

From the Author's Panel on April 9, 2011, by Mary D. Scott

1. Here is how I published my book and here is what I encountered and learned.

- A. I self-published my book completely by myself (i.e. I did not purchase a self-publishing package from the numerous packages out there). I designed my front, back, and spine of my book.
- B. I did my copyright at <http://www.copyright.gov/> for \$35; For my ISBN and Barcode, I purchased the Personal Program Package for \$129 from <http://www.isbn-us.com/> and the Barcode comes with that package came to me via email from <http://www.barcode-us.com/>
- C. Getting your book out on the market in eBook and iBook format is the quickest way to get your book out on the market, so I focused on doing that first. My book is now published in eBook on Amazon's Kindle; on LuLu.com, and my iBook is published on iTunes, and on Barnes and Noble, but I will say I am not happy with the Barnes and Noble contract...mostly because of their lending program. Additionally, Barnes and Noble do not require an ISBN or Barcode to publish your eBook.
- D. eBook and iBook pricing and contracts. If you price your eBook or iBook at 9.99 or less, then you will receive a higher royalty than if you price it above 9.99. For example: At Amazon, if my eBook is 9.99, then I would get 70% of that for each eBook sold (6.99). If my eBook is 10.99, then I would only get 35% of that for each eBook sold (3.85)
- E. Regardless of whom you publish your eBook or iBook with, ALWAYS download and read the contract before doing so.

- F. Pricing your eBook version of your book is easier than pricing your print version, because there are a lot more costs involved with a print version
- G. Printing Costs for color is more than three times the cost of B/W
- H. Paper and print quality was a really important factor for my book, so I had to learn and test out many types of paper and printers. My book currently consists of three different paper types and quality. I had a lot of difficulty with other print suppliers not being able to print my front and back covers as well as I can do myself, even my current publishing company can not replicate my front and back covers properly, so I still print them myself.
- I. I tried having Staples bound my book in a POD as others are, but not only was the print quality terrible, but they burned the spine when putting it together. Once I had them spiral bound, I actually ended up liking it better because of the way you can easily open the book without bending the pages or cracking the spine.

Currently, I have a publishing company in Missouri who prints the entire inside of my book, then ships them to me. I can order as little as 25 books at a time. I print the front and back covers. I collate each book together page by page. Then I take them into Staples for spiral binding and trimming.

2. Here is what it costs me

- A. eBook publishing on Kindle cost me a whole lot of time and frustration!
- B. eBook publishing doesn't cost anything.
- C. Finding a company to do the printing of my book also cost me a whole lot of time, frustration, and money!

D. Printing costs me a lot in both time and money; Printing and shipping cost for my book are \$17.00 per book; then binding and trimming cost are \$8.00 per book.

The extra time costs include: printing the front and back covers of my book, putting the book together page by page; taking the book to be bound and trimmed; picking up the books when completed. I really don't make anything off the print version of my book. Staples (and other publishers) would have charged me about \$60 per book to do all the work involved in printing, collating, binding, and trimming my book. With the way I do it now, I can keep the cost down to where I can sell the book for \$30.

3. Here is how I would do it now if I knew then what I know now.

A. I would price my eBook at 9.99 or less;

B. When publishing on Kindle, I wouldn't worry so much about the conversion formatting problems until I could see it on a kindle versus previewing it on my computer.

C. Try to get away from producing a print version of my books. The print version is costly in time and money and I don't make anything off of it. The eBook and iBook version is by far superior to the print version: 1. It costs the consumer less (9.99 versus 30.00); and 2. the electronic version allows the consumer to zoom into the pictures...which is a big plus with my type of book; and 3. I would actually make money off of eBook sales versus the print book sales.

In addition, Norm Goyer spoke of the need of a website, photos, videos, business cards, etc. and I agreed with him. You can visit my website at www.spiritdrivenevents.com and look at the Photo / Video Gallery there, as well as, the Podcasts and BLOG.

From the Author's Panel on April 9, 2011, by Madeline M. Gornell

Thoughts on getting published by a traditional publisher:

- Gather as much information as you can from as many sources as you can---then use what fits and works for you.
- On contracts, keep in mind e-book rights, audio rights, and book cover control.
- Try to submit the best “product” you can—well edited—no grammatical, typo, spelling, or formatting errors.
 - Professional or critique group input is well worth the money, time, and effort.
 - Every publisher has their own submission rules—best chance of publication is if you adhere to them.
 - Have a marketing plan
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- *Never, never give up!*

From the Author's Panel on April 9, 2011, by Roberta Smith

Roberta Smith's Experience with Lulu

Publisher used: Lulu

Published in January 2008

Did not buy a professional service from them; did everything myself which kept the publishing cost low.

