The Print-on-Demand Revolution:

Introduction: Publishing Your Book to CreateSpace

Jay Boyer

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Introduction

CreateSpace is a self-publishing service which allows artists to publish and sell their books, CDs, and DVDs for a fraction of the cost of traditional methods. Many years ago this company was bought out by Amazon and now it is Amazon's print-on-demand (POD) publishing arm. So, by using CreateSpace, a self-published author is directly tied to Amazon. This means you are under the protection of Amazon and you have direct access to a great sales market. Amazon.com and CreateSpace.com are both designed in ways which make it easy for users to publish, protect, and market their work.
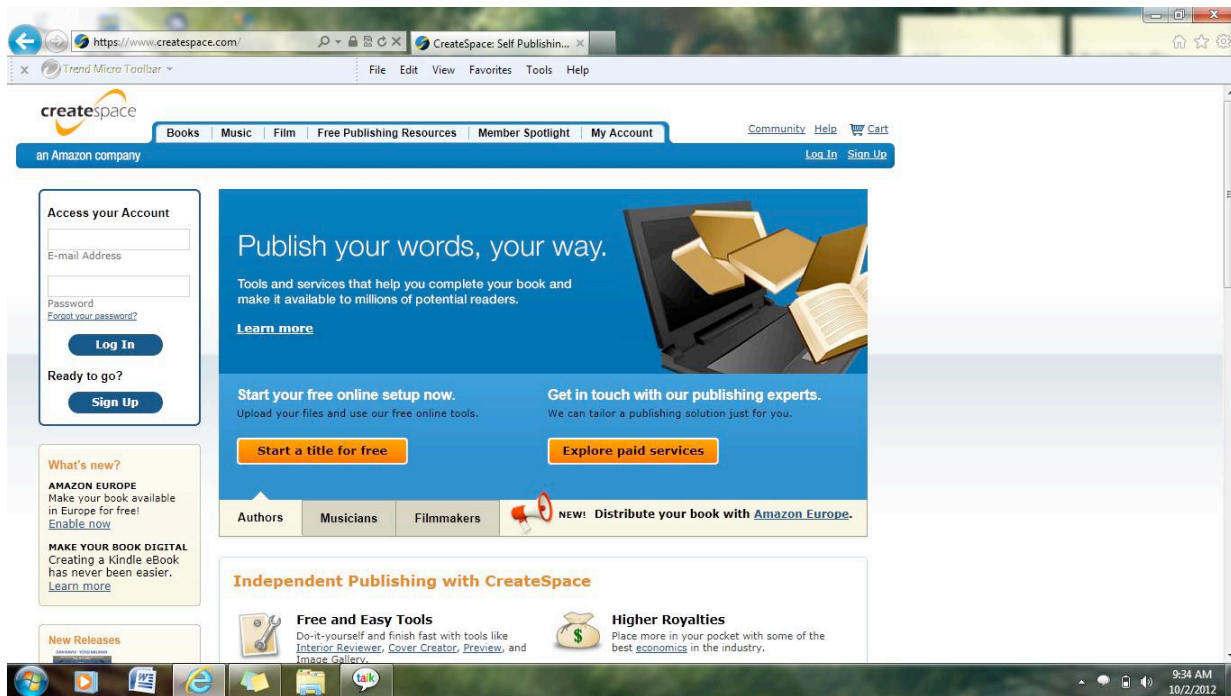
CreateSpace Publishing

Before Kindle and other eReaders entered into our lives, paperback books ruled the book market. There is still a large demand for paperback books, and many people still love and embrace paperbacks in spite of the large influx of the electric devices available for readers these days. You don't have to use CreateSpace to take advantage of print-on-demand publishing; however, it can be very advantageous for the self-publisher since it is already linked to the Amazon marketplace.

Print-on-demand publishing is exactly what it sounds like. In print-on-demand publishing, your book remains digital until someone purchases it. In other words, the book is only printed on an individual basis, per order, and upon demand.

Independent Publishing with CreateSpace

Free and Easy Tools
Do-it-yourself and finish fast with tools like Interior Reviewer, Cover Creator, Preview, and Image Gallery.

Higher Royalties
Place more in your pocket with some of the best economics in the industry.

Comprehensive Book Services
Get the help you need to complete your book with our affordable design, editing, and marketing services.

