



**Great Tips. Well Linked.**

**SelfPublishing.LifeTips.com**



## Category: Self Publishing

Subcategory: Self Publishing

### **Tip: Establish a Family Tradition**

Selling not your thing? You may not want to sell hundreds of books, or even any at all. You may simply want to preserve your family's memories, thoughts, and remembrances that can be passed down from generation to generation. Think of this when thinking about self publishing pros and cons.

\*You don't have to self publish for a profit, you can establish a tradition of self publishing your family's history, so it will survive forever.

### **Tip: Motivations to Self Publish**

Look at the good and the bad! What are some self-publishing pros and cons, you ask? There are many to consider. Some pros include: You have control over the process You get published more quickly More royalties (self-publishing will likely earn you 40-60% opposed to the normal 10%) Complete attention (publishing houses focus on multiple books at once)

You can't have pro without cons, here are some big ones: You're flying solo Time—it takes a lot of yours The market is tight There is a prejudice against self-publishing

### **Tip: Self Publishing Fiction**

Is self publishing fiction successfully a fictional concept? While most all books lend themselves to self-publishing, fiction books tend to sell less copies than most other kinds of self-published books. There are so many well-known and respected fiction authors that a first-time author may have trouble competing, and there are also many fiction genres, so it may be difficult to find just the right niche for your book.

\*Self-publishing fiction is not impossible, but it may take longer for the book to sell and for your publishing venture to grow and get off the ground.

## Category: Book Binding.

Subcategory: Book Binding

### **Tip: A Tale Of Templates**

Most self publishing companies provide a template which will help you to lay out your book so it is suitable for binding. If the template is set out in Word, it will include a document with the correct page size (such as 5 1/2 by 8 1/2 inches) with the margins inset by at least half an inch. All text must be within those margins. This will give a standard paperback size when trimmed. The inside margin will usually be wider to allow space for book binding. This will ensure that none of your text is hidden after the book has been bound. In a standard template, the wider margin will be on the right of even numbered pages and on the left of odd numbered pages. Page numbers will either be to the left of even numbered pages and the right of odd numbered pages or centered within the printing area. Even if your self publishing company does not provide a template, you can use these guidelines to lay your book out in the correct manner.

### **Tip: DIY Book Binding**

If you are self-publishing a small number of books and are on a tight budget, doing your own binding could save you money. Luckily, you don't have to go to a book binding company. A Japanese book binding technique lets you make or repair paperback books with a needle, a thread and an awl (if the book is thick). Collect your sheets of paper together, clip them together and punch four holes in them. These should be set evenly in a line a quarter of an inch from the spine, the top and the bottom. Get a length of thread which is eight times the height of the book. Nylon thread, carpet thread and waxed dental floss are strongest. Start by pushing the threaded needle (with a knot at the end) through about 20 pages using the lower middle hole. Then bring the thread out to the front cover. Go around the back to and push the needle through where you started, coming back to the top hole. Repeat this till you have used most of the thread then tie it off.

### **Tip: Saddle Stitching Your Self Published Book**

Think before you hop on the saddle! Saddle stitching is less expensive for books of 64 pages or less. Instead of piling the signatures on top of each other (like perfect binding), signatures are wrapped around each other on a "saddle," wire-stitched, then trimmed on three sides. This book binding technique is great if you're producing a newsletter for the local PTA, but not if you're trying to sell a book, so many book binding services don't provide this service.

Saddle stitching your self published book has a much lower perceived value. Since these books do not have a spine and would have to be displayed face-out, bookstores do not generally like saddle-stitched books — consider this when considering different types of book bindings. The exceptions to this rule are certain types of children's picture books.

### **Tip: Smythe Sewing Binding**

Want to abuse your books? The Smythe sewing binding is an extremely strong type of binding for books that are meant to lay open or be read often. It is one of the longest lasting types of book bindings and is often used in textbooks, coffee table books, library books, and religious publications.

\*If you are planning on writing a book that you think will need to take a endure a lot of use or abuse or one that a reader might need to have open to a certain page for an extended period of time, this might be the best book binding for you to consider. Keep in mind, however, that smythe sewing does not allow for lay-flat capabilities. Adhesive case binding is the preferred method in all but rare cases (it is very strong with today's adhesives).

