

[PDF] POD For Profit: More On The NEW Business Of Self Publishing, Or How To Publish Your Books With Online Book Marketing And Print On Demand By Lightning Source

Aaron Shepard - pdf download free book

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Description:

From the Author

"Aaron Shepard is the undisputed expert at earning profit from POD. Here are the step-by-step instructions for setting up your own publishing operation and optimizing the financial benefits. Following his steps, you will earn two or three times as much per book." -- Bruce Batchelor, author, "Book Marketing DeMystified," and founder and former CEO, Trafford Publishing

"A graduate course and definitive guide for advanced POD publishing." -- Morris Rosenthal, author, "Print-on-Demand Book Publishing"

"A tremendous amount of information that will benefit an author who self publishes not only through Lightning Source but by any other method." -- Kevin Sivils, author, "Self-Publishing with Amazon's CreateSpace"

"Remarkably thorough and readable." -- Jonathan LeBlanc Roberts, Breton Bay Publishing

"I wish I had read a book like this before I started publishing." -- Brandon Simpson, Small Town Press

"Invaluable advice for any small press or independent publishing firm." -- Max Scratchmann, Poison Pixie Publishing

"Could not be more timely or helpful. What a wealth of information . . . and not just what to do, but HOW." -- Malcolm Dell, Elbow Grease Publishing

"Aaron Shepard is exceptional in his ability to keep up with the ever-changing minutiae of the world of self publishing via POD. I wouldn't want to publish without this book within reach." -- John Culleton, Wexford Press

"Don't go into publishing without it." -- Grace Bridges, Splashdown Books

"Another gold mine of information from Aaron Shepard. Absolutely required reading for any self publisher." -- Christy Pinheiro, author, "The Step-By-Step Guide to Self-Publishing for Profit!"

"Lots of valuable, easy-to-understand information. I will recommend this highly to my self-publishing clients as a reference for their many questions. Even after more than a decade in the business, I learned a few things from this book." -- Jamie Saloff, Saloff Enterprises

"Indispensable if you are considering printing your book POD. Covers every aspect of the process in depth." -- Norma Lehmeier Hartie, Lingham Press

"After Aaron's 'Aiming at Amazon' and 'Perfect Pages,' his new book completes the tool belt allowing small press entrepreneurs to succeed. Learn the elements essential to flourishing as a publisher -- and not just any kind -- a profitable one!" -- T.D. Hollowell, Undiscovered Press

"Required reading for anyone who wants to publish independently while maximizing their profits. The publishing industry insights, step-by-step instructions, examples, resources and practical advice are a gold mine for authors." -- Dana Lynn Smith, The Savvy Book Marketer

"Covers all you need to know about self publishing with POD so you can bypass the beginner's mistakes and get to the good bits!" -- Jennifer Stewart, Write101.com

"Everything you need to know to work with Lightning Source is contained in this book." -- Zoe

Winter, Indie Books Journal (blog of IndieReader.com), Apr. 12, 2010

"Clearly written and very nicely organized. . . . Aaron Shepard uses his own experience and expertise in the field to help others not only get their material out there but be profitable. A choice and very highly recommended read for anyone considering print on demand as a publishing option."
-- *The Midwest Book Review*, June 2010

"Well balanced. . . . Knowledge is power, and this book definitely has a lot of power behind it." -- Cheryl Anne Gardner, POD People, June 2, 2010

"Will definitely save you time and money." -- Susan Penn, The Creative Penn, July 14, 2010

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CONTENTS

[About This Book](#) | [Review the Rules](#)

1 ~ LEARNING ABOUT LIGHTNING

[Get the Facts](#) | [Lightning Source Partners](#) | [Get the Connection](#) | [Get the Advantage](#) | [Get Access](#) | [The Espresso Book Machine](#)

2 ~ BECOMING A PUBLISHER

[Adopt a Name](#) | [Obtain ISBNs](#) | [Set Up for Business](#) | [Real Self Publishing?](#) | [Plug Into Lightning](#) | [Request Listings](#) | [Access Wholesalers](#) | [Stake Your Claims](#) | [About Google Books](#)

3 ~ WORKING WITH LIGHTNING

[Understand the Model](#) | [Setting Up Sales](#) | [Consider Capabilities](#) | [How to Spell Lightning](#) | [Use the Site](#) | [Work with Reps](#) | [The Ingram Companies](#)

4 ~ DEALING WITH DATA

[Gather Your Info](#) | [Assign Your ISBN](#) | [Set the Year](#) | [Guide Booksellers](#) | [Assist Librarians](#) | [LC Subject Headings](#) | [Reveal Your Content](#) | [Create Your Images](#)

5 ~ GOING TO MARKET

[Choose a Pub Date](#) | [Set a Discount](#) | [Set a Price](#) | [Aaron's POD Price Chart](#) | [Refuse Returns](#)

6 ~ PREPARING YOUR FILES

[Prepare Your Pages](#) | [A Better Reprint](#) | [Prepare Your Cover](#) | [Ink Limits and Images](#) | [Cope with Color](#)