Always Available
Your work is manufactured to meet demand, so your title is always in stock. There are no upfront costs and no need to carry inventory.

Wide Distribution Options
Expand your book's availability through Amazon.com, Amazon Europe, your own eStore, and Kindle. Plus, reach more readers with the Expanded Distribution option.

Help when you need it
Get answers fast over the phone, by e-mail, or join our Community and discuss your ideas, questions, and more with folks just like you.

Before print-on-demand publishing, you pretty much had three choices: You could print your books on your own, you could get go through a vanity press and make expensive orders of 1,000 books or more, or you could seek out a publisher if you felt that your work was good enough to bring about profits. Even if you could get published through a publishing agency, you would likely only get royalties of 10% or less. Now you can self-publish and bring about a substantial stream of income for yourself. With CreateSpace, you will see that the royalties for you book could be as high as 30 or 40%; that is after printing, shipping, and all of the other services that the company provides for you.

If you are dissatisfied with a CreateSpace service or if your CreateSpace product contains a manufacturing defect, contact us within 60 days and we will do everything we can to make things right or refund your money.

Again, there are other companies which provide this type of service. CreateSpace is not your only option. However, Amazon is the platform of choice for many buyers and sellers. In fact, it is the largest book retailer in the world. So, it really doesn't make any sense to venture elsewhere, especially if you are already using Amazon to publish eBooks through Kindle.
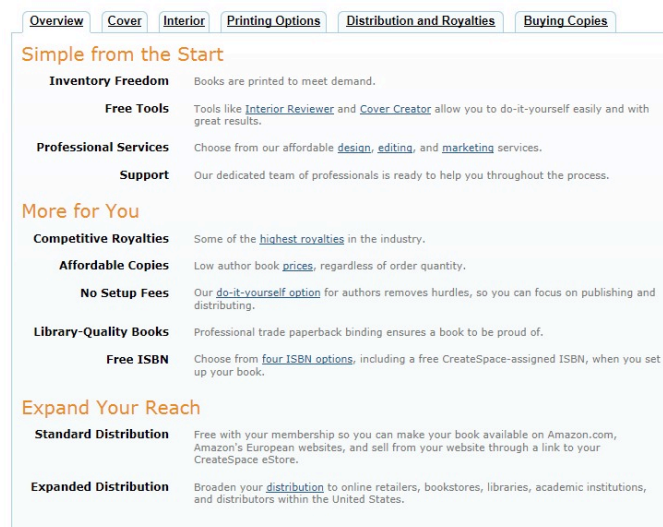
Why Publish to CreateSpace?
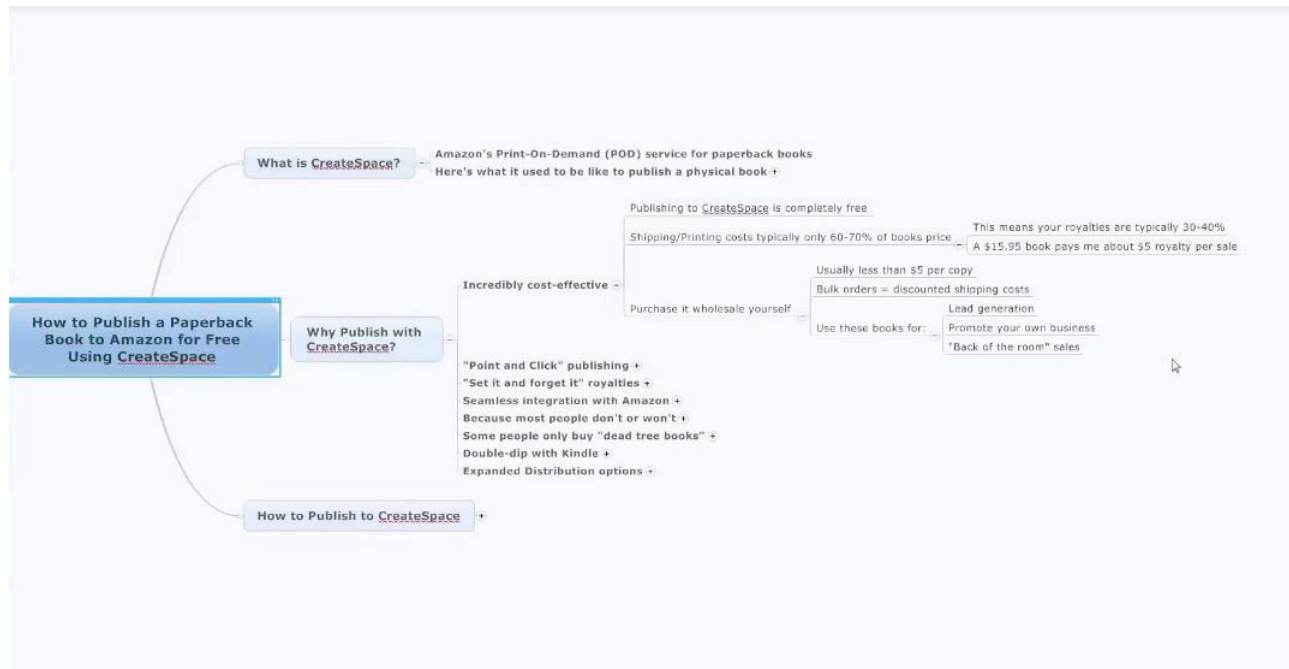
Using CreateSpace is an incredibly cost-effective way to publish your work. In fact, it is completely free to publish your book to CreateSpace. The only thing that you will be paying for is for Amazon to fulfill your book orders. Even this is incredibly cheap. For example, ordering a proof copy and shipping it only costs about $7. These types of services will cost money, but everything else is free.

