

IS PRINT STILL VALID?

YES!

Print is still very much the way most people want to read books.

Over past years, there has been talk of ebooks taking over. However, this has *not* happened.

Recent data tells us: almost **1/2 of people** read print, **just slightly less than a 1/4** read print and ebooks, and little more than **1/4 read only ebooks**.

So people reading print amount to **almost 3/4 of the general audience** for books.



THE PRINT ROUTE

PRINT-ON-DEMAND

You can set up an account with an online distributor who will print your book when it is ordered. They will deduct the cost of print from each book ordered + there could be fees for set-up or upon sale by retailers.

SHORT RUN PRINT

You can hire a local company that can print short run quantities of your book that come directly to you. You pay for the books when you order them - there are no fees when you sell them yourself.



IN MOST CASES POD FITS THE BILL

SELF-DISTRIBUTION

While there is potential for more margin if your cost per book is lower with short run, you must market your individual author platform (e.g., social or website) vs. being on a book seller site. If you are selling direct to specific audiences where you have a following and/or you take group orders before printing, you may be able to manage outlay & could have a better % of return on each book.

PRINT-ON-DEMAND (POD)

There are a number of services that will bring your book to different retailers and distributors. They usually ask for an upfront fee or a part of your sales. But you are not paying ahead of sales, which might help with your budget & free up \$\$ for marketing. Because people still likely won't find your book unless you market it.