7 ~ LAUNCHING YOUR BOOK

[Upload to Lightning](#) | [Avoiding a Proof](#) | [Submit Your Listings](#) | [Check In on Wholesalers](#) | [Check In on Amazon](#) | [Prelisting on Amazon](#) | [Check Other Booksellers](#) | [Moving to Lightning](#)

8 ~ SPREADING THE WORD

[Show Up Online](#) | [Get Reviews](#) | [Taking It Easy](#)

9 ~ LOOKING AT LEGALITIES

[Consider Copyright](#) | [Make a Deposit](#) | [Why This Book Has No Checklist](#)

10 ~ MINDING YOUR BUSINESS

Watch Your Sales | Sales Trivia | Handle Other Sellers | Sell Foreign Rights

11 ~ FACING THE FUTURE

Consider Revision | Consider Price Changes | Adding Distribution Options | Consider Double Sourcing | Turn Down Buyouts | Publish More Books | Aging on Amazon

APPENDIX

Where to Get Help | iPage Publisher Accounts | Working with BowkerLink | Learning About TextStream | The Stigma of POD



FROM THE INTRODUCTION:

This book is both new and not new. It grew out of my earlier book, "Aiming at Amazon," and some of the material you'll read here was once part of that other book.

"Aiming at Amazon" outlined the new business of self publishing, based on producing and distributing books through print on demand and marketing those books through online booksellers, especially Amazon.com. When the book first came out, there was only one way for a self publisher to profitably approach Amazon -- through the POD provider called Lightning Source. So, I treated the two as inseparable elements of my model.

Less than two years later, when the book came up for revision, things had changed. Amazon's own POD offerings had evolved, and its CreateSpace had become a viable alternative for self publishers. Lightning was still the more profitable choice, but CreateSpace, with its greater ease and convenience, was better suited to many beginners. At the same time, I had about three times as much to say about Amazon marketing.

So, the second version of "Aiming at Amazon" focused more on Amazon itself, and I saved most of my remaining content for a second volume to be focused on Lightning Source.

This is that second volume. And like my writing on Amazon marketing, this material too has about tripled in bulk. I've gone into much greater detail about how Lightning works and how to work with it, as well as about other services important to Lightning publishers.

From the Inside Flap

BOOKS ON SELF PUBLISHING BY AARON SHEPARD

AIMING AT AMAZON: The NEW Business of Self Publishing, or How to Publish Your Books with Print on Demand and Online Book Marketing on Amazon.com. There has never been a self

publishing manual like this. "Aiming at Amazon" is NOT about getting your book into bookstores. Instead, it lays out an innovative approach that targets sales on Amazon.com. It reveals how to make a book sell well online, with tips never before offered. And it doesn't stop there -- it gives you a way to publish your book that can greatly increase your profit per copy. Avoid publishing plans that handicap you almost before you begin. Let "Aiming at Amazon" introduce you to the NEW business of self publishing.

POD FOR PROFIT: More on the NEW Business of Self Publishing, or How to Publish Your Books With Online Book Marketing and Print on Demand by Lightning Source. CreateSpace uses it. Lulu.com uses it. So do AuthorHouse, iUniverse, Xlibris, and almost every other self publishing company in the US, Canada, and the UK. Lightning Source is the printer and distributor at the heart of the "print on demand" industry. So, why pay a middleman? In this follow-up to his groundbreaking book "Aiming at Amazon," Aaron Shepard explores how to greatly increase your profit by working directly with Lightning. If you're serious about making money with POD publishing, this book can show you the way.

PERFECT PAGES: Self Publishing with Microsoft Word, or How to Design Your Own Book for Desktop Publishing and Print on Demand (Word 97-2003 for Windows, Word 2004 for Mac). Nowadays, new technologies and services have made it easier than ever to publish your book, but there's one question you may still face: Do I need an expensive page layout program, or can I just use a word processor like Microsoft Word? With this book as guide, you'll soon be producing pages from Word that no reviewer will scoff at.

FROM WORD TO KINDLE: Self Publishing Your Kindle Book with Microsoft Word, or Tips for Formatting Your Text in MS Word So Your Ebook Doesn't Look Horrible (Like Everyone Else's). Using Word to prepare a Kindle book isn't nearly as difficult as many will tell you, but it's also not as simple and straightforward as others claim. In this short ebook, Aaron offers his own quick tips for creating attractive, professional text with reasonable effort.

PICTURES ON KINDLE: Self Publishing Your Kindle Book with Photos, Drawings, and Other Graphics, or Tips for Formatting Images So Your Ebook Doesn't Look Horrible (Like Everyone Else's). Almost everything you've read about formatting pictures for Kindle is wrong. Aaron brings his years of experience in book design, webmastering, and photography to bear on a single question: How do you make pictures look great on the Kindle?

HTML FIXES FOR KINDLE: More on Self Publishing Your Kindle Book, or Tips for Touching Up HTML from Microsoft Word and Other Apps So Your Ebook Looks as Good as It Possibly Can. Saving HTML from Word or another program can bring you maybe 80% of the way to a well-formatted ebook -- but what about the other 20%? Aaron provides the tips to bring your Kindle book to the next level.

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