### **Tip: The E-book Alternative**

If you don't want to use a book binding company, consider making your book available electronically. With an e-book you can still have many of the benefits of self-publishing. You can get an ISBN for your e-book, choose a cover design, get assistance with marketing and sales, and receive royalties on book sales. Like most self publishing companies, e-book publishers provide templates to help you format your book and lay it out appropriately. However, you will not have to worry about choosing a type of binding. Instead, you can focus on promoting your e-book, so you earn as much as possible from self-publishing.

### **Tip: Time To Split**

A split run is where the print run (the number of copies printed) is divided between paperback and hardcover. This is useful if you are not sure which book binding to choose or which version of your book will be most popular. For example, you might choose to print a few hardcover copies to send to reviewers and the remainder in paperback. You can also choose to leave some of your copies unbound until you see which book binding is popular with buyers. One advantage of modern print-on-demand processes is that the purchaser can choose the binding he or she prefers. However, you may have to pay for two versions of your book.

## **Category: Book Editing**

Subcategory: Book Editing

### **Tip: How To Avoid Plagiarism**

Plagiarism is the use of someone else's copyrighted work without attribution. When you are writing a book that requires the use of a lot of external research, it is easy to accidentally use someone else's words, particularly if they have captured perfectly what you want to say. To avoid plagiarism, it is best to keep records of all the sources of information you use for your book. If you are writing a non-fiction book, you can use footnotes and endnotes to say where you got the information. If you are writing a fictional book, then you can indicate any sources of note in your acknowledgements. It is also advisable to rewrite useful information in your own words.

## Category: Book Financing

Subcategory: Book Financing

### **Tip: Book Overruns and Book Underruns**

Yes, you do have to pay for book overruns up to 10% of your ordered quantity when you self publish a book. If, for example, you order 200 books, and 210 or 220 books are shipped, you must pay for the extra 10 or 20 books. The reason is that book printers cannot estimate spoilage in the printing press process exactly.

According to the custom, a 10% book overrun or a 10% book underrun counts as a complete job. You get charged for a book overrun and credited for a book underrun. If you absolutely must have a minimum quantity of self published books, then the spoilage factor doubles to 20% on the plus side. If your minimum is 200 books, for example, then you must accept an overrun of up to 240.

## Category: Book Marketing Services

Subcategory: Marketing Services

### **Tip: Basic Wholesale Book Distribution**

Go ahead, promote yourself! Thor Distribution, RJ Communications' latest addition, helps you turn the mystery of bookstore distribution into "Found Money." This inexpensive add-on to any regular BooksJustBooks.com printing order allows you time to concentrate on your main mission—promoting and marketing your book online and offline. This book distribution program has many benefits, including: It is easily transferable to a traditional book distributor once bookstore sales reach several thousand copies per year It can make your book available for distribution to over 90% of

the bookstores in the US for only \$49.95 This book marketing service is available to anyone, regardless of budget

## Category: Book Printing

Subcategory: Book Printing

### **Tip: Adding Text Color to your Trade Book**

The most cost effective self published book uses only one color text in the book printing. Adding color to your text will kill the unit cost of your book unless you print thousands of copies. Printing cost is made of two items: setup and run.

The setup on an offset printing press is high (compared to a digital printing press), but the running rate is low. This "setup" is fixed and is amortized over the number of copies printed. A \$5000 setup spread out over 1000 copies is significantly higher than if you spread it out over 10,000 copies or 50,000. Most books that you see in the store with two- or four- color text print significantly high quantities (which you are probably not going to do).

### **Tip: An Imposing Story**

Page imposition is a system used by printers to save paper when printing. Printing pages in the way that we read them (one page at a time) would be quite wasteful. Instead, book printers print pages in sets of 16 or 32 (or 4 or 8). However, instead of using readers' spreads (with pages 2 and 3 together), they use printers' spreads, so that when the pages are folded, cut and collated they form a conventional book layout. If you are printing a book or booklet yourself, it is useful to know how this works. Printers' spreads start with the first and last pages together and end with the middle pages together. For a 16 page booklet, the printers' spreads would be 16+1, 2+15, 14+3, 4+13, 12+5, 6+11, 10+7, 8+9. The pairs add up to the number of pages in the booklet plus 1. In addition, the odd number is always on the right. If this seems daunting, an Internet search will reveal several software programs that will help with page imposition for your self published book. If you ask your local book printer, they may have European paper sizes in stock. Although it's not widely advertised these are available in North America too, and they may be a smart choice if you want to sell your book abroad.

### **Tip: Book Printing Choices**

SelfPublishing.com Tip: When deciding on a book printing method, think about the number of books you intend to print - print on demand is probably better for short runs, while offset is more economical for large print runs.

