



Kudos and prestige

Editorial support plus
cover design (professional)

Distribution

Possibly marketing help

All depends on the
publisher



Time to market

Lack of control

Loss of rights

Beware the pulping
meeting! What happens
if you don't sell?





Quicker time to market

Total control and choice

Sell by any means as you retain the rights

Niche markets perfect

More money per book

Get into the game! Test the market and then approach a publisher with evidence of sales

Time and effort into sales and marketing, not chasing agents and publishers



You need to do it all yourself, or find professionals to help

May cost you money upfront

Hard to get distribution into physical bookshops

You might not sell as many books

Less prestige than being 'published' but the stigma is lessening





Print On Demand is Freedom

<http://www.flickr.com/photos/29968788@N00/2758252237/>



Books are printed individually when they are ordered by the customer

Saves you money. No upfront printing costs. Royalties monthly.

No stock so no holding costs and no boxes around the house

Ship straight to the customer from the printer, so no postage and packing for you





50 Benefits of Ebooks

A Thinking Person's
Guide to the
Digital Reading
Revolution

M P
I A
C S
H T
A O
E R
L E

Edition
September
2009

"This book is pretty much a 'must read'
and 'ready reference' for anyone
considering eBooks."

—Michael S. Hart, Founder
Project Gutenberg

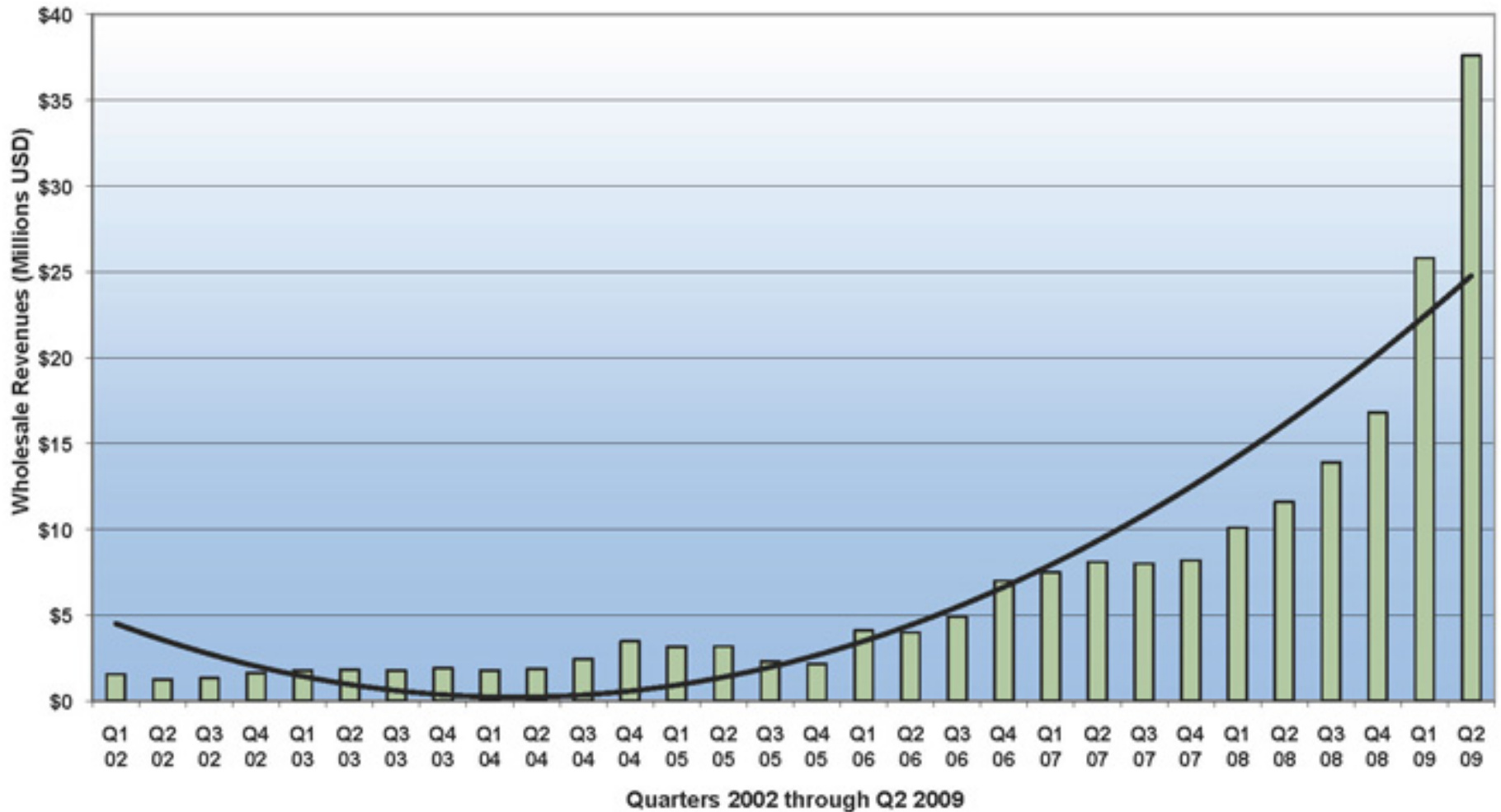
<http://epublishersweekly.wordpress.com/>

