

Chicago Self-Publishing Meetup Group
SELF-PUBLISHING CHALLENGES OPPORTUNITIES

Meeting 1: August 16, 2012

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TOPICS:

Technology Trends
Resulting Changes in Publishing
Opportunities in Self-Publishing
Challenges in Self-Publishing
Resources
What's Next for CSP Meetup

I. TECHNOLOGY TRENDS

- Online bookstores led by Amazon
- Print on demand: pBooks
- Espresso Book Machine
 - by OnDemand Books (Xerox)
 - The Harvard Book Store
 - The U of I in Champaign
- Trend toward tablets & smartphones and away from laptops & desktops
- Electronic publishing: eBooks
- Trend toward building apps for smartphones and tablets
- Cloud computing, Internet marketing, social media marketing

II. RESULTING CHANGES IN PUBLISHING

- Traditional publishing business is down
- Chain and independent bookstore sales are down
- Online bookstores sales are up
- Ebooks are being sold through a variety of websites that didn't previously sell books
- Emergence of online businesses that let you create and sell your own pBook (Lulu.com, CreateSpace & others)
- Print on Demand (POD) businesses
- Ebooks in libraries
- Google Books & Google Play

III. OPPORTUNITIES IN SELF-PUBLISHING

- Self-Publishing:
 - Phenomenal growth over past five years
 - Authors have different goals so needs vary
 - Some authors choose to publish only ebooks
 - Ebooks tend to be shorter – many have fewer than 100 pages
 - No longer a stigma attached to self-publishing
 - Self-Publishers include not just writers but other professionals
 - Process is much quicker than a traditional publisher
- Authors self-publish in their own way and on their own timeframe
- Multiple formats and sales channels
- POD allows authors to print only the quantity they need or only when an order is placed
- A book consultant/coach/shepherd can help

IV. CHALLENGES IN SELF-PUBLISHING

- Competing with traditionally published authors as well as self-publishers
- Learning the self-publishing process – always changing
- Choosing the right technology and channels
- ISBNs: You'll probably need more than one
- Finding a good editor, book designer, web designer, etc.
- Avoiding unscrupulous self-publishing companies
- Handling marketing & promotion: do it yourself or pay someone to do it

V. RESOURCES

Please note that some of the links below are for service providers. We're including them as information sources, not endorsements. Nearly all offer free information on self-publishing.

Highly Recommended Books

[Self-Publishing Manual](#), Dan Poynter

[Self-Publishing Manual Vol. II](#), Dan Poynter

[The New Rules of Marketing & PR](#), David Meerman Scott

[The Fine Print of Self-Publishing](#), Mark Levine

Highly Recommended Online Resources - free resources, infokits, directories, etc.

www.parapublishing.com - Dan Poynter

<http://www.thebookdesigner.com/> - Joel Friedlander

www.thecreativepenn.com/publishing/ - Joanna Penn

Good Online Articles and Resources

<http://www.forbes.com/sites/davidvinjamuri/2012/08/15/publishing-is-broken-were-drowning-in-indie-books-and-thats-a-good-thing/> [Recommended reading!]

<http://selfpublishingteam.com/tools/>

Go-Publish-Yourself.com

www.sellingbooks.com

www.newselfpublishing.com

<http://www.beaglebay.com/services/shepherding.html>

<http://www.thebookrefinery.com/writing/a-beginners-guide-to-self-publishing/>

<http://michaelhyatt.com/021-my-best-advice-for-first-time-authors-part-1-podcast.html>

<http://turndogmillionaire.com/2012/08/14/22-people-aspiring-authors-should-follow/>

<http://taxesforwriters.com/business-tips-for-writers-pricing-your-book/>

Business and Legal Forms for Authors and Self-Publishers

<http://www.amazon.com/Business-Legal-Authors-Publishers-Self-Publishers/dp/1581153953>

Digital Differences, Internet & American Life Project

<http://pewinternet.org/Reports/2012/Digital-differences.aspx>

The Rise of e-Reading Internet & American Life Project

<http://libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading/>

The Washington DC Write to Publish Group: Many of their meetings' handouts and presentations are on the meetup site under the "more" and "files"

www.meetup.com/DC-Write-To-Publish/

www.selfpublishingcommunity.com/

www.novelhelp.com/2010/04/are-you-a-publisher-establish-yourself-with-lightning-source/

<http://llbookreview.com/2009/06/how-does-lightning-source-compare-to-lulu-and-createspace/>

www.ondemandbooks.com www.harvard.com www.uofibookstore.illinois.edu