### **Tip: PQN**

POD (Print on Demand) digital printing machines are a new innovation in digital printing. These machines can print multiple books at a time, and use a direct-to-image (disk to drum) electrostatic process with a blended toner that reproduces photographs well.

\*POD is extremely cost effective. Before you print your book, check with your book printing company to see if they have this new, cheaper technology.

### **Tip: Printing Color Text on a Digital Printing Press**

The full color digital printing presses have come to the point that full and four color printing is now possible (but not very cost effective in multiple page formats). Digital book covers have been printed successfully for quite some time. The \$1/cover is very cost effective compared to a \$750+ makeready on an offset printing press.

The problem comes when printing text. That same \$1 applies except for say a 32-page children's book. You essentially have the equivalent of 9 covers or \$9 unit cost. This is fine for advance copies or digital book proofs but far too expensive for production copies.

\*It is better to look for traditional book printers and binders when you are working on a tight budget.

### **Tip: Sheetfed Printing**

If the printer you are considering using tells you they will print your book on a sheet fed printing press, watch out! The traditional sheetfed press has little use in today's book manufacturing. I can almost guarantee that if your self published book is being printed on a sheetfed offset press you are paying more than you should. Compare your book printing quotes.

Sheetfeeding used to fill the gap between short-run sheetfed and web. That is no longer true because newer web presses are efficient right down to around 500 copies (where the short-run digital printing presses leave off). The only reason to use a sheetfed press to print a single trade book is if you have selected a trim size that does not fit the web press or if you are printing an art or photography book using fine screen halftones on coated paper.

### **Tip: The Cameron Belt Press**

Cheap isn't always good! Clearly, there are many options for the self publishing printing of your book. One type is a kind of press called the Cameron Belt Press. Large publishers may use this type of press to print cheap, mass-market paperbacks.

\*Cameron Belt Press is the cheapest form of printing, and is not recommended for self publishing printing at all.

## Category: Children's Books

Subcategory: Children's Books

### **Tip: Illustrating Children's Books**

SelfPublishing.com Tip: Look for a child book illustrator for your self published book in Internet forums for writers and illustrators or use the illustrators supplied by your self publishing company.

### **Tip: Just Kidding About Genres**

SelfPublishing.com Tip: It is important for all writers publishing a children's book to decide which genre their book will fit into. Look at directory listings to see which child book publisher markets in your chosen genre. Then look at some of the books to get some ideas.

## Category: Cover Design

Subcategory: Cover Design

### **Tip: Take Cover**

Cover design is crucial because it is the first impression of your book. It is essential that your cover design fits in with books of the same genre, yet stands out enough to be noticed. This means there's a good chance that someone will look at your book. Cover design is your chance to sell your book to the reader. It is a sales and marketing tool and if it's feasible, it's a good idea to get your cover professionally designed.

## Category: Distribution

Subcategory: Distribution

**Tip: Amazon Distribution And Listing**

SelfPublishing.com Tip: Obtaining an International Standard Book Numbers is one of the most important parts of book distribution. A unique ISBN is assigned to every book. They are used by three main groups: publishing houses, book traders and libraries. All of the groups use ISBNs for ordering, stock control and any accounting that needs to be done.

**Tip: Beyond the Bookstore**

Not all books are sold in bookstores! When self-publishing, make sure to explore other places to sell your books, besides bookstores. If you need some help, try looking at a book like Beyond the Bookstore by Brian Jud. It contains information on the multi-billion dollar non-bookstore market, including a CD-Rom with extra information you can use to promote and market your book to a wide variety of alternative sources.

\* There are more markets than you probably realize so don't sanction your book to one! Get books on different markets and surf the Internet for ideas.

**Tip: Sell at Fund Raisers**

If you want a great book marketing tip, try fundraising sales. Not all non-profit groups require free donations. Many will have special events where they ask local vendors to participate and give a percentage of their sales to the non-profit or charity.

\*Fundraising sales events are often very popular with buyers because they know their money is going to a good cause.

## Category: E-Books

Subcategory: E-Books

**Tip: Choosing Between a Distributor or Publisher**

SelfPublishing.com Tip: Read the fine print. Some contracts restrict the author's ability to distribute copies of their books, or hire another e-book publishing company. Most e-book publishing companies are not true publishers. Be careful before signing away the book copyright or limit where the e-book is sold if the publisher asks for money.