Only \$2 for the ebook version –
Highly recommended!


<http://jakonrath.blogspot.com/2009/10/kindle-numbers-traditional-publishing.html>

Sales on the Kindle – not
worth having a publisher!

US Trade Wholesale Electronic Book Sales



http://www.idpf.org/doc_library/industrystats.htm



Growth market and will be dominant within 3 years. Get in at the beginning.

No cost of entry, Less risk. Check out the market.

Global platform with no shipping or costs. Smashwords.com but Amazon must be coming

Income can be a good addition – see JA Konrath post

Additional stream – why not?!

Not accepted as “publishing” by mainstream yet. Less kudos.

Technology barriers to ‘arty’ people (but getting easier)



kindle

BOOKS IN 60 SECONDS

NOW WITH
INTERNATIONAL
WIRELESS



Live Outside the U.S.?

Good news. Kindle can now be shipped to customers outside the U.S. [Click here to see important information specific to your country](#)

APPLE

An Insider On the Apple Tablet

By Brian Lam, [11:00 AM](#) on Thu Aug 13 2009, 293,702 views

1522 diggs



Courier: First Details of Microsoft's Secret Tablet

By The Paperboy, [7:30 PM](#) on Tue Sep 22 2009, 760,498 views

979 diggs [digg it](#)



<http://gizmodo.com/5365299/courier-first-details-of-microsofts-secret-tablet>

<http://gizmodo.com/5335942/an-insider-on-the-apple-tablet>



Smashwords™

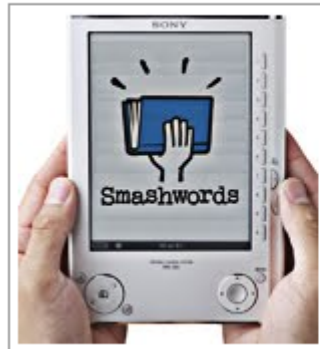
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<https://www.smashwords.com/>



On the Stanza app

Smashwords Signs Distribution Agreement with Sony,



Sony and Smashwords today announced a distribution agreement with Smashwords authors around the world.

Sony has launched the Sony Publisher Platform for authors and small publishers to sell their books.

Concurrent with the Sony Publishing Platform launch, Smashwords has signed a distribution agreement with Barnes & Noble to distribute Smashwords ebooks.

Th Barnes & Noble to Distribute Smashwords Ebooks

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Smashwords has signed a distribution agreement with Barnes & Noble to distribute Smashwords ebooks.

As you might imagine, Barnes & Noble is a very mainstream distributor of ebooks.

Until today, it was not possible to get Smashwords ebooks on Barnes & Noble anywhere in the world.

We trust this is good news for Smashwords authors and their readers.



Welcome to Digital Text Platform

| Text Platform

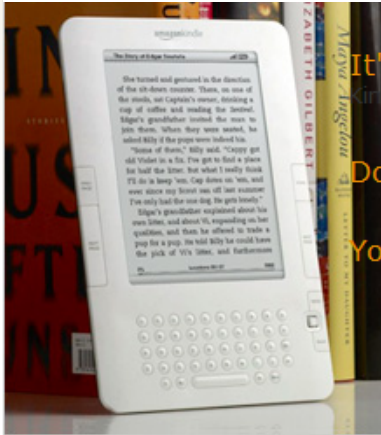
| easy self-publishing tool that lets you upload and format your books for sale in the [Kindle Store](#).

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