In CreateSpace, shipping and printing costs typically take up about 60-70% of the total book price. This may vary by the amount of images, colors, and pages that your book contains. Even so, this leaves you with 30-40% in profits. For instance, a book which has a selling price of $15.95 that is 100-120 pages (with no images) will typically bring about royalties of about $5 per sale.

This is harder to achieve with an eBook. Publishing paperback books are likely to bring in bigger royalties because the selling price of these books is higher. A Kindle book typically starts out at a selling price of $2.99. You may be able to bump the price up a little bit if you are selling a "How To" book or a book of a longer length, but not very much. In order to bring about a profit of $5 per sale with a Kindle eBook, you would have to price it at a minimum of $7, even if your royalties are 70%. People expect paperback books to be more highly price. On the other hand, when you publish a Kindle eBook, the prices are expected to be much lower. Therefore, the royalty rates in a paperback book can be worth the extra cost.

You can also purchase your own book. For instance, if you would like to publish a book to use as a marketing tool to promote your business, you can order as many copies from CreateSpace as you would like. Jay Boyer, for example, used to do web services for other people. He created a book about his services and published it, ordering a couple of dozen at a time. He would then hand them out to his potential clientele.

Many professionals do this. In professional business practices, such as realty, construction, or chiropractics, these publications bring about an air of professionalism that is unmatched. This can bring in a substantial amount of profits and the published works pay for themselves in a short amount of time. If you do any kind of public speaking at all, you can make a great amount of excess cash by selling your book at the back of the room. All of these options (and much more) are available to you if you learn to publish with CreateSpace.

Learning to use CreateSpace effectively is not a difficult task. Using CreateSpace is extremely easy, that is why it has been deemed "point and click publishing". If you have never tried anything like this before, it typically only takes about an hour to learn. If you have ever published for Kindle, you will notice that CreateSpace is organized in a very similar, easy to use, fashion as Amazon.

CreateSpace has a cover-creation tool that is very simple to use. It is not the most amazing graphics utility available, but it is free and you can use it as much as you like. With this tool you can make a professional-looking cover in just a few minutes. Another advantage of CreateSpace is that changing your prices and testing new ones is also extremely simple. Furthermore, any changes to your pricing that you make will take place within a couple of hours.

The point of publishing in Kindle and CreateSpace is to create multiple streams of passive income through on-demand publishing. The tools described here are going to allow you to do so in a simple, hassle-free way. They are also going to position you in one of the largest markets for books and eBooks available.