Here was the process when I did it:

- Formatted the book according to the instructions on the Lulu Website
- Designed my cover within Lulu's parameters
- Uploaded it and reviewed. Deleted and tweaked until I was happy
- Set my selling price
- Bought a hardcopy of the book for review. (Note: If you make a change after reviewing the hardcopy, you must buy a hardcopy of the revised book.) Once happy, I was ready to publish.
- I purchased a distribution package at this point which provided my ISBN number that named Lulu as my publisher.
- The cost to have my book out there: \$126.45 (cost of a couple of books and the distribution package).

If you don't buy a distribution package, you can just have your book available from Lulu. This makes the cost even less. Also, when a book is purchased through Lulu, royalties are higher. My royalty for my book which retails for \$14.96 is \$4.00. If purchased on Amazon, my royalty is only .88 cents.

Author's cost with Lulu (April 2011) are found below. Discounts come into play as you purchase in higher quantities. The prices shown are for a 200 page novel type book (color book cover, no photos inside the book, all black and white printing).

Qty	Author Pays	Discount
1-15	\$8.00	0
16-31	\$7.20	10%
32-63	\$6.81	15%
64 +	\$6.40	20%
200 +	\$6.01	25%
300 +	\$5.60	30%

Lulu often sends e-mail with special offers. For instance: free shipping if you buy 100 books. \$100 off if you buy a certain quantity. Things like that.

Would I use Lulu again?

Possibly, because I can do it myself. I would not use the editing services of any self-publisher because I'd want to handpick the person who would do the editing. I would put my money into editing and marketing.

From the Author's Panel on April 9, 2011, by Norm Goyer

I was contacted by McGraw-Hill when one of their authors backed out of a contract that they wanted completed. They knew about me from my magazine and movie writing. They paid me \$4,000 for a 275 page book with 100 photographs to be delivered in six months. They told me the subject they wanted and I signed the contract, 1/2 down and 1/2 when manuscript was delivered. It was a super good relationship, they never requested one change, did not interfere with what I wanted to write about and there were no editing changes. The checks arrived on time and I have been receiving status reports every month since. I also rewrote or mostly changed slightly several paragraphs in an edition for China. Again no problem, I did no marketing and did nothing other than write the book. I am not interested in any way in selling a book, I write it, you sell it. When I am finished with a project, I want to move on. I have nothing but praise for the folks I worked with at McGraw-Hill.

From the Author's Panel on April 9, 2011, by Denny Stanz

Critical Mistakes I Made that You Should Avoid:

1. I wrote in a vacuum - no guidance.
2. I Googled publishers and sent my manuscript until someone said Yes – no strategy.
3. I reviewed/signed the publisher's contract by myself - no agent/attorney review before I signed.
4. I sent 200 of my books to magazine/newspaper book reviewers - a lot of my time and money thrown away.

Do Over:

1. Get in a writer's environment - join a Writers Club.
2. Have others help me become a better writer - join a critique group
3. Do #1 and #2 before submitting my work to a publisher
4. Consider self publishing. Why? Cut out the middle man. More control, make more money, industry is going electronic.

From the Author's Panel on April 9, 2011, by Holly La Pat

(writing as Sierra Donovan)

I've sold two books so far to Avalon, a library publisher. They're a small company, but they paid me up front. My only expense was the postage I used to mail the manuscripts. I've now signed with an agent who's seeking a larger publisher for my third book.

My advice: Before you self-publish, try for the money first.

Yes, we're hearing that publishers are being more and more selective. But they haven't closed their doors. Publishers DO buy books. There's an element of luck involved, of course. I think I wrote a decent book, but I also hit the right editor's desk at the right time. I had no connections, didn't know anyone -- I just submitted my work. It CAN happen.

When your book is ready, take a deep breath and give yourself a set amount of time -- I'd say at least a year -- before you self-publish. Do some homework and find approachable publishers to submit your work to. Many publishers only accept work through agents, so query agents too. (They can be even harder to get than a publisher, so make sure you query a LOT of them.)

The advantage over self-publishing?

While publishers do want writers to do more and more of their own publicity, they still offer a big leg up on marketing your book from scratch. Publishers get books distributed to book stores and libraries. Through no additional effort or expense on your part, your book WILL find its way into the hands of people you've never seen.

There's a widespread rumor that John Grisham self-published his first book, A TIME TO KILL. It's not true. He sold it to a small publisher, Wynwood Press, which printed 5,000 copies. It didn't sell, and they went out of business. He didn't have a publisher when the manuscript for his next book, THE FIRM, turned up in Hollywood (by a fluke) and started getting offers.

You can read the story in Grisham's own words at

<http://www.slushpile.net/index.php/2006/03/01/interview-john-grisham-author/> .

I've done -- and will continue to do -- my own marketing as well, but it's a painstaking process. Each Web site or social network you hit only reaches a certain number of people, and a lot of them are busy promoting themselves. It's hard to cut through the crowd.

Be patient. Risk rejection. Believe in your work. Polish it to the best of your ability, and put it in front of the professionals. That's the best way of getting it out to the public.