

Self-Publish Your Book Profitably

*Control Your Revenue.
Keep More Profit.*

NANCY STARKMAN



StarPrintBrokers
BOOK PRINTING IN ASIA

**HOW-TO
SERIES**

Self-Publish Your Book *Profitably*

*Control Your Revenue.
Keep More Profit.*

NANCY STARKMAN

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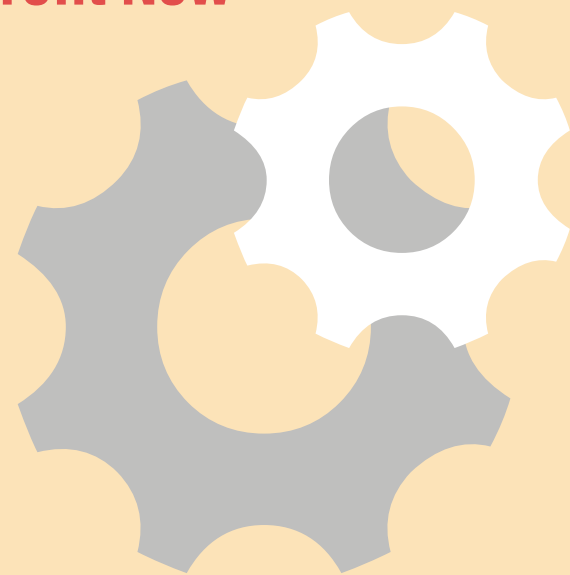
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Request a Quote

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Introduction: **Self-Publishing for Profit**

Get ready to make more profit
when you self-publish your book!



Introducton: Self-Publishing for Profit

It is a creative joy to write, photograph, and/or illustrate a book. Before the book is completed, the natural question to follow is:

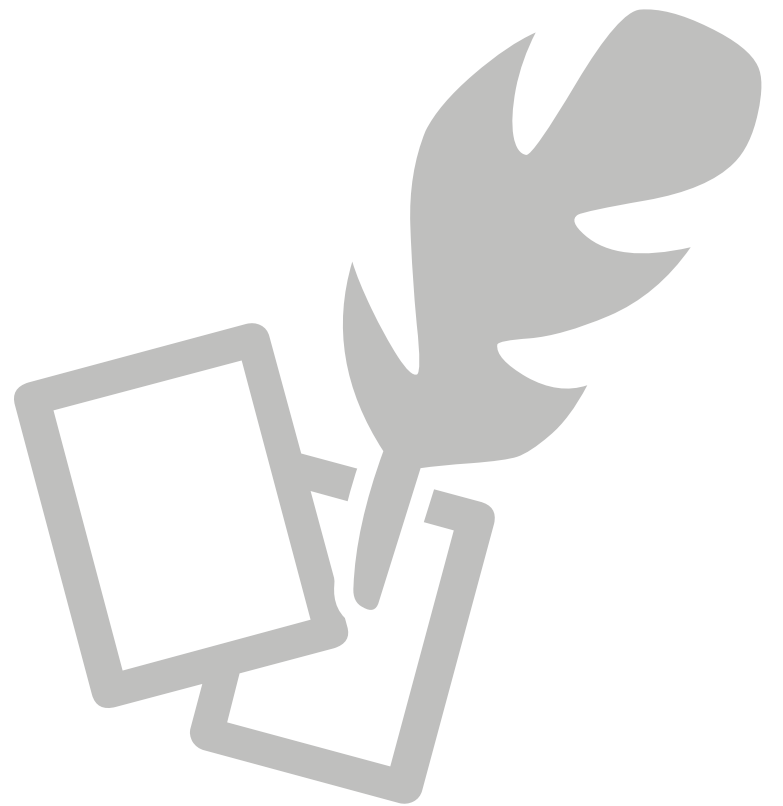
“*How do I self-publish my book to make more money and keep more profit?*”

Let's assume you have already written a book, or in the case of artists and photographers, created your book. Now, you want to make money by having people buy it. You might also have a business, like an art gallery, or you sell your photography. Your interest lies in getting the best book in front of your customers and as many people as possible.

Unless you've written the next best seller, or are picked up by one of the six major publishers, self-publishing is the way to go. But, you need to self-publish to make more profit, even if a small publisher took on your manuscript. You will get royalties from a publisher or print-on-demand (POD) provider, but why not keep all of the profit for yourself?

