



## **Why Self-Publish?**

By Brian Jud, bestselling author of *Beyond the Bookstore*

Congratulations! Since you took the time to request information from BookSurge, you are researching self-publishing as a means to publish your (or a friend's) work. The average writer spends about 475 hours writing a novel or close to 725 hours writing a nonfiction book. Self-publishing your work can be a rewarding venture to validate that investment of time and turn your manuscript into a formatted and printed book. When people order your book online, ask for your autograph on a copy of your book or call in to a talk-radio show to speak with you, you will get that special feeling experienced only by published authors.

It is said that a journey of 1000 miles begins with one step, and we will help make sure that first step is in the right direction. We've outlined some of the advantages of self-publishing below, including why BookSurge is unique in the marketplace and offers the best options for success available to you. You've taken a smart first step by contacting BookSurge.

### **About BookSurge**

Unlike most self-publishing or print-on-demand companies, BookSurge provides comprehensive, end-to-end services and tools for you to publish your work all under one roof, offering a menu of products at various prices including professional editing, marketing and access to sales channels.

Once your product and service selections have been determined, your manuscript is converted to a finished book, ready to be printed when an order is received from the many sales channels available to you. At that time, BookSurge acts as your fulfillment center, printing, trimming, binding and shipping the book to its final destination, and then paying you a royalty on the sale. Unlike offset printing in the traditional publishing model, you have no large, upfront outlay of money for inventory or the need to predict demand because the exact number of books is printed when needed.

BookSurge believes that self-publishing can and should be a stepping stone to many objectives desired by the author, including working with a traditional publisher if that is a goal; to that end, BookSurge offers unique programs to connect authors to the next step in their journeys. You will learn more about these programs with your BookSurge publishing consultant or take a look at the BookSurge Web site at [www.booksurge.com](http://www.booksurge.com).

## **The Advantages of Self-Publishing**

Self-publishing your work provides many rewards and advantages that allow you to:

- Provide a story or information that only you have. You may have experience on a particular topic that is not covered anywhere else. If so, you owe it to your potential readers to get that information to them in a timely fashion.
- Retain control over price, form, length, and content. There is no one to edit the content of your work. Of course, you want to have it edited for grammar and spelling, but the content of your work will not be compromised.
- Retain control over the markets in which you sell your books. More than half of all books are sold in non-bookstore markets. You may be able to double your sales by contacting buyers in airport bookstores, schools, supermarkets, gift shops and other specialty outlets that most large publishers ignore.
- Decide when your book should be taken out of print, or when it merely needs revisions to keep material current or re-packaging to make it more attractive. Large publishers do not always give a book sufficient time to make the grade.
- You don't have to gamble your savings in the hope that your book will become a bestseller. As the example below shows, you print and pay for only the books you sell. There is no excess inventory to tie up your money. You can use revenue from the sales of your books to pay for future printings so there is no need to tie up additional funds.
- Not have to store books in your house or garage. In addition to freeing up valuable space, there is no damage to books that have been exposed to the extreme temperatures in your garage.
- Work with one professional company for all of your production work and provide additional editorial, design and promotional tools. There is no need to search for, evaluate and monitor a variety of

suppliers. Choose one company to produce, distribute and help you publicize your books to a worldwide market.

- Receive more of the income from each copy sold. A traditional publisher may pay you 7% to 12% on the *net* revenue of your books sold. BookSurge pays you 35% of your book's gross list price in royalties on retail sales of newly manufactured soft cover books, 15% royalties on retail sales of newly manufactured hard cover books, and 10% royalties on all newly manufactured trade paperback books ordered through wholesale distribution channels. Even if your book is discounted in the retail channel, BookSurge pays your royalty on the full cover price of the book.
- Create a high quality printed book that is nearly identical to any offset printed book, and in many cases, better quality with brighter, higher-grade paper than off-set print books.
- Create books for test marketing. Many publishers use print-on-demand as a source of books for experimental titles. You can produce a minimum number of books using the print-on-demand process to:
  - Test titles
  - Get testimonials to use in promotion
  - Test the pulling power of your Web site
  - Create a budget
  - Define your markets
  - Test in niche markets
  - Build a platform
  - Test your commitment to your career as an author/marketer, and you are more likely to be successful later
- Prove to a traditional publisher that your book "has legs." Most publishers publish books by well-known authors and are rarely able to take risks on first-time authors. It is up to you to prove that your book can sell by creating enough sales momentum to get the attention of a traditional publisher.
- Never go out of stock or out of print. Because there is no inventory to maintain you can keep your book for sale for as long as you want, printing them only as they are purchased.

## A Quick Comparison Chart Among Three Publishing Alternatives

To see your work in print, you can:	Work with a Traditional Publisher	Create a Publishing Company	Use the Service of BookSurge to Publish Your Work
Agent Needed	Generally for the larger publishers	No	No
Time from completed manuscript to publication	1-3 years	6 – 12 Months	12-16 Weeks*
Regular rejection	Yes	No	No
Possibly lose some rights in negotiations	Yes	No	No
Confusing Contracts	Yes	No	No
Royalties paid on sale	7 – 12% on net sale	100% of net sale	10 – 35% of gross sale
Pay for editing	No	Yes	Yes
Pay for cover design	No	Yes	Included in fee or have a signature cover created for an additional fee
Choose cover designer or Illustrator	No	Yes	Yes
Input into cover design	Rarely	Yes	Yes
Pay for page layout	No	Yes	Included in fee
Pay for printing	No	Yes	Yes
Author responsible for Promotion	Yes	Yes	Yes
Appropriate for a time-sensitive topic	No	Yes	Yes
Likelihood of getting published	Low	High	High
Create your own business	No	Yes	Yes, but without the infrastructure need of a traditional business venture
Pay for storage of books	No	Yes	No
Own all the rights to the sale of your book	No	Yes	Yes
Maintain the copyright of your material	Yes	Yes	Yes
Create your own bookstore distribution	No	Yes	No
Control over the price of your book	No	Yes	Yes, above stated minimum price
Control over the content of your book	Rarely	Yes	Yes
Control over the title of your book	Sometimes	Yes	Yes
Sell your books to non-	Depends on contract	Yes	Yes

bookstore markets			
Knowledge of business practices is necessary	No	Yes	No, but it is helpful
More time spent on writing than publishing	Yes	No	Yes
Need to know how to produce a book	No	Yes	No
Pay only for books that are sold	No	No	Yes
Tie up money and space for inventory	No	Yes	No
Books can be sold through bookstores	Yes	Yes	Yes
Advance against royalties	Sometimes	No	No
Write a book proposal	Yes	No	No
Easy to produce an updated edition	No	No	Yes
Longevity of book before going out of print	1 year	2 – 3 years	Book sells forever

\*Depending on services needed; speed of publishing depends on response times from the author.