

**Chicago Self-Publishing Meetup Group**  
**SELF-PUBLISHING CHALLENGES OPPORTUNITIES**

**Meeting 1: August 16, 2012**

**Co-organizers:**

**Kim Bookless**  
[kim@kimbookless.com](mailto:kim@kimbookless.com)  
[www.kimbookless.com](http://www.kimbookless.com)

**Joe Vangsness**  
[reg@vangsness.com](mailto:reg@vangsness.com)  
[www.vangsness.com](http://www.vangsness.com)

**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](http://www.parapublishing.com) - Dan Poynter

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

[www.thecreativepenn.com/publishing/](http://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](http://Go-Publish-Yourself.com)

[www.sellingbooks.com](http://www.sellingbooks.com)

[www.newselfpublishing.com](http://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/](http://www.meetup.com/DC-Write-To-Publish/)

[www.selfpublishingcommunity.com/](http://www.selfpublishingcommunity.com/)

[www.novelhelp.com/2010/04/are-you-a-publisher-establish-yourself-with-lightning-source/](http://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](http://www.ondemandbooks.com)   [www.harvard.com](http://www.harvard.com)   [www.uofibookstore.illinois.edu](http://www.uofibookstore.illinois.edu)