Next, we'll will take a closer look at some of the many tips for making more profit when self-publishing your book.

Throughout this book, we will explain how to self-publish for more profit, so that you can make the choice that is right for you.



Print with *Star Print Brokers* to control your revenue — and keep more profit!



Printed Books: Ink on Paper

What you need to know about printing books on press.



Printed Books: Ink on Paper

The “printed book” means any book printed on a commercial printing press. The printed book is made possible by creating plates to put on a printing press and printing a significant quantity of books. A plate has to be made for each ink used on press; that is process color and Pantone inks (or specially mixed inks for spot color printing, versus spot color printing.)

Star Print Brokers prints books primarily in Asia. We have pre-tested the vendors we work with. We don’t print in all countries in Asia. We also don’t print with just any printer in a given country. We have been known to pull a job off press, and move it to a different printer. This is an extremely rare occurrence, but when staff changes, and a book is not being printed or bound to our high expectations, we are not hesitant to pull the job, to do what is right for our clients.

“It starts with printing ink on paper.”

It starts with ink on paper. What is process color? Process color is created by using four inks: **Cyan, Magenta, Yellow, and black**. The four inks are printed simultaneously, usually on a 6-color (perfecting) press. This means we can print up to six inks at the same time on each side of the sheet.

What is spot color? While we’ve used up four of the six ink trays on press with the four process inks, we have two trays left. Often,

they are not used. The trays can be used for spot inks, metallic inks, a pastel ink, and/or a varnish. You can build a color out of CMYK, but quite often the color built in a screen build of CMYK will not match the Pantone color you think you are getting. If the color is really important, for instance, the red in *Coca-Cola’s* logo, you will want to use an extra tray on press for that specific red. Be aware that it will add another set-up, so there is an additional cost not covered in quotes, unless specified.



Ink versus toner. Books are *printed* using ink printed on paper, not toner or ink jet *output* on paper. The latter is digitally output from something like your desktop printer, only it is higher quality. The quality cannot match a high-quality art book printed on a commercial printing press. Why?

There are a number of reasons, but the primary reason is that the *toner* will smear when wiped with a moist finger. Another reason is that the digitally output books come out one page at a time, like your desktop printer. A commercially printed book is printed in signatures.

What’s a signature? Depending on the sheet

and page dimensions, a typical signature is eight pages on one side of the sheet and eight pages on the other side. High-quality books are not printed on web presses. Signatures are folded, re-folded, and folded again to form booklets. Depending on the total number of pages in the book, and the binding style, the signatures are either sewn or glued together.

It's the binding too! How is digital output different from printing on press? A one-color novel with a soft cover, (a paperback) is a good candidate for digital output print-on-demand (POD). The technology has improved, and pages are less likely to fall out of hardcover books, although that can happen, depending on the service provider. But, a digitally output hardcover (hard case) book cannot compare to the quality of a book printed on press (ink on paper) and properly bound book. Digitally output books are bound in single pages instead of signatures, and they cannot be bound in the same manner as a printed book. Digital output also eliminates the possibility of making a quality lay-flat book.

What are endpapers? The endpapers in a book printed on press, are the sheets pasted to the inside front and back cover of a hardcover book. The sheets are *twice the width* of one text page. Digitally output hard case books have endpapers that are the size of a *single* text page, not twice the width. It is yet another indicator of a poorer quality book than printing on press provides.

Many more options. Books printed are professionally bound have many more options available.

Paper and finishes. Specifically, with *Star Print Brokers*, self-publishers have a choice of paper weights and paper finishes. You

can choose coated, uncoated or woodfree stock. Coated stock can be gloss or matte. White or cream colored stock is sometimes an option. There are a number of paper weights for each finish. *Star Print Brokers* will help you choose if you are unsure of what is appropriate for your book.

Hardcover book cover wrap. Your hardcover book can have a printed cover that is glued to the hard board. There is a choice of covering materials, ranging from faux cloths and leathers, to actual cloth, leather, and even suede.

Foil stamp. We can put a foil stamp on your cover and spine. The foil stamped spine typeface is limited to one style with POD books, but not with us. Additionally, we have quite a few foil colors to choose from, or you can simply use a blind stamp, without foil.

Front cover sticker. Imagine selecting your favorite image from the book, and printing a permanent adhesive sticker to be placed on the book cover. It will have a UV coating to protect it. The book will have the area where the sticker will be placed (by hand) stamped with heat to burnish the area to lay flat in preparation for the sticker.