### **Tip: Designing an E-book Cover**

The cover of an e-book has a dramatic impact on sales. Self published authors need to be careful when purchasing e-book cover software. Not all e-book cover software is created equal: Avoid templates that insert a book title onto the pre-made image of a book. Look for a program that accepts the book's traditional 5 1/2 x 8 1/2 cover image, and then twists it into the classic 3/4 view associated with e-book covers. The traditional book cover style is a front cover view, saved in a .jpeg file, 79 dpi for advertising in an online bookstore. The classic e-book cover is a small thumbprint 3/4 image of a book. It is used when selling e-books from a web site.

### **Tip: EPIC Author's Association**

The Electronic Publishing Internet Connection is the Number 1 association for published e-book and print authors. Its mandate is to provide strong voice for electronic publishers, and make it easier for authors to sell an e-book contract. EPIC helps professional writers learn about the publishing and promotion opportunities on the Internet. They build networking opportunities, host writer's conferences, open up new markets to sell an e-book contract in, and exchange information with regulatory organizations within the publishing industry.

### **Tip: The Long Game**

Ebooks have become an important way of self-publishing, because they are cheap to produce and can be delivered easily. Ebooks vary in length depending on the publishers' requirements and the type of ebook. Most ebooks have about 250 words per page. Short non-fiction ebooks might be as little as 24 pages (6000 words), while longer ebooks are often between 10,000 and 20,000 words. The best approach to deciding the length for an ebook is to read publishers' or self publishers' guidelines to see what length they recommend for particular types of ebooks.

## **Category: ISBN**

Subcategory: ISBN

### **Tip: How To Use ISBNs**

International Standard Book Numbers (ISBNs) are assigned to books and ebooks. They are used by three main groups: publishing houses, book traders and libraries. All of the groups use ISBNs for ordering, stock control and any accounting that needs to be done. In addition, they use ISBNs for other purposes: - Publishing houses use ISBNs to monitor sales date and manage rights and royalties - Book traders use ISBNs for sales, bibliographic searches and books in print directories - Libraries use ISBNs for information retrieval, inter-library loans, loans, cataloguing and maintaining a national

bibliography.

### **Tip: ISBNs Abroad**

There are more than 160 countries and territories that belong to the International Standard Book Numbering (ISBN) scheme. To find the agency that is responsible for issuing an ISBN in your country or region, visit the international ISBN website ([www.isbn-international.org](http://www.isbn-international.org)). This has a list of all the agencies for countries, regions and language groups. Many self publishers' websites have links to the relevant ISBN agency within a particular country. This is a good place to start when looking for an ISBN for your self-published ebook.

## Category: Planning Your Book

Subcategory: Planning Your Book

### **Tip: Overcoming Writer's Block**

Book self publishing can be a lonely business, and so can sitting in front of your computer, staring at a blank screen while you try to overcome writer's block. If you find yourself stuck in a chapter or section of your book, Try moving on to another section and coming back when you have some fresh ideas A short walk may help clear your head Doing a quick chore, like dishes, laundry, or a run to the market can also give you a new perspective

Don't give in to writer's block, overcome it and you can get back to work!

## Category: Promotion Ideas

Subcategory: Promotion Ideas

### **Tip: Are you up to Working Alone?**

Do you think that one really is the loneliest number? Most people in the self-publishing business wear many hats. Their businesses are small, and they handle the production, the sales, the bookkeeping, and everything else about their business (usually on their own).

\*If you don't enjoy working by yourself, without the support group of a "day" job, then self-publishing may simply not be for you, or it may only be a part-time job for you.

### **Tip: Author Booksignings**

Are author book signings an important part of a book marketing plan? In one word, yes! Author book signings generate publicity about your book. Most newspapers will print small announcements of author book signings and, even if you only sell a few books, you are reaching new customers and booksellers who may recommend your books to others.

### **Tip: Mail Flyers Promoting Your Book**

Psst! Want a book marketing tip that really works? Try printing post cards for your book. Post cards will offer continuous marketing, long after you send them out. As you've probably noticed, post cards advertising various things, are everywhere and there's a reason for this—it really works. Flyers are cheap and easy to make so you can make a large amount of them with minimal effort. And, there are unlimited places available where you can put post cards: Put them up around your area Mail them to people that you know in other areas and ask them to post them Include post cards about your self published book in the information packets you mail each month Mail out post cards promoting your book to the thousands of names you have listed in your database Send thousands of post cards to bookstores everywhere and ask them to distribute them

\*Call any former clients and customers, offering them an opportunity to buy advance copies for their sales force once the book publication date is announced.

