


Self-Publishing: Secrets Revealed!

Selecting a Printer, Finding a
Distributor, and Selling Your Book

Presented by Melanie Rigney (www.editorforyou.com)
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Things You'll Need

 An International Standard Book Number (ISBN)

 A bar code

 A Library of Congress Control or Cataloging-in-Printing Number

How Do I Find a Printer?



 Contact your local printer or copy shop

 Visit www.printellectual.com

 Know the language

 Know what you want

What a Request Looks Like

Your request for quote was submitted through the PrintIntellectual.com web site at 1:19 PM on 7/5/05.

Printer category: Offset Book Printers: Central Plains, Color House Graphics, Data Reproductions, Delta Printing Solutions, Edwards Brothers, Medius, Milanostampa, Phoenix Color-Rockaway, NJ/Asia Divisions, Thomson-Shore, Inc., Total Printing Systems, Worzalla

SPECIFICATIONS

Quantity: 2000- 3000; Trim size: 6 x 9; Page count: 244; Binding: perfect bind; Cover Stock: 10 pt coated one side; Soft Cover Finish: matte layflat lamination; Soft Cover Press: 4 color

MATERIAL FURNISHED TO PRINTER

Cover Provided: on disk (pdf) with laser; Dust Jacket Provided: n/a

TEXT

Stock: 60lb white offset; Text Print: black ink only; Insert: -- pages; Text Provided: on disk (pdf)

LINE ART/ HALFTONES/ BLEEDS

Line Art Qty: 0; Halftone Qty: 0; Bleeds: 0

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Packaging: standard carton pack

Proofing: Cover/Dust Jacket: Digital Color Standard . . . Interior: Black/White

What a Bid Looks Like

Quote# 67855 C

Title:

Quantity: 2000 - 3000

Pages: 248

Size: 6" x 9"

Cover:

Prep: Customer Furnished Trouble Free File.

Proofs: Digital Color Proof

Stock: 10 Pt. C1S

Press: 4/0/0/4 with Matte Lamination

Prep: Customer Furnished Trouble Free File with Accurate Complete Laser and All Fonts, No Bleeds.

Proofs: Digital Laser Proof

Paper: 60 lb. White Offset, 444 ppi.

Press: 1/1, Black.

Binding: Perfect Bind

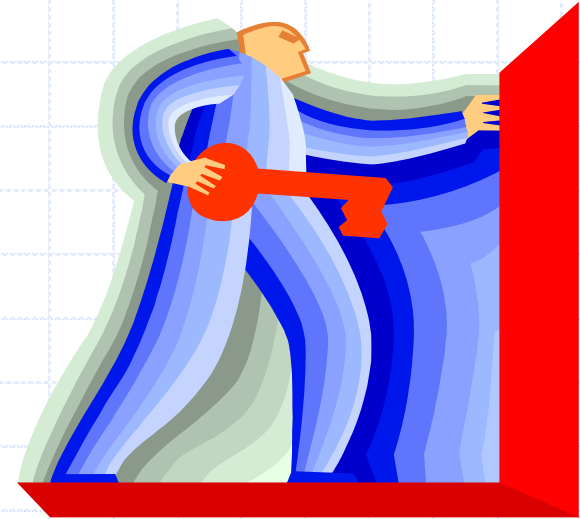
Packing: Standard Carton Pack, Single Wall Carton.


Prices: **2000 3000**

3,784.00 \$ 4,662.00 \$

FOB: *Auburn Hills, MI*

Finding a Distributor



 WHOLESALERS work for stores (booksellers), fulfilling their orders

 DISTRIBUTORS work for publishers, actively selling their titles to stores (booksellers)

 Getting into retail venues is much easier with a distributor than on your own

Telling the World









📖 Who's your target audience?

📖 Where do they look for information?
(Looking beyond the bookstore!)

📖 What makes your book essential/different/important to them?

Resources

-  Literary Marketplace (searchable distributor list): www.literarymarketplace.com
-  U.S. ISBN Agency: www.isbn.org
-  Library of Congress Site for Publishers: www.loc.gov/loc/infopub/
-  Dan Poynter's self-publishing site: www.parapublishing.com
-  Penny Sansevieri's publicity site: www.amarketingexpert.com
-  Brian Jud's special sales site: www.bookmarketingworks.com
-  John Kremer's list of top independent distributors: www.bookmarket.com/distributors.html

Thanks for being here!

Melanie Rigney

www.editorforyou.com

4201 Wilson Blvd. #110328

Arlington, VA 22203-1859

editor@editorforyou.com