Dust jacket. Dust jackets are the loose paper covers wrapped around the book. It is not glued on, as is a printed paper cover wrap. Most print-on-demand books offer dust jackets, but not in different finishes and weights. We offer gloss or matte lamination too (not just a varnish printed over the dust jacket). The lamination will not lift or peel up with normal wear and tear. It should last for years.

Have you seen a French fold dust jacket? These are really special as the top and bottom of

the dust jacket are folded over. So, instead of the dust jacket being trimmed off the top and bottom, you have a more durable fold. It's perfect for a high-quality book.

Head and tails bands. These are the little piece of braided cloth on the top and bottom of the spine. It is the real mark of a high-quality book. Some POD shops provide them, but not in the array of colors we offer.

Sewn-in bookmarks. A beautiful addition to a cookbooks, children's story books, or any other fine, high-quality, hardcover coffee table book.

Slip cases: What is a slip case? It is an optional case that usually covers the front, back, top and bottom of the book. The spine area may or may not be open. We often create them for a special edition art or photography book, and sometimes make only 500 slip cases for a run of 2,000 books. You can sell the books for more than the regular edition, especially if they are also signed copies.

Vellum sheets. We can tip-in a separate vellum sheet, for instance in the front of the book. They are very nice to accompany a signed book with a slip case.

What is a bumper box? A bumper box is a box especially made for each book. A triangular bumper is created to cushion the top and bottom of your book. The box can be plain, or we can print your design on white stock and glue it to the carton stock before cutting the shape.

Can I add a CD or DVD? Yes, you can. *Star Print Brokers* manufactures high-quality CDs and DVDs too. They can be reviewed before inserting into a sleeve, jewel case or a tamper resistant pouch. The pouch can be glued into the inside front or back cover.

Wall calendars. Can we print a wall calendar at the same time as the books? Yes, it is wise to do so, to ensure the same color and paper finish. *Star Print Brokers* prints beautiful wall calendars along with your books order. They are as low as \$2 per calendar when printing our minimum 2,000 units. You must have them shipped with the books.

Do you print large format books? Yes. There are some limitations on size, in terms of the printed sheet size, or binding capabilities. Generally, we can print books in excess of 12 inches square. Once a book is 12 inches wide, we have to bind by hand. It costs more. Since there are some restrictions, before you design the book, please get a quote and make decisions on the dimensions based on realistic capabilities.

Do you have something special for soft cover paperback books? Yes, in addition to printing beautiful color, or low-cost larger run black and white books, *Star Print Brokers* can add a French flap (or two) to your book. It is an extension of the front and / or back cover. It folds inside the front or back cover. It is also useful to hold one's place in a book, as with a sewn-in bookmarker is a hardcover book.

Do you print board books? Yes. We use inks that are standard in the USA, so that there are no concerns about children's safety. The books can have rounded corners, and can have a UV coating throughout or varnish with a cover lamination.

How do you package the books for shipping? We custom manufacture all cartons especially for your book. We don't take size A, B, or C, and pack your books. We literally manufacture the carton for your book. The maximum weight is 40 pounds per carton. All cartons are double wall corrugated cartons.

This is a question most self-publishers don't think to ask. We've run into situations where printers just place books on a pallet to ship, no cartons. All book cartons are securely placed on pallets when they leave the bindery. The cartons each weigh a maximum of 40 pounds. They are insured across the ocean to your door too. The books are off-loaded from ship, we clear customs for you, and arrange for a local trucker to deliver the books to your door.

What if something goes wrong? *We stand behind our books.* Since *Star Print Brokers* represents our clients, not our printing partners, we fight for *your* interests. We seldom have problems, as we choose only the best suppliers, and we guide you in the prepress phase, to ensure you will have the quality of book you expect.

Everything at Star Print Brokers is custom manufactured!

Print with *Star Print Brokers* to control your revenue — and keep more profit!

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Digital Print-On-Demand (POD): Toner Output on Paper

What you need to know about digitally output books.



Digital Print-On-Demand (POD): Toner Output on Paper

You've read a little about print-on-demand (POD) in the previous section, *Printed Books: Ink on Paper*. There are a number of things to be aware of before choosing a *digitally* produced book over books printed on press. POD is a fine choice for some books, but it depends on the book. The quality of printing and binding is paramount to a great looking book. A few copies of a paperback book is a good fit for POD. A coffee table book is not.