### **Tip: Newspaper Special Sections**

Paste information about your book all over the newspaper! Here's a book marketing tip you might not have thought of: If you managed to get your book reviewed in the newspaper, target other special sections to make sure your book receives full coverage. Many newspapers print special travel, food, gardening, and holiday sections. Try to get your book highlighted in sections like these and reach an entire new group of newspaper readers.

### **Tip: Ongoing Book Marketing**

Ongoing book marketing is probably one of the most important aspects of marketing your self published book. It's all about you and your relationship with your book. You wouldn't leave your house without your keys—don't leave without your book, either! You'll soon see that sales opportunities arise in the strangest places. It only takes one book in the right hands to make the difference. Good luck!

**Tip: Social Book Promotion**

The Internet has many new features that can be used for self-promotion. One of these is social bookmarking. This is like putting bookmarks or favorites online, where they can be shared with others. A key aspect of this is tagging, which means assigning keywords to the bookmarks. Each bookmark can have several keywords. This would work well for the sales page of a self published book. Social bookmarking attracts huge amounts of traffic to tagged websites, so it is an excellent way to get a buzz going about a new self published book.

**Tip: The World is your Store Front**

When you have published a book yourself, always remember that every person you come into contact with is a potential sale when you are marketing and promoting your book. I know a poet in New York who sells 50-60 books per day in the subways and streets of New York. Everywhere you go and every conversation you engage in, make an effort to bring up your book. The more you get the word out, the more it will spread—this will make it more likely that you will sell copies.

## Category: Reasons To Self Publish

Subcategory: Reasons to Self Publish

**Tip: Profiting From Self Publishing**

If you market your book successfully, you are likely to make more money if you self publish. Trade publishing contracts offer royalties of between 5 and 15 per cent. With self-publishing you can earn up to 80 percent of the cover price of your book. Of course, you will have to pay for promotion and many of the other areas traditionally handled by publishers, but you should still net a bigger profit at the end of the day. A high profit margin will also help if you want to go the trade route later, as you will be able to show how much money they can make from your book (and perhaps negotiate a larger royalty). Trade printing can be quite costly, while self publishing allows you to print smaller runs at a relatively lower cost, thanks to modern printing technology.

## Category: Resources

Subcategory: Resources

**Tip: Learn about Self-Publishing**

If you are considering self-publishing, but don't know how, you can easily learn.

Entire organizations exist to help a self-publisher get started and maximize profits. Such as: The Independent Book Publishers Association Small Publishers of North America

Every successful small or self-publisher writes and publishes. Collectively they have documented every step of self-publishing a book. Most people begin by reading: Complete Guide to Self Publishing by Tom and Marilyn Ross The Self-Publishing Manual by Dan Poynter

Other small or self-publishers will view you as a collaborator, not a competitor. The real competition is the little publisher against the big New York publishers. So go to a bookstore, or a publishing organization's website and start learning now!

### **Tip: Learning Experience**

SelfPublishing.com Tip: Take advantage of every opportunity to learn the ins and outs of self publishing. Visit online resources including publishing podcast sites to find the most up to date tips and information on everything from finding a self publishing company to book cover design.

## Category: Self Publishing Companies

Subcategory: Self Publishing Companies

### **Tip: Authorhouse Account Set up**

It seems that you really have two questions here, so I will answer them, one at a time. Setting up an account with Authorhouse should have been taken care of when she published with them. I am assuming she published her book there? If she has, then she can just register. They have an author center where it allows her to register: <http://www.authorhouse.com/AuthorCenter/home.asp> The second question: you cannot find her book unless you knew the title or author name. This is standard in the industry. If you want people to find her book easily, they have a way to set up a website for her, and then you can just tell people what site to go to to buy her book. Here is the link for that: <http://www.authorhouse.com/GetPublished/DomainName.asp> Hope this helps!