CreateSpace is Seamlessly Integrated with Amazon

CreateSpace is advantageous because it integrates seamlessly with Amazon. This is a big benefit that CreateSpace has over other self-publishing companies like LuLu.com or Xlibris.com. This also means that there are not any additional steps to take when you finish your book. Your book will "go live" as soon as you sign off on the proof copy, and your sales can begin.
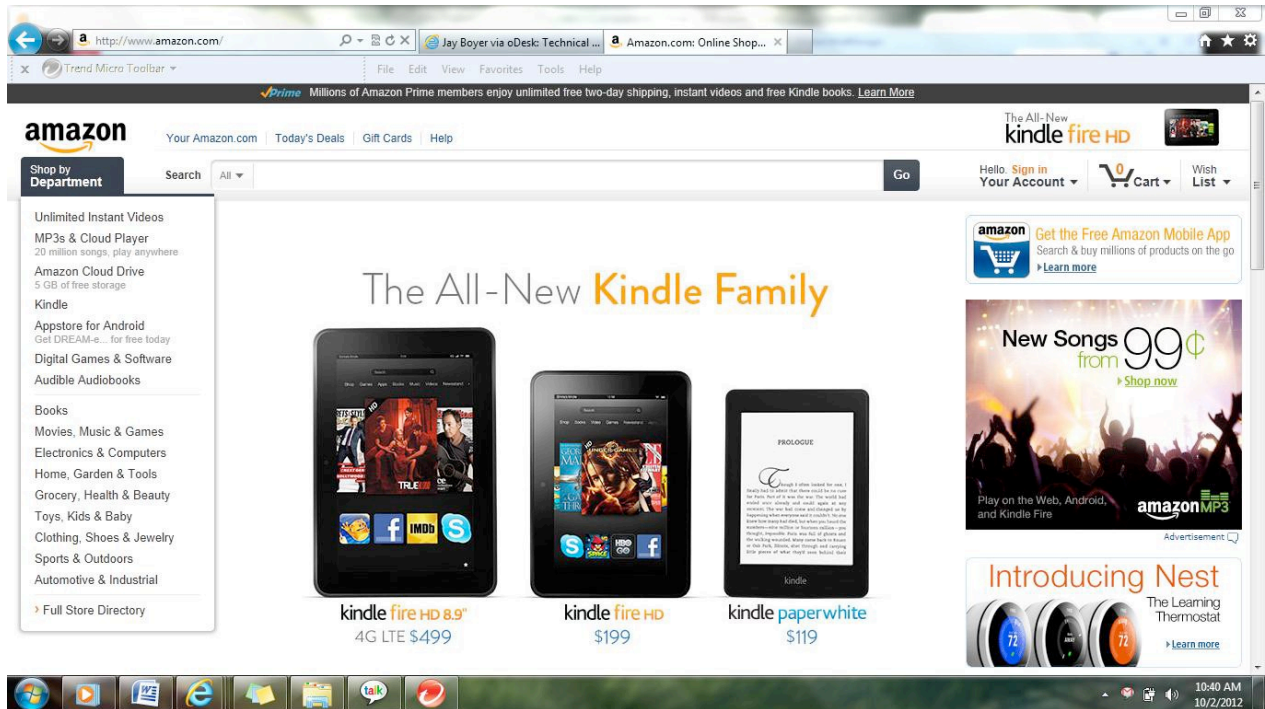
Once the book has been created and placed onto the marketplace, Amazon takes care of everything for you. When you publish an eBook, selling the publication is incredibly simple since it is all in a digital format. With printed physical books, the process is much more complicated and costly. There are hard costs involved such as:

- Printing
- Shipping
- Payment Processing
- Customer Support
- Returns
- Package Tracking

The costs of publishing and distributing physical books bring up the overall price of the books. Consumers understand this; that is why they do not mind paying $12.99 or more for a single book. Amazon takes care of many of these problems and expenses for you, however. Issues with any of the aspects listed above, such as customer support, are taken care of by Amazon. This makes a process which is normally very frustrating and expensive, incredibly easy and inexpensive for you.

One of the best aspects of being so interconnected with Amazon is that they are so well-known and well-liked. There are currently over 3 million unique visitors to Amazon every day. Many businesses pay millions of dollars every year for this amount of exposure. This is traffic that they are funneling to you for free. People also love and trust Amazon shipping. Many people, for example, who cannot drive or get around well, are Amazon Prime members because their shipping is free.