“You can charge more for a high-quality book, with fine print and binding.”

Short runs. If the number of books you require is large enough, at the discretion of the POD provider, they may print your book on press instead of it being output digitally. Sounds good, but most often a printer will “gang print” books. This means several titles could go on press at the same time. Then, there is no special attention to color or quality for individual titles.

Premium color versus standard color. Some POD providers have upgraded their equipment and offer “premium” color instead of their previous choice, “standard color.” If you see the two compared side by side, you would always choose the premium color. It costs more, but is still not up to the *Star Print*



Brokers' standards. But, if you need just a few books, and if your book is not supposed to be a high-quality photography or art book, it's not a bad choice!

Limitations galore.

- Book dimensions are most often limited with POD providers.
- Paper finishes and stock weights are pre-selected.
- Often there are *only* one or two hardcover cover wraps available.
- Do you have a special font that you've used on the front cover, and also want it on the spine? Usually the answer is no. It will be in block letters, like every other title.
- Spot or flood varnish or UV choices: none or limited.
- Head and tail band choices: none or limited.

- Adding French flaps to a paperback? No.
- Adding a dust jacket is usually permitted, but can you have a custom French fold dust jacket? No.
- Sewn-in ribbon markets? No.
- CDs and DVDs pressed from your master? No.
- Slip cases? No.
- Bumper boxes? No.
- Wall calendars? No.
- Large Format Books? No.
- Vellum sheets? No.
- Board books with rounded corners for children? No.

The list goes on ...

Cost: The cost you pay to manufacture your book. The cost to digitally print-on-demand can be really low. Or is it? It really depends on the book and specifications for small quantities. The overall cost of POD is less than printing on press. But, when you look at the **unit cost**, some self-publishers get “sticker shock”.

Price: The retail price the book buyer pays. Simply put, you can charge more for a high-quality book, finely printed and bound with quality materials.

Here is another thing to evaluate. **If you consider printing 500 or more copies using POD, request a quote from *Star Print Brokers* for book printing on press in Asia.** Not only will you get better quality, but you will also get a lower unit cost.

Nowadays, many POD providers have adopted the guideline *Star Print Brokers* has had in place since 1999: *our minimum is 1,000*

hardcover books, or 2,000 soft cover books.

If the specifications are the same for POD production on press versus *Star Print Brokers* printing on press, our cost will be lower. Often 500 copies of a short run (POD) is more than 1,000 copies from *Star Print Brokers*. In this case, you can have more books to sell at full retail price!

If POD means you produce fewer books than we can print on press, check your cost per copy (your unit cost) and compare it to *Star Print Brokers*. **Our costs are low and we provide great quality and so much more. Plus, we always stand behind our work!**

Print with *Star Print Brokers* to control your revenue — and keep more profit!



Printers: **USA and Overseas**

What the differences are printing in China (Asia) versus USA.



Printers: USA and Overseas

While there is a distinction between printers versus digital print-on-demand services, some printers also provide POD. But, you need to be aware that **not all printers are equal to the task.**

USA. In regard to printing books, there are better places to print books than with a local printer that typically prints brochures or even catalogs. Books are not something they typically do, so you will get better results when book printing is a printer's specialty. This applies to the local quick print shop where you print business cards, as well as the larger commercial printers who print (or contract out) nearly anything. Books are a specialty item and should be printed by printers who routinely print books.

Some binding can be done in-house, like saddle stitching, or perhaps even perfect binding, but hard case binding is usually sent out.

Did you know that when you request a quote from a USA (or Canadian) printer, you need to tell them if the book has bleeds, how heavy the ink is, and whether the book has spot of flood varnish? They might not ask, and you might not know to include these details in the specifications. These items cost more in the USA. If you compare our quote to their stripped down quote, you will be comparing different specifications!

Ask them to include the cost of shipping or delivery too. Most USA printers charge extra. It's not uncommon to get a quote and think

you are getting a great deal as compared to an overseas quote — and then you have additional charges for a color proof, delivery, or

more. Because all our books are custom manufactured, we will be happy to personally go over your specifications and provide a quote that includes all foreseeable costs.

Printing in the USA is faster than overseas, but it is more expensive for the self-publisher, and the quality is not as good, at least in our experience at *Star Print Brokers*. That is because we've pre-tested all of our printers before we let them print one of our client's books.

