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## PART 1 – Today’s Industry

- 1 The Popularity of Self-Publishing
- 2 Good Reasons to Self-Publish
- 3 Drawbacks

Part 1 addresses the growth of independent publishing as a cost-effective and efficient means to disseminate an author’s works. It also gives insight into the pitfalls and drawbacks of private publishing.

## PART 2 – Getting Started

- 4 Imprints, Logos, and Business Entities
- 5 Developing a Unique Idea
- 6 Deciding What to Publish
- 7 Creating Your Writing Environment

Part 2 gives advice on developing an imprint as well as how to maintain a sense of professionalism. This section also provides guidance on generating ideas and deciding what to publish, and offers suggestions on how to build a work environment that offers the most productivity and least distraction for both writing and publishing.

## PART 3 – Preproduction Tasks

- 8 Cataloging
- 9 Identifying Potential Markets

Part 3 provides valuable information on properly registering publications with agencies such as R.R. Bowker and the Library of Congress Copyright Office. This section also helps the reader identify markets for their books while being aware of funding sources.

## PART 4 – Writing and Production Work

- 10 Writing Your Book
- 11 Developing Artwork
- 12 Producing Your Book
- 13 Printing On Demand

Part 4 helps the author-publisher with issues such as writing and revising a book and deciding on the necessity of artwork. Technologies and a variety of processes and procedures are offered with regard to printing and binding production work such as the use of book production machines for point-of-purchase book manufacturing.

## Part 5 – Marketing and Distribution

- 14 Developing Marketing Materials
- 15 Developing Alternative Marketing Strategies
- 16 Selling via Mail Order
- 17 Filling Orders
- 18 Distributing Your Book
- 19 Virtual Publishing

Part 5 gives the author-publisher insight into traditional as well as more creative marketing methods as well as information on inexpensive methods to ship books. Detailed procedures for efficiently filling orders and keeping track of financial accounts are provided, and suggestions on how to get books into readers’ hands are included. Finally, valuable information is provided on the latest technologies regarding “virtual” publishing, using electronic publishers to digitize books and sell online in both electronic and hardcopy versions.

### Reviews on *Publishing for Small Press Runs*

“A Meticulous Manual for Micropublishers. This book is an essential edition to the small publisher’s library. Smith teaches self-publishing at the University of New Orleans and practices what he preaches. This book is best read before embarking on a small publishing project, then referred to as specific issues come up, such as dealing with postal authorities or manuscript prep for electronic publication. Highly recommended.” —Steve O’Keefe, author of *Publicity on the Internet* and the *Complete Guide to Internet Publicity: Creating and Launching Successful Online Campaigns*

“Book Publishing Just Became Faster, Easier & Cheaper. *Publishing for Small Press Runs* is all about writing, producing, selling and promoting your book. The really exciting revelations are about the new electronic pre-press procedure, PDF formatting and digital printing. Gary takes you through the growth of independent publishing (there are 55,000 of us out here), how to set up your publishing business, how to get a copyright and otherwise protect your work, how to build your manuscript and, finally, ways to market your finished book. The book has lots of resources with Web URLs.” —Dan Poynter, author of *The Self-Publishing Manual*



**About the Author** - Gary Michael Smith is a writer, editor, educator, and publisher. Over 200 of his articles have appeared in more than 60 international trade and technical magazines and specialty journals. He has published 11 technical, historic, and instructional books on topics of scientific journal management, driving safety, coffee and coffeehouse history, writing, publishing, complaint resolution, and professional organization development. He also teaches numerous courses at the University of New Orleans on a variety of topics.

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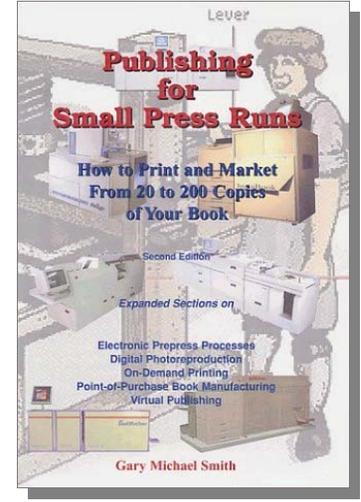
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