Why People Disregard the POD Platform

Many people do not publish with print on demand for a variety of reasons. Some of these reasons are:

- The eBook market is successful
- They don't know how
- They are focused solely on kindle
- They feel it would be too complicated

This is understandable, especially if you are making good money in the Kindle marketplace. You should understand, however, that if you have an eBook published and you are not utilizing POD, then you are essentially leaving money on the table. There are a lot of people who will never purchase an eBook because they don't understand the technology or they don't feel comfortable purchasing virtual items. There are also a lot of people out there who are afraid of change or believe in the old-fashioned way of doing things. There is nothing wrong with these beliefs and there is no reason why you shouldn't appeal to this type of audience as well. Everything that you are publishing in Kindle you should have available in POD as well. There is a little more work involved, but nothing so intense that it should stop you from trying it out. Many people feel like they do not have enough time to do both, but really time shouldn't be an issue. You have to make some changes to the formatting and the book cover, but typically this takes less than an hour. So, with just a minimal amount of effort you will be able to "double-dip" into both markets.

There are some types of books that even sell better in print. For example, Jay published a dog walking book in both CreateSpace and in Kindle. In January, he sold this book on kindle for $6.95 apiece and brought in a profit of $48.50. The same book, with the same content, in the same month sold in the POD format, bringing Jay a profit of 101.41. That is almost twice as much in royalties. It does not always happen this way, but you can see that you could be missing out on a significant amount of profit by not publishing in Kindle and through CreateSpace.

Even if you take the risk and you do not sell well in the POD market, it is likely that you will at least earn back any money that you invest in the venture very quickly. After the initial costs whatever you sell is pure profit. Another great aspect of CreateSpace is that it offers an expanded distribution option for a very low price. If you do this, CreateSpace will make your book(s) available to libraries, book stores, and other book retailers. The good thing about this is

that these buyers order in bulk. So, when you get your royalty check from these sales, it is typically a lot larger than what you are used to.

Formatting Your Book
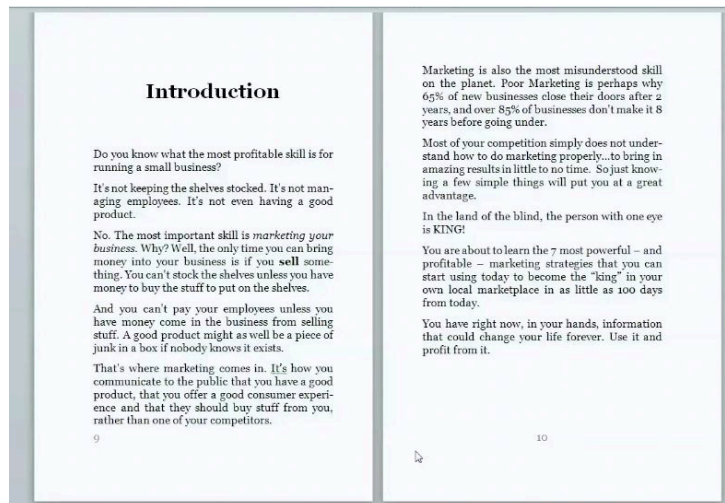
You will, of course, have to format your manuscript into book formation when publishing a paperback. If you don't already have your manuscript saved in a Word Document, you will want to copy and paste the text into Word and save it. If you already have the text in a Word document formatted for Kindle, you may wish to save it under a different name before making the changes needed for CreateSpace. Some people use a pre-formatted template for their CreateSpace document which includes the following specifications:

- Page Size: Book Trim (6"x9" is the most common)

- Margins: .75"

- Gutter: .35"

The outside edges of the margins should be wider than the inside edges, this is because ½ to ¾ of an inch will be lost in the book's binding. This will need to be accounted for in your formatting. You can do this by clicking on the "Page Layout" tab in Microsoft Word, and then clicking on "Margins". When the "Page Setup" window opens, modify the settings as follows:

Margins

Top: 0.7"

Inside: 0.7"

Gutter: 0.35"

