# Self-Publishing

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shop@bighatpress.com www.bighatpress.com You've written a book or are writing a book.

Now what??



# What are your goals?

Who are you?
Where are you in life?
Be realistic.



# Prepare Your Manuscript

Finish Writing and Editing

 Gather any pictorial elements to be digitized if not done already



# Talk to a Publisher about Binding and Printing Options

Size | Binding Style(s)
Paper | Selling & Distribution
Cover Design | eBooks

After making these decisions, start interior and cover design

# **Binding Styles**

Perfect Binding



Spiral Binding





# **Binding Styles**

Saddle Stitching

Casewrap Hardcover

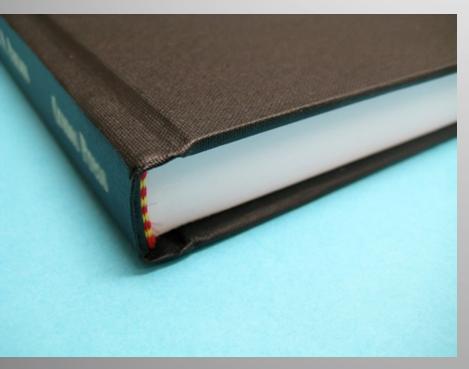






# **Binding Styles**

Cloth Hardcover, optional dustjacket









# Domestic vs. International Printing

- Large Pricing Differences
- Time Differences
- No Distribution with International (but higher profits per sold book)



## Distribution

Most bookstores, online retailers, and libraries get books (and other media) at wholesale prices through distributors.



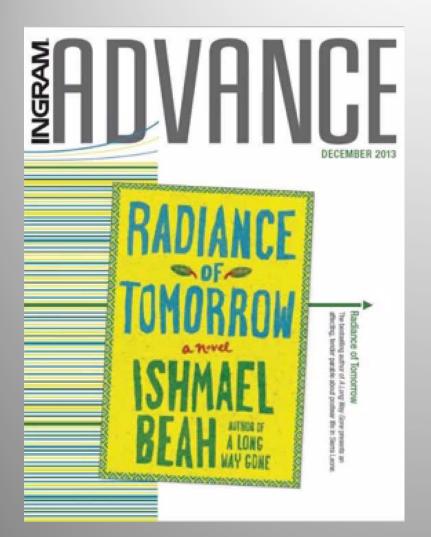
~ 39,000 retail/library partners







# **Ingram Distribution Catalogs**



### PUBLISHER SELECTS

### Meatless All Day Recipes for Inspired Vegetarian Meals

Dina Cheney TAUN
Move over bland, wimpy tofu and lackluster salads—Cheney's work redefines meat-free meals as colorful and super-satisfying. Whether readers are committed vegetarians or are trying to cut down on meat, the hearty, creative recipes in this helpful cookbook will inspire them to cook in new ways. 208 pp. 978-1-62113-776-4

Edward A. Jones BLDB
Jones spent decades sampling and lovingly

collecting salt cod recipes from around the world, and now presents a remarkable collection of 250 step-by-step recipes that celebrates salt cod and its place in world history and culture. A treasure for any food

### FASHION / GROOMING Anthropometry, Apparel Sizing and Design Despti Gupta WDHD Deepti Gupta

and Norsaadah Zakaria, editors
Anthropometry refers to the study of body
dimensions such as size, weight, and
shape. Anthropometric data is critical in determining sizing systems for clothes and their design. Gupta and Zakaria cover sizing systems developed for particular groups apparel size designation, and the potential 





### FICTION - ESPIONAGE / THRILLER

When a petty argument with an arrogant stranger deep in a Wisconsin forest over who killed a deer escalates to murder, playwright Andrew Neville's life becomes a tangled web of deceit - and self-deception, 224 pp 978-1-62045-444-2

\_\_016512852 paper 16.95



### CRAFTS / HOBBIES

DIET / HEALTH / FITNESS

### **Turning Hollow Forms**

Salt Cod Cuisine The International Table

\_\_018117690 paper 39.95

Techniques and Projects Mark Sanger

Sanger's comprehensive book will guide the beginner through everything they need to know to get started with turning their own hollow forms. Readers will learn how to work with different types of wood, which tools to use, and how to apply basic techniques with confidence through seven striking projects. 978-1-62710-027-4

