

Sick of the Traditional Publishing Path?

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Sick of the Traditional Publishing Path?

By Judy Cullins

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A book coaching client recently emailed me that she was getting sick of traditional publishing because of so many costly requirements and so little payoff. Do you feel the same way?

Fifteen years ago, I worked hard on a 60-page proposal for a top agent and after a year got "approval" to be his client. Then the kicker, he asked for a \$50,000 retainer to get the book marketing because I was an unknown.

Unknown, yes, but not a fool. A marketing maven for 20 years, I sold 20 self-help books at the back of the room for seminars taught at colleges and other talks. Why would I need to go the traditional route of low attendance book signings, travel to less than prominent spots to market the book at a cost that had to be paid back through royalties.

And royalties? Even selling 10,000 books, with the percentages that book stores, distributors, and agents take, what profit comes to the author?

As an author's advocate, I step out of the traditional box and encourage you talented writers to do so too. You can self-publish without spend \$1000's. You can write a saleable short book and it still will have merit and be readily accepted by your appropriate audience. No one today wants to read long books any more unless they are fiction.

All of this, and you can market and promote from your home office through the Internet. In just 3 1/2 years, online promotion has paid off hugely and brought me over \$3500 a month in sales. Depending on your book and audience, you can too.

Avoid the myths and get real information from a professional book coach of 20 plus years. See the once a month free book and business ezines offered in the signature file below.

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Judy Cullins, 20-year book and Internet Marketing Coach, Author of 10 eBooks including "Write your eBook Fast" and "How to Market your Business on the Internet," she offers free help through her 2 monthly ezines, The Book Coach Says...and Business Tip of the Month at <http://www.bookcoaching.com/opt-in.shtml> and over 140 free articles. Email her at <mailto:Judy@bookcoaching.com>.

How eBooks Can Be Very Valuable

By Andy George

EBooks have a number of benefits over the traditional book. These include the following: Cheaper to create Quicker to create Easier to target a wide market High profit potential More versatile than traditional books

Lets look at each of these points in turn:

Cheaper to create:

The eBook can be created on a shoestring budget since it is possible for its publishing and marketing costs to be minimal. On the other hand the traditional book has a higher cost structure. This means the author will have to overcome a tough sales target before they even consider making a profit on the book.

The costs the author will incur if he follows a traditional book format include: Publishing costs The profit margin that the bookstores will want to sell the book Distribution costs Marketing costs including advertising costs

Quicker to create

The eBook could be written and published in as little as 7 days. For other potential authors who work at a slower pace, the whole process of writing and publishing a book could be done within a month.

On the other hand for a traditional book the time span between starting a book and writing it could take around 18 months. By that time the information contained in the book could be out of date especially if the book is technology or research related.

Easier to target a wide market

With eBooks the sky the limit! The eBook may be sold on the Internet to anyone who has a credit card and an Internet connection in any place in the world. Since an author can control the topics of their book, they can decide whom to market to.

However with a traditional book it may be difficult to expand to new markets since it will involve further significant costs on distribution and marketing.

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High profit potential

EBooks can be produced on a shoestring budget but since customers may believe they offer value for money, the author may charge more for them than expected. It is not impossible for almost everything grossed from an eBook being profit.

On the other hand traditional books have high production and marketing costs and this means the author (unless they are very popular) will have great difficulty in recovering these costs and making a profit.

More versatile than traditional books

EBooks could be used for a number of purposes. The most common method is for the sale of the eBook. However an eBook could be used as a free gift to customers to entice them to buy a product from you. It can also be transformed into audiocassettes or digital products.

To conclude eBooks are a very valuable tool that could be used as a profit centre, as a publishing tool or as a marketing tool. It has many advantages over the traditional book.

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Andy George is a qualified chartered accountant who was born in Birmingham, England and who has had many years' experience in public practice, industry, and commerce and as a lecturer. Since 1991 he has been based in the island of Cyprus. Andy was a financial correspondent for eight years at the Cyprus Financial Mirror where he wrote articles on business and accounting related issues to a non-technical audience. He is the author of eBooks: How to write and Publish Your Own With a Shoestring Budget

How eBooks Can Be Very Valuable

My Path to Self-publishing

Building Relationships Through Your Ezine

Cut Down On Expenses, Learn Desktop Publishing

De-bunking Subsidy Publishing Horror Myths

Blogging Made Easy

Ebook Authors Interviewed

65 Tried and True Traditional Amish Recipes

Easy PDF Publisher's Toolkit

ScrollPops

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