The top and side margins, set at 0.7" will make them nearly 3/4 of an inch. You may also wish to set them at 0.75, to make the margins an exact ¾ of an inch. The gutter is set at 0.35". The margin is already set to 0.7" and the gutter adds an additional 0.35" to the outside margins. This is what makes the outside margins wider in preparation for the book's binding.
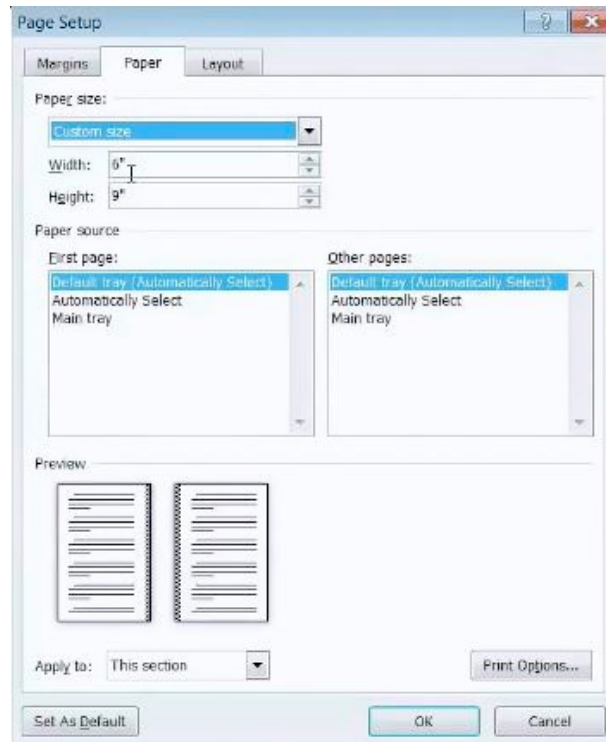
The page size of your document will also have to be customized. To do this, click on the "Page Layout" tab again, and then click on "Size". Next, click on "More Paper Sizes" and change the settings in the window as follows:

Paper size:

Custom size

Width: 6"

Height: 9"

This may vary according to your desired trim sized.

 This process is very similar to that of formatting a Kindle book. One of the biggest differences to note is that not everyone who publishes in Kindle puts hard page breaks in between the different section of the book. When formatting your printed book, you should insert these page breaks between the chapters.   All you have to do to insert the page breaks is position your curser on the front of the line of text where you would like your next page to begin. After that simply click on the "Insert" tab and then click on "Page Break".

For the chapter headings you will be using Heading 1 (H1) tags to format your book, just like you would be when formatting a Kindle eBook. If you have subtitles, you want to use H2 tags for them. Continue to do this throughout your manuscript.

Get everything formatted just the way that you like and make sure that your chapter headings are set up correctly. Be sure to include a title page, copyright page, and a table of contents page at the beginning of your manuscript. You may also need to include a disclaimer page.

T

Serif fonts are the most widely used in printed materials. These are the fonts that have semi-structural details on the ends of the letters. Times New Roman and Georgia are good examples of serif fonts. These are the fonts that you should use when submitting your manuscript.