Asia. Printing overseas, and in a country in Asia, is less costly than is the USA — and not by a little bit in most cases. Every job needs to be quoted to compare, but the difference is even greater when you print more books. The more books you print, the lower the unit cost, that is the cost per copy.

Again, not all printers are equal, not only from the standpoint of ability to print a book, but also their quality, ability to provide pleasing color versus color match, knowledge of book construction, ink, paper, and cover wrap materials used, quality of cartons, insurance, etc.



USA or Overseas: Will a printer stand behind their work? Would any printer really say they won't guarantee the manufacturing of their books? They will tell you what you want to hear. But, when there is a problem, will they make it right?

Star Print Brokers only works with the best. Also, if you see our name on the copyright page of one of the many titles we've printed, don't be fooled into thinking that just because a particular country is listed as the country of origin, that it is safe to use any printer in that country. We print in a number of countries, and we have changed printers, even within one country, for a number of reasons. They may have become too costly, a key person has left the printer, or their work is no longer up to par.

Star Print Brokers has had the printer re-print books when there was a printing or binding problem. *This is very costly.* It is not likely that a printer will re-print for a single author or even a small publisher. Printers are anxious to keep our business, so they cooperate with us. *Star Print Brokers* prints in *volume*. To be fair, we work closely with our clients, so by the time a printer has one of our client's titles in hand to print, the file is in good shape — practically gift-wrapped. If there are problems that cannot be solved, we advise our clients up front, so there are no misunderstandings.

What printers know, or rather don't know?

Many account representatives don't know what they are selling. Many may come from a "quick print" shop, and are not up to speed on the nuances of printing and binding high-quality books.

An example of a printer who did not know good printing and binding, was a sample book we received from them. The design was absolutely gorgeous. But, we saw the printing and binding problems straightaway. Imagine what the designer felt when he or she saw their beautiful work printed and bound in such a poor manner?

The paper used was inferior. It wasn't just a matter of the wrong finish, or incorrect paper weight, it was poor quality paper for a coffee table book. The inks were poor quality. (We use the same top ink brands most USA printers use, as another way to maintain print quality.) The binding was too loose, and had visible loose strings between the signatures.

The worst part of all: The company that sent the book was proud of it. *They didn't even realize that there was a problem!* If you are a talented writer, photographer, artist, or chef, are you supposed to be knowledgeable about high-quality printing and binding too?

We've had situations when we printed a book for the first time that was printed previously by another printer. Our client was perfectly happy with the first printing. Even the used books were selling at a huge premium on *Amazon*.

When we delivered our books, the author was elated, as were we! We had a copy of the previous printing and could compare it side-by-side with our printing. It was thrilling to see that we improved the printing and binding quality! We worked closely with the author, their designer, and prepress, to make sure the new printing would meet or exceed our standards. We were not disappointed!

The cost to print a book — and still make more profit. What makes a book profitable? It is not paying the lowest possible cost to print and bind a book that should be of good quality. Print and bind a book with specifications worthy of the book's content.

“*Adding a cloth cover increased the unit cost by \$0.50, but the author could retail the book for \$5.00 more.*”

Evaluate the cost per unit. Once, we suggested to a client that he should add cloth to his book instead of a printed cover. It suited the book. He objected saying it would cost more than an additional thousand dollars. The unit cost increased by only fifty cents more per copy. *(Note: Cost depends on the material used and the number of copies printed.)* However, with the cloth covering, he could set his retail price at five dollars more than he was planning. The author would make several thousand dollars more on the sale of his book, even if a percentage of the books were substantially discounted! **Yet another way to make more profit!**

We would love to keep all book printing business in the USA. But, the cost of doing business is higher than overseas. Our experience says that the quality of printing and binding is superior with our selected Asian partners. Because we primarily print overseas, self-publishers can lower their costs and be more competitive in the marketplace. Book buyers may pay less too, depending on what the self-publisher charges.

Print with *Star Print Brokers* to control your revenue — and keep more profit!



Bindings

Considering book binding styles and methods.



Bindings

A review of possible bindings for self-publishers still in the planning stages for their book.

Hardcover. A text block bound in a hard case. The cover wrap, or material covering the hard boards can be printed paper glued to the boards. It can also be a faux or real cloth, leather or even suede. The cover can have a foil stamp, blind stamp, or even a UV coated permanent sticker. Hardcover special edition books sometimes have a slip case or vellum sheet added. A quality book will always have head and tail bands, although they are decorative and not necessary to the construction of the book.