## Category: Self Publishing Events

Subcategory: Self Publishing Events

### **Tip: How to Find the Best Self-Publishing Education Online**

The world of self-publishing has opened up opportunities for millions of writers all over the world. Since there is no publishing house gatekeeper, and the barriers to entry are low, almost anybody can get their book published in either electronic or printed formats. However, you might need a little bit of help to get started, so an online class or webinar might be helpful, convenient, and provide just the right information that you need to get your fiction or non-fiction book published. Go Directly to Publishing Platforms You can hardly think about self-publishing without thinking of the platforms and tools that Amazon provides with CreateSpace and Kindle Direct Publishing. You can use CreateSpace to publish physical books that can be printed on demand. KDP is for publishers who want to sell electronic versions of their books on Amazon. Both of these platforms provide helpful online guides with all of the basic information that you will need to turn your document into a book, and you can access them for free. Of course, other self-publishing platforms also provide good online classes and guides, but Amazon is the busiest provider in this niche. Writer's Market Publications Writer's market guides like Writer's Digest help authors find a market for their books. In the past, that mostly consisted of listing publishers who were interested in publishing books and articles. However, Writer's Digest has expanded to include the booming self-publishing market. The company provides many different online classes for writers who want to know how to create and market their work.

## Category: Self Publishing News

Subcategory: Self Publishing News

### **Tip: Three Famous Authors Who Self-Published (and How They Did It)**

Many people assume that an author can't be successful without the support of a traditional publishing house. However, that's no longer true. Here are three authors who achieved fame and fortune through self-publishing. E.L. James British author E.L. James began her writing career by publishing stories online. A small Australian publisher, The Writer's Coffee Shop, eventually picked up James' erotic Fifty Shades trilogy and offered the novels via e-book and print on demand. Vintage Books acquired the rights to James' work, and the rest is history. To date, James has sold over 70 million books worldwide and a film adaptation of her famous novel, Fifty Shades of Grey, is slated to hit theaters on February 13, 2015. Lisa Genova In 2007, neuroscientist Lisa Genova penned a novel about a professor who struggles with Alzheimer's disease. Lisa had no luck with traditional publishers, so she decided to self-publish with iUniverse. The novel, Still Alice, received rave reviews, and Genova landed a lucrative deal with Simon & Schuster. Still Alice eventually debuted at number five on The New York Times Best Seller List. G.P. Taylor Graham Peter Taylor, or G.P. Taylor, was a parish priest when he penned his first novel, Shadowmancer. Taylor spent thousands of dollars to self-publish his work, but the investment paid off as he

quickly sold several thousand copies of the novel. Following Shadowmancer's success, Taylor landed a deal with a major publishing house for six additional novels. No luck getting your novel published? Perhaps self-publishing is for you. Who knows, you could be the next big success story!

## Category: Selling Online

Subcategory: Selling Online

### **Tip: Bowker's Books**

Get a helping hand. A book marketing service that is extremely helpful is Bowker. It's a great idea to make sure that your self published book title is listed in the Bowker "Books in Print" database because many online bookstores, including BN.com rely on this database for their ordering and searching for available books.

\*You can easily submit your book to the database at [Bowker.com](http://Bowker.com).

### **Tip: Online Book Sales With Book Previews**

Online book preview videos can be an effective way of getting your book in front of people who might not normally see it. A book preview video may cost in the region of \$4,000 to produce if you hire a professional. However, some people cut costs by making the preview themselves with the help of friends. Once your video book preview is made, you will then be able to reach a worldwide audience by distributing it through sites such as Google Video, iTunes and YouTube. Some people send book previews to bloggers so they can be featured on their blogs. This is another way of reaching a different online audience.

### **Tip: Self Publishing Reasons**

Here is some good self publishing advice: You can get distribution for your book through Amazon.com and Barnesandnoble.com just as easily as Dell and Random House can for their books. The Internet is the ultimate level playing field, and that may be one of the most important self publishing pros/cons you can think about when choosing to self publish your own book. Though it's true that the big houses have access to these sites, so do you (the competition is stiff though).

## Category: Vanity/Subsidy

Subcategory: Vanity/Subsidy

**Tip: Definition of Vanity Press**

A vanity press prints and binds a book at the writer's sole expense. Costs include the publisher's profit and overhead (vanity publishing is usually more expensive than self publishing). The completed books are the property of the author, and the author retains all proceeds from sales.

Vanity publishers do not screen for quality - they publish anyone who can pay - and typically provide no book editing, book marketing/promotion, or book warehousing services. They are a book publishing company not a self publishing company.

**Tip: The Difference Between a Subsidy Press and a Vanity Press**

Beware of the publishing predators! There is virtually no difference between a vanity press and a subsidy press. Both make authors pay to have their books "Published." They both prey on the uneducated self published buyer and take advantage of the author's inexperience.

\*Steer clear of these companies and instead look for a reputable self publishing book company that has been recommended by other self published authors.