

## STC Program

**Topic:**       **Self Publishing Quickly and Affordably**  
***Publishing for Small Press Runs—How to Print and Market from 20 to 200 Copies of Your Book***

**Speaker:**     **Gary Michael Smith**

For every 10 books published, only four make a profit while three lose money and three break even. This is a standard reality of commercial publishing, and probably not too different from self-publishing. However, by publishing your own books, you can decide on the number of books to print initially, thereby reducing the amount of money lost in the event your book is not one of the four that make a profit.

Other points regarding book publishing are:

- Although children's books are one of the most popular genres today, only 1 in 10,000 manuscripts are accepted.
- Bookstores are one of the worst places for a self-publisher to sell books.
- Publishers rarely consider manuscripts from authors, and agents are more difficult to interest than publishers.
- Four conglomerates own all commercial publishers in the U.S.

With today's growing technology base in photoreproduction and offset printing, book authors and designers are able to print only minimal numbers of books at the same cost of producing larger pressruns. With digital photocopiers and full-color digital offset presses, an author-publisher can produce as few as 1 to 20 books at a time or as many as hundreds—at about the same cost per unit. Moreover, books can be printed one at a time “on demand” or offered only as softcopy books for downloading to computers, personal digital assistants such as a Palm Pilot, or electronic books.

Gary Michael Smith began Chatgris Press because of unyielding requests from friends and colleagues for his first tome: *The Peer-Reviewed Journal: A Comprehensive Guide through the Editorial Process*. This first effort received rave reviews in STC's *Technical Communication* from Jeff Hibbard, editor for the *IBM Journal of Research and Development*, as well as numerous other international publications. This first book detailed the processes and procedures for setting

up and managing the editorial office of a peer-reviewed scientific research journal. Now having sold in 14 countries, this is the premier guide for specialty periodical management.

To publish this book, Smith began Chatgris Press as the imprint to include information on acquiring an ISBN, copyright paperwork, and submitting information for publication in *Books in Print*. From there, Chatgris Press was then the publisher of five more titles on topics ranging from the history of coffee and coffeehouses to driving safety to professional organization chapter development. Eventually, Smith decided to detail his own processes in a cutting edge text on the technology of modern book production in *Publishing for Small Press Runs—How to Print and Market from 20 to 200 Copies of Your Book*.

Still writing and editing, Smith has developed Chatgris Press into a publishing consulting firm, freelance editing entity, and distributor of seven books to-date and a number of the 112 of his articles published by 34 technical and trade journals and magazines.

Smith also teaches a course on small press publishing at the University of New Orleans, and many of his students are commercially published authors who are tired of the standard 18- to 24-month turnaround time of commercial publishers as well as the 4- to 6-percent standard royalties.

When not writing, publishing, promoting, editing, lecturing, and teaching, Smith works as Senior Publications Specialist at the Research and Technology Park's Information Technology Center where he applies his 14 years of technical writing experience developing publications for the Department of Defense. He also rides a vintage motorcycle and writes for biking magazines as well.

For more information on *Publishing for Small Press Runs*, see any online bookseller such as Amazon.com or see Smith's site at [www.ChatgrisPress.com](http://www.ChatgrisPress.com). He can be reached at [ChatgrisPress@ChatgrisPress.com](mailto:ChatgrisPress@ChatgrisPress.com).