



# Is Self Publishing for You?

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# Our Objectives

- What is Self-Publishing?
- What are the pros and cons of Self-Publishing?
  - Setting realistic expectations
  - What to avoid
- How do I start if I want to Self Publish?
  - Basic skill set
  - Resources you'll want to have



# Interesting publishing facts

- **81% of people** feel that they have a book in them...and should write it. That represents over **200 million people** in the U.S. who want to write a book.
- **23% of readers** visit an author's web site, only **18% visit a publisher's site.**
- The largest growth in book selling continues to be e-books.
- Blogs can lead to books and blogging is a fast growing way for authors to express themselves.
- **20%** of on-line sales are titles not available in traditional brick and mortar stores.
- **75%** of booksellers say the back cover followed by the front cover is the most important factor in making a sale.
- **Half** of all books sold today are to people over the age of **45**.
- **8,000 to 11,000** new publishers enter the market every year and most are self-publishers.



# Other interesting publishing facts

- There are about **1.5 million books** in print at any one time in the U.S.
- Over **195,000 new titles** are published each year in this country.
- Romance fiction is responsible for **48%** of all paperback sold, bringing in over **1.4 billion** per year.
- **January and August** are the biggest volume months for booksellers.
- The largest publishers will not take a book that is not projected to sell more than **50,000 copies**.
- **78%** of titles brought to market come from small presses or self-publishing.
- On average, a book store browser will spend **eight** seconds looking at the front cover and **15** seconds scanning the back cover.
- Nonfiction typically outsells fiction by **two to one**, but at least **20%** more fiction is being published these days via the Internet and POD.



# Other interesting publishing facts

- The average number of copies sold per title of a POD company that printed **10,000** different titles: **75** books.
- Women buy **68%** of all books sold.
- Most readers do not get past **page 18** in a book they have purchased.
- **Majority of** books are not sold in bookstores. They are merchandised via mail order, online, in discount stores, through book clubs, or in other non-traditional outlets. This trend is increasing
- **64%** of book buyers say a book being on a bestseller list is not important.
- Traditional bookstores are famous for returning books to publishers. The industry return rate is typically **36%** for hard covers and **25%** for soft covers.
- Most traditional bookstores and many libraries are not interested in putting self-published books on the shelves. (Does not mean you can't get on the shelves, but it takes some work.)



# Self-Publishing: Realistic Expectations

- Most Self-Published books do not sell well.
- There still exists a certain stigma about self-published works
- There is a good chance of putting out a bad book with self-publishing

**BUT**

There are still great reasons to self-publish



# Is Self-Publishing for You?

- Self Publishing lets you tell your story your way
- Self Publishing can get you to market quickly
- Self Publishing can be more profitable for small run projects
- Self Publishing can add credibility to you professionally
- Self Publishing is a good way to:
  - Preserve family histories,
  - Develop and deliver curriculum, and
  - Tell and record local interest stories
- You can make money (at least some) Self Publishing



# How the Money Works

Traditional	Publishing
Books sold @ \$15	2,000
Total Sales	\$30,000
Cost of Goods	\$0
Net Profits	\$0
Royalties	\$5,981
Agent Commission	\$897.19
<b>Total Revenue</b>	<b>\$5,084</b>

**Traditional Publishing** revenue sources come in the form of royalties and typically the author does not own the exclusive rights to the work once it is sold. You are paid based on units sold

Self	Publishing
Books sold @ \$15	2000
Total Sales	\$30,000
Cost of Goods	\$18,000
Net Profits	\$12,000
Set-up Fees	\$750
Expenses	\$5,000
<b>Total Revenue</b>	<b>\$6,250</b>

**Self Publishing** revenue sources generally include royalties and profits from books sold directly to readers. Royalty rates are usually higher than traditional publishing and you can wholesale book. Author usually retains all rights to work, including the ability to revise a book.



# Skills you will need to self-publish

- Must be able to write
- Must have excellent word processing skills
  - Need to be able to do advanced applications like gutter margins, page numbering, section breaks, headers and footers
  - Need to have an eye for page design
- Must be self-motivated
- Need to be able to promote



# Other essentials

- You need to develop a network of people to read and give you honest feedback.
- Need content editors or be willing to pay someone
- Need good copy editors and/or proof readers
- Need a website presence of at the minimum a Facebook site that is active



# Questions?

Contact info

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