canada, while books from Lightning UK are sold by Amazon in Canada, France, Germany, and Japan.

Of course, BookSurge—Amazon's own self publishing service—will get your book onto Amazon.com as easily as can any company associated with Lightning Source. But it can't begin to match the rest

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## Lightning Source 101... *Continued*

of the distribution that Lightning automatically provides. In fact, at this writing, BookSurge can't even get your book onto Amazon in other countries! Amazon.com might be your main marketing target, but you still want your book available as widely as possible.

So, just as print on demand has made self publishing much more affordable, print on demand through Lightning Source can also remove what has traditionally been the biggest roadblock for self publishers: lack of access to the channels of distribution. What's more, it does it in a way that eliminates most of the ongoing labor of publishing. Success no longer means you must spend your time taking orders, shipping copies, and sending invoices and reminders for payment.

Instead, just let booksellers, schools, and libraries order your book from Lightning Source or one of its partners or major accounts. Then all you need do is sit back and wait for your monthly check. In fact, except for maybe a few copies for promotion and gifts, you don't need to keep a stock of your book at all. (And as one who remembers having a hallway full of printed books in the "old days," I can't begin to tell you what a blessing that is.)


So, you should run right out and sign up with one of the self publishing companies, right? Not if you can help it!

As I said, self publishing companies like iUniverse and Xlibris are basically front ends for Lightning Source Inc., which does all the printing and maintains the distribution channels. The cut that these companies take for their middleman role is no doubt well-earned, but it's hefty. In fact, for each copy printed, it about doubles your cost of getting the book out.

But what can you do about it? If Lightning Source discourages business from any but publishers and author services, how can you get around that? Well, you can become a publisher.

Now, this may or may not be the best idea if you're handling only a book or two. But especially if you'll be producing any more, then setting yourself up as a publishing company makes very good sense—even if it's only to work with Lightning. Doing that can not only cut your costs in half, it can also let you set your own terms on discounts and returns. You can even set a "short discount"—which all by itself can double your profit or more!

If you live outside the U.S. or U.K., you're not left out. Because of the Internet, it's no trouble to work directly with Lightning or Lightning UK from anywhere in the world. Once you set yourself up as a publishing company, you're ready no matter where you live.

No other avenue to Amazon can match the full range of benefits available to publishers who work directly with Lightning Source. Working with Lightning, then, is a key element to the new business of self publishing. 

©2006, 2007 by Aaron Shepard. May be freely copied and shared for any noncommercial purpose as long as no text is altered or omitted, but it may not be posted online without permission. For more resources, visit Aaron Shepard's Publishing Page at [www.aaronshp.com/publishing](http://www.aaronshp.com/publishing)

## SLPA Online Resource Listing Requirements

**If you supply professional services to publishers, list your services on our site!** We can still accept your submissions, but for economy's sake, they will be not be posted until our next regular web site update. One resource listing and one speakers bureau listing is free, other listings are available for \$20 each, payable to SLPA. (DO NOT SEND US TO A WEBSITE TO DOWNLOAD YOUR ART!!!) **Along with your paid membership, we'll need these items from you, exactly according to this format:**

### ▶ Resource listing

#### Company logo art as attachment:

- JPG format, size: 2" – 4" wide, 150 dpi

#### Contact info:

- Name/address/phone/fax/email
- URL /link to your web site

#### Company info needed:

- Company name
- Company tagline or descriptor

#### Short paragraphs needed:

- Company description: 40-50 words
- Bulleted list of services you provide

**Email everything EXACTLY as described above to Sue Sylvia:**  
[slpa@staircasepress.com](mailto:slpa@staircasepress.com)

## Questions About SLPA?



Contact Membership Chairman:  
Christine Frank at 314-205-2679 or  
Assistant Membership Coordinator:  
Linda Austin at 314-822-1170

## Next Deadline

## July 21

### Don't be late – no kidding!

Send us news on your new releases or upcoming appearances or anything else you wish to share.

Get your news and articles in EARLY! Send your information, articles and announcements to  
**[newslettereditor@stlouispublishers.org](mailto:newslettereditor@stlouispublishers.org)**.

SLPA Monthly Newsletter design by SLPA member Peggy Nehmen.  
Nehmen-Kodner Design [www.n-kcreative.com](http://www.n-kcreative.com)