



BOOK NEWS & NOTES

A Revolution In The Publishing Industry

By Susan Driscoll

(NAPSA)—Eighty-three percent of Americans say they want to write a book, but only a small percentage actually have both the drive and discipline to do it. Finishing a manuscript is a huge accomplishment—an achievement that affords writers the reward of seeing their hard work in print.



Susan Driscoll

Prospective authors can take pride in the fact that despite whether their magnum opus is a novel, guide, autobiography, cookbook, book of poetry, or how-to manual, they have alternative and effective ways to publish it affordably and efficiently—in some cases, making it available to online retailers in fewer than 90 days.

Modernizing Publishing

Just as new technology and online distribution channels have revolutionized the music and film industries—increasing the number of artists and producers working with independent film and recording companies—these advancements are also changing the book-publishing industry.

Until a few years ago, hopeful authors had only two options for getting their work published. They either sent their manuscripts to traditional publishing companies or literary agents, usually only to receive numerous disappointing rejection letters, or they chose the option of true self-publishing. In true self-publishing, the author retains all rights to the work, but must perform all publishing and distribution tasks—including taking responsibility for obtaining editing and marketing support to warehousing and shipping. In addition, true self-publishing requires a major financial investment up front to print a large number of books at an efficient price.

Now, authors have a third option: supported self-publishing. This form of publishing offers authors a variety of affordable publishing services, and uses print-on-demand technology to eliminate the need for warehousing. Compared to true self-publishing, the supported self-publishing model decreases the up-front cost to authors, and minimizes financial risk.

The leader in supported self-publishing, iUniverse, offers authors a variety of publishing services—including professional editorial and marketing services—to help authors get a start and test their books in the market. Authors may publish a book for as little as \$459 and make it available for order on barnesandnoble.com, Amazon.com, and 25,000 online retailers worldwide. In addition, iUniverse requires no up-front investment for book inventory. With the new print-on-demand technology, books are printed as they are ordered—so the author has less of a financial risk.

Want the Last Word?

In the traditional book business, publishers and booksellers are in control; they decide what readers want and what they'll read next. When authors choose to self-publish, they take control of the process, have the final say regarding the finished product, and develop their own plans for success.

Author contracts with iUniverse are non-exclusive, so authors are free to have their books acquired by traditional publishers or, if their book is selling enough copies to warrant a large print run, they may consider a true self-publishing approach.

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Susan Driscoll is President and CEO of iUniverse, one of the largest publishers in the United States.