A hardcover book may or may not have a dust jacket. If a book is cloth bound, or the design is very simple, a dust jacket will protect the cover wrap. Having a colorful or graphically pleasing dust jacket as a thumbnail image will sell better online or on your website than just cloth and a foil stamp.

Soft cover. A soft cover (paperback) book is bound with a cover that is heavier than the text block stock. Most soft cover books have a large enough page count so that the spine can be flat, and a title can be printed on it. It's important to have a book with a title on the spine as many bookstores won't accept a book without it.

Wire-O. We use a double Wire-O binding that comes in a number of colors or metal finishes. The Wire-O binding can be open (without a spine) concealed, or semi-concealed. The cover may also be soft or hard.

Spiral coil. A spiral coil is one of the binding types commonly used by a small print shop. (Think school spiral notebooks.) It is a spiral coil that winds through round holes punched close to the spine. Sometimes the book can torque.

For that reason, we prefer Wire-O binding. They are more elegant looking, about the same cost as spiral, are sturdier and we think more professional looking.

Saddle stitch. A saddle stitch book is generally a book, or booklet with a low page count. It is folded and stapled with two or three staples along the spine. Unless you have a special need for this binding, *Star Print Brokers* can print a perfect bound book at just a slightly higher cost.

Board book. A children's board book is a favorite with the under three-year-old crowd! The thick boards have rounded corners and *Star Print Brokers* makes sure that the paper and inks used (even overseas) won't be toxic in any way for young children. It is sometimes hard to find printers who will print board books. We do it!

Print with *Star Print Brokers* to control your revenue — and keep more profit!



Book Printing Brokers

“Why do I need a middle man?”
OR Why you do need someone
to represent your interest — an
expert in book printing
and binding.



Book Printing Brokers

It is easy to call yourself a printing broker, but it is not easy to be an expert book printing broker. If one worked at a small “quick print” shop, they can readily get business cards and brochures printed. A book printing broker requires a more advanced knowledge of printing, color, binding and shipping. It is an entirely different set of skills.

“A good book printing broker did not leave their quick print job on Friday and start printing books on Monday.”

Printing books. A good book printing broker needs to be able to advise clients about all aspects of book printing. There is an art to printing ink on paper. If you want professional results, self-publishers need to work with true professionals who know their craft and have practiced it for many years, as we have at *Star Print Brokers*.

Binding books. There are a number of different types of bindings available. Hardcover (hard case) books should be professionally managed by a good book printing broker. Binding an elegant hardcover photography book is completely different from a work manual, or one-off “photo book.”

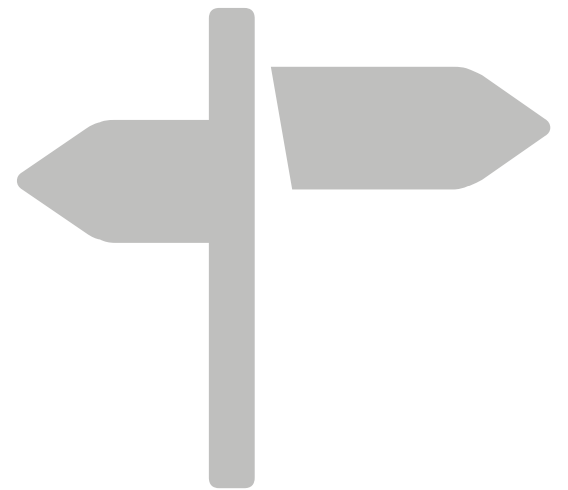
Star Print Brokers had more than one client who digitally output a few hardcover books

as a test, or for family members. These self-publishers were shocked when pages started falling out after only a day’s use. They complained to the POD provider and were sent

more copies. The new books had pages that fell out too! What the POD rep didn’t tell them (or didn’t know) was that these single print-on-demand pages wouldn’t compare to a book printed in signatures on press in signatures, and professionally bound.

Book design. People have different needs for book and cover design, including cost. *Star Print Brokers* offers book and cover design for most budgets. We work with you, your designer, or offer in-house book design, overseas production work, or you can work with top designers.

Book structure. A book printing broker needs to understand how books are printed on press, how to design a book, and advise self-publishers about how to optimize color for printing. Not only are there different binding styles, but you may have a special need for a book to lay flat. We have options and advice!



