

WEDNESDAY, APRIL 9, 2014 • 7PM

## Printing and Publishing Options for Authors

IMAGINE THAT YOU'VE FINISHED WRITING YOUR BOOK. You have also completed the important tasks of hiring a competent editor and graphic designer. Now it's time for you to take the next step in the publishing process and get it into a form that readers can consume.

You've probably heard of such terms as traditional, independent, and self-publishing. You may also have come across words such as offset, digital, and print on demand. But what do these terms mean, how are they different, and which one is right for you?

What are your best options for getting your book printed so that you can hold the very first copy in your hands? And let's not forget making your creation available as an ebook. Also, how much will all of this cost you?

At our next meeting, Warren Martin, Linda Austin, and guest speaker Leland C. Shanle Jr. will answer these questions and more in our presentation, "Printing and Publishing Options for Authors." Our panel will also share some of their personal experiences with the publishing process as they cover the following topics:

- Traditional publishing
- Self-publishing
- Independent
- Buyer beware
- Printers
- E-books
- Distribution
- Some things to know and remember

Leland C Shanle Jr., Lieutenant Commander, USN (Ret), is a pilot, an award-winning author, and a military/aviation technical adviser for the movie industry. His consulting projects include *Pearl Harbor*, *Behind Enemy Lines*, *The Day After Tomorrow*, and *Stealth*. Shanle is the author of three books: *Project Seven Alpha*, *Vengeance at Midway* and *Guadalcanal, a novel of war*, and *ENDGAME in the*



Warren Martin

Linda Austin

Leland Shanle

*Pacific*. His fourth is slated for release in 2014. He has also written for *Aerospace Testing International Magazine* and is a contributing editor to *Airways Magazine*. Shanle has adapted his book, *Project 7 Alpha*, as a screenplay for a major motion-picture studio.

<http://project7alpha.com> or <https://twitter.com/pilotPOV>

Linda Austin is the author of *Cherry Blossoms in Twilight*, a memoir of her mother, who grew up in Japan around the time of WWII. She also writes poetry and published *Poems That Come to Mind: for those who love someone with dementia*. Linda encourages life writing on her website, <http://moonbridgebooks.com> and consults on indie publishing and social media. She can also be found on Facebook and Twitter.

Warren Martin independently published his first novel, *Forgotten Soldiers: What Happened to Jacob Walden*, in 2012. He served twenty-one years in the U.S. Army and, after retirement, transitioned into corporate business operations and, later, his own business. Warren divides his time among writing, research, teaching business courses, and pursuing a PhD in business and leadership. In addition to serving on the SLPA Board as vice-president and secretary, he is a member of St. Louis Writers Guild and the Military Writers Society of America (MWSA). Visit <http://www.warrenmartinbooks.com> or <http://warrenmartinbooks.blogspot.com>.

## Publishing Print or E-book?

By Linda Austin, Moonbridge Publications

Print books aren't going away any time soon, but e-books are a popular alternative—or even addition—to print because of the lower purchase price (sometimes free) and the convenience of stashing many books in one small, portable device. Why wouldn't an author want both print and e-versions of his or her book?

Some authors, particularly of fiction or poetry, choose to forgo print and produce only e-books. Creating only an e-book

version is, contrary to what readers seem to think, NOT much cheaper than creating a print book. The book still needs to be edited and formatted, and it still needs a front cover. Amazon, BookBaby, and most other websites that sell e-books charge a fee per sale. The cost of printing is the main difference, and that cost is borne mostly by the buyer, not the author selling through online companies using print-on-demand. An e-book will cost the buyer less, resulting

in less money for the author, who must then depend on selling in quantity.

Offering free or ninety-nine-cent e-books has become popular to draw in readers. Sometimes, these are limited-time offers that make for good publicity and may bring in some posted reviews. The drawback to having e-books commonly set at ninety-nine cents, particularly if they are always at ninety-nine cents, is that readers become

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trained to expect e-books to be worth only pennies, since there is no print cost. They do not count the time spent on writing, the value of the writing and storytelling talent, the dollars spent on editors and perhaps formatting, and the cost of the cover design. Authors should beware of selling themselves short.

