



ENTER to How We Can
Market Your Books



ISSUE 7: THE NEXT GENERATION OF INDEPENDENT BOOK PUBLISHING IS SOON TO BECOME A REALITY

As usual, the cartoon for this month's issue is from our own Ari Bernabei. Ari not only does our illustrations for [Embellisher eReader](#) books, he can also create special commix for you. If you need to spice-up your business newsletter or website with a fresh and humorous creation, then just [email](#) our man Ari and tell him what you need in the way of a topic. He can give you an idea of what it would cost for a single-panel or multiple-panels strip.

What do you need to hear from us?

Just [tell us!](#)

The Canadians are Coming!



Readium

Our Open Source Partner

a small part of his new venture called "[Publaunch](#)" because he recognized real genius when he saw it (my mother taught me to be modest). Actually, I recognized the genius of his plan, as I have been an independent author and publisher for 24 years now, and when I see an enterprise in the works that will provide all the services self-published authors need at one location, my Shark Tank ears perk up. I have worked with thousands of Indie authors to get their titles published, and I wanted to partner with the best team out there.



PUBLAUNCH

The Hybrid Model Pays Off for Indie Authors

I was recently discussing the future of publishing with Greg Ioannou, the owner of the biggest publisher in Canada, and [I wrote a blog about our discussion](#) for my business website. I decided to become

Greg envisions a business wherein authors will be able to accomplish the four necessary decisions most needed for independent authors who want to make a wise choice about going it alone or getting their manuscripts ready to be presented professionally to the “Big Fish” who will do the marketing and promotion for them.

Decision 1: Choose Between Going it Alone and Using a Publisher

This is the existential choice made by all authors today. Obviously, there are [certain advantages to each of these choices](#), but I am not going to enumerate them. I want you to do your due diligence and research these advantages on your own. However, I am going to encapsulate my over 20 years of publishing experience, so if you choose to believe me, then perhaps you can make the choices I recommend to see if they will work for your specific need. One of my recommendations, obviously, is to use a service like Greg’s, but that won’t be available until February or March of 2016.

Going it Alone

This choice gives you the potential to make the most profit. However, you must also bear the same burden that the “big boys” must bear as publishers. This means you must cover the costs of the following:

1. Editing
2. Pre-press layout and design
3. Printing
4. Distribution
5. Marketing and Sales

Of course, many of the above categories have sub-categories that aren’t mentioned. Suffice it to say, the big publishers cover these costs for the author, and this is the main reason authors want to be represented by them. It is the dollar amount spent on the author, which includes the advance on future royalties, that determines whether this author is “top tier” or not. Obviously, as independent authors and publishers are increasingly becoming competition to the big 5 publishers, top tier author status is becoming more and more difficult to attain. It’s all about sales, and unless this is your goal, then you may not want to take on the burdens of going it alone.

Using a Publisher

I used to think being published was the ultimate “heaven” for an author. Perhaps it was, way back in 1996, when then Harcourt-Brace decided to publish my non-fiction title, *The Digital Scribe: A Writer’s Guide to Electronic Media*. Since then, as publishers have been gobbling each other up in their cannibalistic way, to increase their bottom lines, independent authors and publishers have also been growing in size. This has happened because of digital publishing and the advantages therein.

If you can get top tier status as an author with a big publisher, then I recommend that you certainly go with them. Chances are you’ll get a really large advance, and they will pay for all the costs mentioned previously. You might even be one of the lucky authors to go on a book tour paid for by the publisher. However, most mid-list authors have to pay for their own marketing these days. Also, on Greg’s website, you’ll be able to get funding, and this will also serve as both a reality check as to the prospective profitability of your book

idea as well as a way to reach agents and other people who can best determine whether a big publisher might be interested in what you have to sell them.

Realistically, however, 99.9 percent of authors don't fall into this category of making it big in mainstream publishing. For example, even back in 1996, I never received a cent of royalties on my published book, even though it was an internationally published book with a CD tucked in the back cover! All I got was the advance. My agent and publisher collected the rest. Today, however, I can get much better deals from [independent publishers](#) who have low overheads and can afford to invest in niche topic areas (and authors). I recommend that you go to these independent publishers and don't worry about an advance. Practically speaking, an advance against future royalties means you won't receive any payments, and all you'll get is the advance. Therefore, you want to negotiate the best deal with the publisher that allows you to collect the highest percentage of net royalties.

Decision 2: The Launch Option

The next big revolution in publishing is the ability to publish and read using one's mobile devices. More people, in fact, are reading on their smart phones, iPads and Tablets than they are on their Kindles, Nooks and Crannies (joke). Why? For one, it's the convenience factor. Why should I get locked into reading on one device when I can go from device-to-device reading the same document, picking up on a new device where I was reading on another? Another factor is the "multimedia" reality of being able to use all the media options available only on mobile devices. I explain this in detail [in an article I wrote](#) for my blog.

Most of the big publishing giants are marketing to their readers using mobile. In fact, entire companies have sprung-up in Silicon Valley which provide the biggies with ways to market to the readers' mobile devices. One of the biggest, if not the biggest companies is [Bookshout](#).