How to Avoid Dialysis and Cure Kidney

Disease
Terry Cooksey
LSIG
Cooksey shares two ways to avoid dialysis

and cure one's self of chronic kidney disease and kidney stones naturally. Since all disease is caused by poisons—except for the 20

percent caused by viruses and germs-

avoiding poisons is the key to preventing and curing almost all diseases. 114 pp. 978-1-939147-11-0

paper 24.95

016384561



### **FICTION - FANTASY**

Donna Glee Williams Looking for his boundaries, Far-Walker Cam's drive to venture farther than most nudges him toward the top of the world, while his sweetheart Fox's drive sends her downward, toward the mythical sea at the bottom of all things. Will each be true to their own heart's calling? 224 pp.



### Jennifer Brozek, editor

During and after the Great Depression seemingly ordinary nickles were traded for food, sex, shelter, and power. But they were carved with dark representations of world evils and imbued with magical powers by the Carver. Seventeen stories tell the tale of the Carver's legacy: coins designed for beauty, morphed into catalysts of pain, 240 pp. 978-1-77053-048-5







Circulation: about 7,000 clients



## **Distribution Costs**

20-55% Wholesale Discount

Author Specifies
Discount & Sell Price

Sell Price – Wholesale Discount – Print Cost =

Author Compensation



# Author Compensation Examples (IngramSpark)

### 300 b/w pages, 6x9 Hardbound with Dustjacket

Example: \$29.99 sell price – 55% wholesale

discount - \$11.29 print cost = \$2.21 profit

### 250 b/w pages, 6x9 Paperback

Example: \$14.99 sell price – 40% wholesale

discount - \$4.70 print cost = \$4.29 profit



# **CreateSpace Distribution**



Amazon.com,
Amazon Europe
and eStore
channels

## Expanded Distribution: FREE

(Bookstores, online retailers, Ingram, NACSCORP, Baker & Taylor, CreateSpace Direct



# CreateSpace Royalties

250 b/w pages, 6x9 Paperback

**Example**: \$14.99 sell price – their fees =

\$5.14 profit through Amazon.com

\$8.14 profit through eStore

\$2.14 profit through expanded distribution



# CreateSpace vs. IngramSpark

## CreateSpace

- no setup or distribution fees, no charge to make changes
- easier to setup
- no hardbound books
- get on Amazon.com automatically but Amazon can change sell price

## IngramSpark

- setup fees, distribution fees, fees to update your files
- hardbound books
- color books are less expensive
- better quality



# **eBooks**

## Sales are declining

- Declined 18.7% over the first nine months of 2016, according to the Association of American Publishers
- Paperback sales up 7.5% over the same period hardback sales increased 4.1%
- Nielsen surveys and Pew Research Center concur



## **eBooks**

## ----- Advantages -

- Low cost for author
- High royalties, no print costs
  - 35% or 70%, through KDP
  - 60% Smashwords, up to 80% through store
  - 40% or 45% IngramSpark

### \_\_\_\_\_ Beware \_\_\_\_\_

- CreateSpace Kindle conversions often don't work out well
- KDP Select available exclusively through KDP



# Traditional Publishing

- 1. Author completes manuscript
- 2. Writes a letter/proposal
- 3. Submits these documents to a publishing house or has an agent do this for them (beware of scammers)
- 4. An editor reads it, decides to accept or reject it
- 5. If accepted, publisher buys rights from author, pays an advance on future royalties (agent 15% commission)
- 6. Publisher puts up money to design, print, market, distribute book



# Traditional vs. Self-Publishing

### TIME

Self-publishing is much faster

### MONEY

Self-publishing is more expensive

### CONTROL

Self-publishing offers greater control



# Online Self-Publishing Packages

### Do Your Research

Simple and inexpensive to complex packages costing thousands of dollars.

You need to market, drive traffic, & make your name known.