Why produce only an e-book version? Certain genres are well suited to the e-book-buying public. Fiction readers tend to read a lot of books, so unless they are spending time at the library, they are filling up their bookshelves. With an e-reader, they can store lots of books bought at lower cost than print. Romance novels, in particular, are eagerly snapped up in e-book form; mysteries are another popular e-book genre. Poetry books may do better as e-books because of smaller readership and less interest in paying more for print-book poetry. Another reason to produce a book in e-book form only is to have a test run to see how the book sells

and whether it is worthwhile to do a print edition. Any necessary fixes can easily be made with no or low cost to re-upload the file to the sales site.

Why produce only a print book? Certain books do better in print. Technical or instructional books with many graphs, tables, photos, or bullet points are difficult to format for e-book, and many people find them easier to read and more convenient to peruse in print form. Children's books are also far more popular in print and can be difficult to format for e-book. Currently, young-adult books are also more popular in print.

Most authors should consider producing both print and e-book versions of their work to give their readers a choice. And surveys have shown that a number of readers who fall in love with the e-book go on to buy the print book, too. Amazon now has an option where CreateSpace-Kindle Direct authors can offer a package deal for readers who want both print and e-versions of a book.

## THE BOOK CORNER

### **Cat Time**

by Lynnette Schuepbach

Creative Sources / \$12.95

ISBN: 0-9759613-2-2

Available through: Borders, Amazon, and [www.KidsDoRead.com](http://www.KidsDoRead.com)

*Cat Time* stimulates children's imagination while teaching them how to tell time on a conventional clock. Children aged 0-7 years learn to read through rhyming, rhythmic patterns, and repetition. Liddy's imagination encourages creative play, while colorful pictures add to the enjoyment of reading. Parent's section included.

Lynnette Schuepbach's wide range of work experience gives her an eclectic view at life, focused on education. Lynnetted has appeared on several cable-television craft programs, developed a grant program for school systems, and presented at the Parents As Teachers National Conference.

## News You Can Use

The following is a selection of articles, resources, and information to help you CREATE, WRITE, MARKET BOOK.

### CREATE

***How to Create Characters that are Believable and Memorable*** by Glen Strathy, 2014

"It may seem obvious, but when you create characters it is important to make each character distinct and different. In fact, you must do this to keep your novel interesting."

<http://www.how-to-write-a-book-now.com/create-characters.html>

### WRITE

***Tips for Non-Fiction Book Writers*** by Quentin Schultze, 2014

"I learned the importance of engaging readers as listeners by reading short sections of my work to my college students. Their faces never lie."

<http://quentinschultze.com/tips-1-5-for-book-writers/>

### MARKET

***Why Building an Email List is Essential for Authors*** by Joel Friedlander, March 24th, 2014

"...for the vast majority of authors—published, self-published, or soon-to-be-published—an email list is the perfect complement to your other marketing activities."

<http://www.thebookdesigner.com/2014/03/why-building-an-email-list-is-essential-for-authors/>

**SLPA Mission** The St. Louis Publishers Association empowers authors and publishers to create and market quality products and books. A nationally recognized organization, the SLPA provides educational, informational resources on publishing. Through its monthly meetings, the organization provides networking opportunities for people involved in all aspects of the publishing industry.

**MEMBERS:** Do you have a new book you would like to announce? For more information, email Bobbi Linkemer mail to: [communications@stlpublishers.org](mailto:communications@stlpublishers.org)

## SLPA Meets on the Second Wednesday of the Month

BRENTWOOD COMMUNITY CENTER  
2505 S. Brentwood Blvd., Room 101  
Brentwood, MO 63144

(Enter through the door closest to the flagpole)

Doors open for networking at 6:30pm, and meeting begins at 7pm. The formal meeting concludes at about 8:30pm with networking after the meeting.

Regular meetings are free to members. Guests—\$10 at the door, cash or check only.

## Questions About SLPA?

Contact membership chair:

Peggy Nehmen

[membership@stlouispublishers.org](mailto:membership@stlouispublishers.org)

SLPA NEWS & VIEWS

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