In-depth color knowledge. We have very knowledgeable staff. One of the most useful experiences is having staff that worked in color houses, or have been in printing related businesses for decades. When a photographer or artist presents their work to be reproduced by *Star Print Brokers*, we are capable of advising the client about how to prepare their files for the best results, including color matching if needed.

Proofs. One round of color proofs, digitally printed off a very high-end printer is included in the quote. We also offer press proofs and wet proofs at an additional cost. Talk to us about your color concerns, and we can provide you with options.

Clearing customs. As part of our process, we clear customs for you. Duty (unless otherwise specified) is included in the quote. We don't like surprises, and neither do our clients. So, all foreseeable costs are included in the quote.

Project management. A good printing broker does not find any low cost printer, turn their client's book over to them, and then expect there will be no problem, or the printer can handle the problem. As we don't live in a fairy tale world, we know what can go wrong. We take great care to advise our clients about how to avoid the pitfalls. We manage the project from beginning to end.

On the rare occasion when something goes wrong, we represent our clients' interests, not those of the printer with whom we work. We are on your side, and we take on the printer when necessary!

Experience - Experience - Experience.

There is no substitute for years of experience. If you have a fine quality book and need it printed at a reasonable cost, *Star Print Brokers* has many years of proven experience and references. We do the job right! *Star Print Brokers, Inc.* was incorporated in Washington state in January 1999.

Print with *Star Print Brokers* to control your revenue — and keep more profit!



Marketing: **With or Without a Publisher**

“You want *me* to market
my book?”



Marketing: With or Without a Publisher

Getting to it ... Let's say you did not write another *Harry Potter*, but you wrote or used your talents to create a really good book. Maybe it will be a best seller! The big six publishers did not pick it up, but some smaller publishers are interested in publishing your new title. One of them prints your book. They will make sure it gets press releases. The books may get some exposure in local bookstores. But, the primary exposure to distribution will be that you have an ISBN and can be listed in a catalog available to all brick-and-mortar bookstores.

“*There is a limit to how much a publisher will spend on marketing. The big secret is, these are all things you can do yourself! In fact, you will be expected to do much of your own marketing.*”

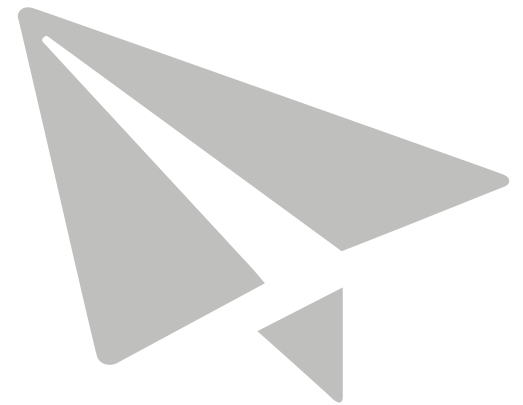
In this case, you are not the publisher of your book. The major benefits to you are that the publisher picked up the tab for printing, and perhaps an ad in a catalog. They may send

press releases to try to sell your book. They will also put your book on *Amazon*. For this and perhaps some other marketing efforts, they will pay you a royalty. A publisher may set up a website, Facebook page, Tweet you, produce a video trailer, and more. But, there is a limit to how much a publisher will spend *on marketing*. The big secret is, these are all things you can do yourself! *In fact, you will be expected to do much of your own marketing.*

Why don't you become the publisher?

Get your own ISBN and barcode. Print your books, put the title up on *Amazon*, and start implementing all the other things you would be doing anyway. The difference is that ***you make more money because you are keeping the profit instead of being paid only royalties.***

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Summary: **Start Making More Profit Now**

Wrapping it up ... How can you make more profit when self-publishing?




Summary: Start Making More Profit Now

The biggest take-away from this presentation is that there is a limit to how much a publisher will spend on marketing. As we stated earlier, the big secret is: these are all things you can do yourself! In fact, you will be expected to do much of your own marketing if you go with a small publisher or use a print-on-demand service.

Since you will have to do so much yourself, then why not control your revenue and keep more profit?

“There is a limit to how much a publisher will spend on marketing. The big secret is, these are all things you can do yourself! In fact, you will be expected to do much of your own marketing.”



The publisher does take on the cost for all printing, considering that, they are entitled to keep more of the profit. But, if you already have your own group to market to, or know you can sell 2,000 soft cover books or 1,000 hardcover books, then you CAN

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