

# Indie Publishing - Alternative or Addition?

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## Traditional Publishing - Living the good life?

- Reality of royalties (no advance)
- **\$10 retail price** with 10% royalty
- 50% off for wholesale price to book stores
- 15% off for agent fee
- 10% off for returns, refunds, damaged books
- **Royalty determined on \$2.50** or .25 cents per book sold.
- An advance is a payment against future royalties. If I took a \$5K advance, I would not see another cent until I made enough royalties to pay out the advance.

## Packaging your Information -

- Book / Hard or case bound / Paperback
- Electronic / Kindle / Mobile / Espresso
- Audio CD / PDF / MP3 file / YouTube
- Podcast / Webinar / Camtasia / Teleseminar
- Booklet, special report, serialized articles / workbook
- Merchandising / Affiliate Sales / Subscriptions / Course materials

## The first true Print-On-Demand?

– The Ibico Comb Binder

## Indie book publishing costs –

- 1st Print: 2000 copies - \$1.25 ea.
- For sale at \$14.95 retail.
- Editing: \$1000
- Book Cover: \$500 - \$1000
- Shipping and Handling?
- ISBN: \$125 - \$1000
- Copyright: \$35 - \$65
- Layout: \$500
- Storage?
- Marketing & Promotion
- Returns
- Domain & Payment system

## Electronic publishing costs:

- Normal Indie book publishing fees
- Upload fees
- Catalog fees
- Commissions / royalties
- Sell from your site – free!

## Audio Book / CD:

- Digital Recorder
- Digital Interview by Phone
- Dragon Naturally Speaking
- WavePad Audio Editor

## Infopreneuring:

- Licensing Booklets
  - Ghostwriting
  - Newspaper Articles
  - Magazine Articles
  - Speaking
  - AllExperts.com
  - EzineArticles / Directories
  - Book as a Business Card
  - Webinars / Teleseminars
  - Podcasts
  - Camtasia
  - Slideshare
  - Clickbank / Affiliates
  - The Anthology Method of Book Development
  - Vlogs / YouTube
  - Consulting / Coaching
  - mp3
  - Special Reports
  - Future Technology:
  - Espresso Book Machine
  - Radio / TV Interviews
- “Every day more than 10,200 guests appear on some 4,250 local news, interview and talk shows across the U.S. And, about 95 percent of the guests do not have recognizable names.”*
- **Dan Poynter / Self-Publishing Manual / <http://www.parapublishing.com>**

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## Blogging

Book related / Monetized / Guest blogging / Blog tours:

- **Blogger** - [www.blogger.com](http://www.blogger.com)
- **Wordpress** - [www.wordpress.com](http://www.wordpress.com)
- **Posterous** - [www.posterous.com](http://www.posterous.com)
- **Tumblr** - [www.tumblr.com](http://www.tumblr.com)
- **Six Apart** - [www.sixapart.com](http://www.sixapart.com)
- **HostBaby** - [www.HostBaby.com](http://www.HostBaby.com)
- **Mashable** - (lists of blog services)  
<http://mashable.com/2007/08/06/free-blog-hosts/>

## Blogger Linkup - [www.myblogguest.com](http://www.myblogguest.com)

Blogger Linkup by Cathy Stucker, the Idea Lady is a free service to help bloggers link up with interview possibilities, review copies of books, and guest bloggers. Check out the following links:

- <http://www.bloggerlinkup.com/guest-post-offer> — Offer to do a guest post.
- <http://www.bloggerlinkup.com/guest-post-ask> — Request guest blog posts from others (for your blog).
- <http://www.bloggerlinkup.com/review> — Offer your books for review.
- <http://www.bloggerlinkup.com/sources> — Request potential guests for interviews.

## Number 1 Marketing Tip:

When you are finished writing your first book: Write your second, then your third, etc.

## The Future Technology

### Espresso Book Machine:

<http://www.youtube.com/watch?v=Q946sfGLxm4>

### Virtual Pop Star:

<http://www.youtube.com/watch?v=-kM3n64WJmo&feature=related>

### Flexible Tablet:

<http://mashable.com/2011/12/06/tablet-future-video>

### Dueling laptops:

<http://www.youtube.com/watch?v=EMHvAyRBks8&feature=endscreen&NR=1>

### The Mactini

<https://www.youtube.com/watch?v=17DPJHNVx2Q>

### The End.

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# *Publish your book NOW!*



*Rick Feeny - Book Coach  
Publishing Consultant*

Is there a book inside you - or already in manuscript format? Are you ready to publish right now but you're not quite sure how to do it? I can help. I can be your own personal book coach, editor, and publishing consultant to help you publish your book as an ebook through Kindle and other formats, a paper book via print-on-demand technologies, or develop an audio book sold as a CD or mp3 download.

I also work with authors to design book covers or marketing images as well as coaching to create marketing descriptions that sell your book. I can create book launch strategies and ongoing marketing techniques for sales success.

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