Greg's website, Publaunch, will give authors a way to quickly do a search through curated sources of mobile publishers (like EMRE Publishing!), so you can find the one that fits both your budget and quality standards. You will be able to see the company's portfolio, expertise and prices in order to make the best choice. The future of publishing, Greg and I agreed, will contain authors who learn to market and sell through normal distribution points (think Amazon, Barnes and Nobel, Smashwords, etc.) as well as directly to the reader through their mobile devices (think Bookshout and EMRE). Ideally, at Publaunch, an Indie author will be able to get funding from the crowd-funding component of the website and then get published using the best sources available through the publishing component of the website. Such a deal!

Decision 3: How Much to Pay

To the self-published author, this is the most important step in publishing your book. There are, of course, many vanity and other types of publishers who are ready to take your money and promise you a lot in return. As with any other choice involving what you spend, you must do your due diligence to see what you're

investing in to receive what you need. There are [websites](#) that report scam publishers, and you should check them out before spending any money on any publisher.

In general, it is better to use a “rifle approach” to marketing than a “shotgun approach.” This is why mobile marketing and social marketing are so important in these days of digital progress. In fact, it is one of the only advantages self-published authors have over their big publisher counterparts. Try as they might, the Big 5 cannot give their stable of authors the individual and independent look of the “truly” independent authors. Readers are also becoming increasingly aware that the quality and expertise of self-published and independent authors are much better than they were in the past.

This is the main reason why I decided to partner with Greg’s Publaunch service. The truly wise Indie author knows he or she must cover all the bases when it comes to marketing and sales. That means getting the best quality and price on prepress (book covers, design and illustration, and editing) so their print-on-demand book will be attractive enough for launch. They also need to hire the best public relations and promotion experts for their project. Greg will be giving the author the option of searching only the best providers of these services because he personally speaks with these providers (as he did with me) to make certain they are the best at what they do. This curating service that Greg is doing before his personal business launch is worth its weight in gold to the Indie author.

If you’re going it alone, you should put your money into the production of your book and, even more importantly, into the rifle approach to marketing it. After all, when you go it alone you are, in effect, an independent publisher. With mobile marketing, you can [rifle to a purchased mailing list](#) to prepare your readership for the first book in your series, and with traditional distribution (we use Vearsa.com for this), you can do the same marketing before launch of your print book that the Big Publishers do for their titles.

Step 4: The Pitch

You knew this was coming. I am now going to explain why you might want to consider using our services to get your book published. As an independent author and now a publisher with over 20 years in the publishing “game,” I wanted to give authors the best deal they can receive to put their titles out there for their readership. EMRE Publishing, LLC, was born from this desire to give independents the lion’s share of their hard work. I want this for my work, and now you can have it for yours.

Example 1: Self-published author of Nursing Book for Foreign Nurses

This person wanted to teach foreign nurses the “inner secrets” of getting a good nursing job in the States. She had the expertise, having earned her R.N. and an MBA, and she also had the desire to become an independent entrepreneur. She had access to an online server where her presence could be established at a low cost.

As a result, she chose to go with our [3-in-one publishing app installation for \\$500.00](#). With this plan, she could get all the advantages of publishing her titles with us using our [pre-press](#) and [book conversion](#)

[services](#), and then using our app to promote and deliver her titles and courses directly to her clients. Of course, the most important consideration was the fact she receives 100% of the price she affixes to her titles sold through her app and through direct mail and other marketing campaigns.

Here's [a description](#) of the options I gave her after she had first scheduled her [one-on-one conference with me](#). This description includes all the options we at EMRE Publishing extend to our self-published authors.

We also work with [small and medium-sized publishers](#) to give them the best way to publish using the “mobile advantage.”

Even if clients don't want to publish with us, or purchase their own app installation, they often choose to [market their books with us](#). We are the self-publishers' Bookshout. Our marketing packages include the worldwide distribution through Vearsa.com and all the other advantages of mobile distribution of multimedia (enhanced) and regular (print and eBook) titles.

Any Questions?

Please [set-up an appointment](#) if you have further questions about this unique chance to see your book(s) promoted in our unique multimedia marketing system. Or, [attend a webinar](#) to find out how you can install your own system.

“If you want us to design ePub3 content that your clients will interact with, just [request a free quote](#) from EMRE Publishing.”



Embellisher eReader

Our Flagship App Delivery System™

Contact Us

EMRE Publishing, LLC
San Diego, CA 92120
619-286-8936
publisher@emrepublishing.com
emrepublishing.com



Jim Musgrave
CEO (Chief Executive Imagination Officer)
English Majors Reviewers and Editors, LLC
P.O. Box 1123
San Diego, CA 92159
Business: 619-286-8936
Cell: 619-750-7360
publisher@emrepublishing.com
<http://emrepublishing.com>
twoople.me/jimmusgrave

STAY WITH US

We hope you enjoyed the issue of *The Embellisher*. Our clients are businesses, families and authors who understand the importance of mobile publishing. Suggestions for article topics are always welcome.

AD SPACE AVAILABLE

If you want to place your own ad in this newsletter, please [contact the publisher](#) with your request. He'll send you the options and prices.