After your manuscript is thoroughly edited and formatted, go to your table of contents. Next, click on the "References" tab and then "Table of Contents". Choose the style that you wish to have for your table of contents, and it will auto-generate the correct page numbers for your chapter headings.
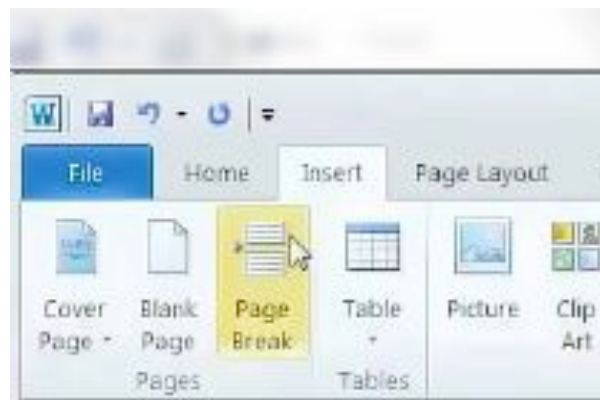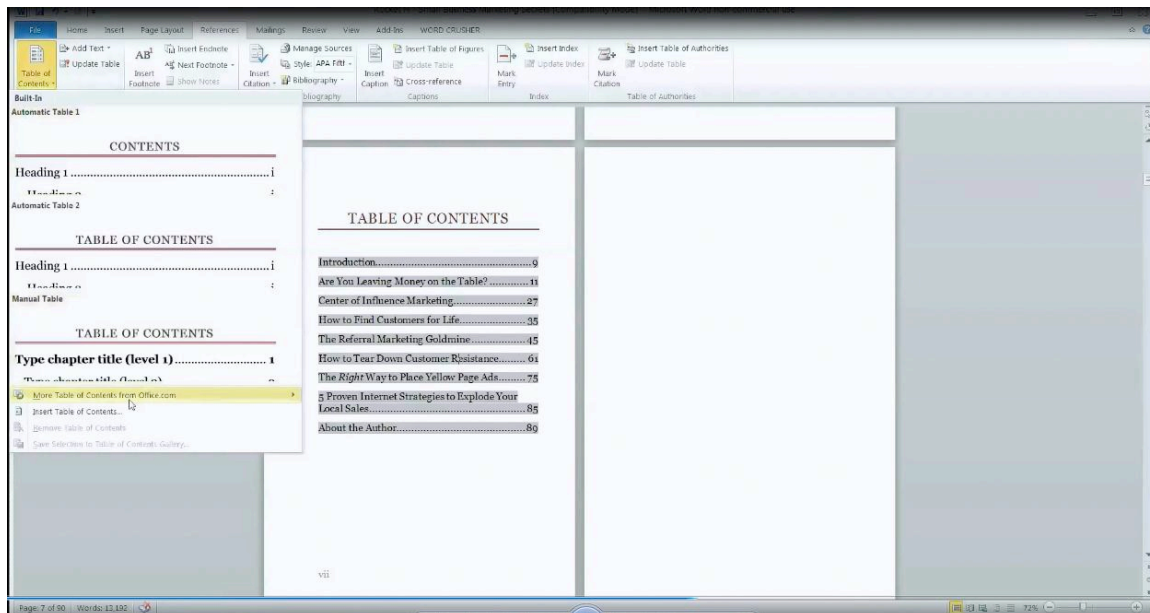
You will want to wait until you have finished formatting before creating your table of contents, but if you have to make changes later, you can fix the table easily. All you have to do is left click on your table of contents, click "update field", and then choose "update page numbers only". You don't want to choose update entire table, especially if you have already formatted your document.
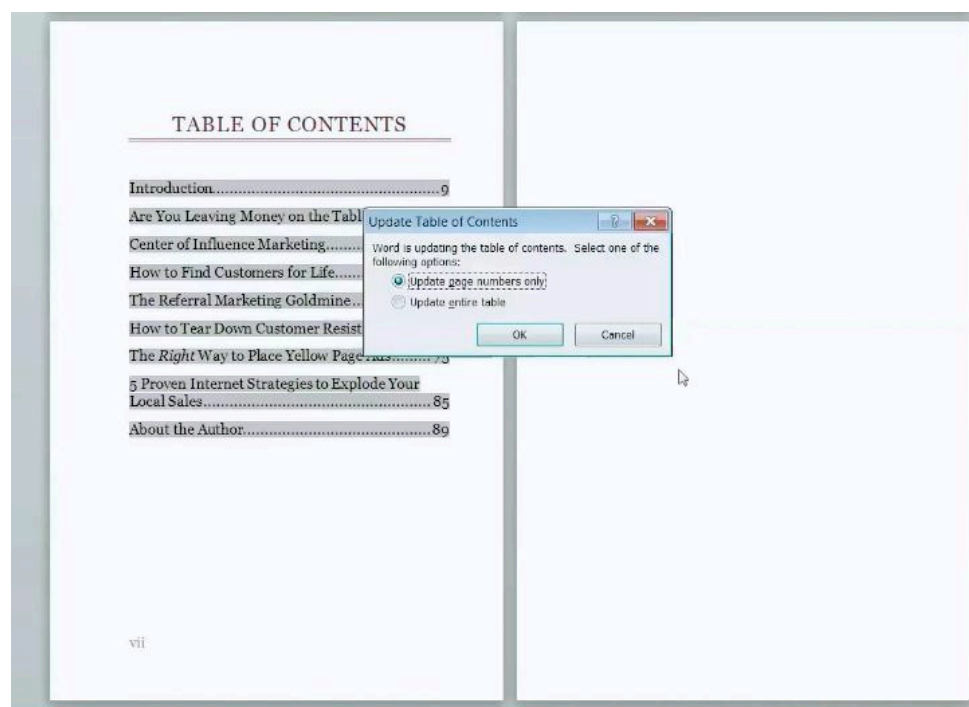
How to Create a Book Cover

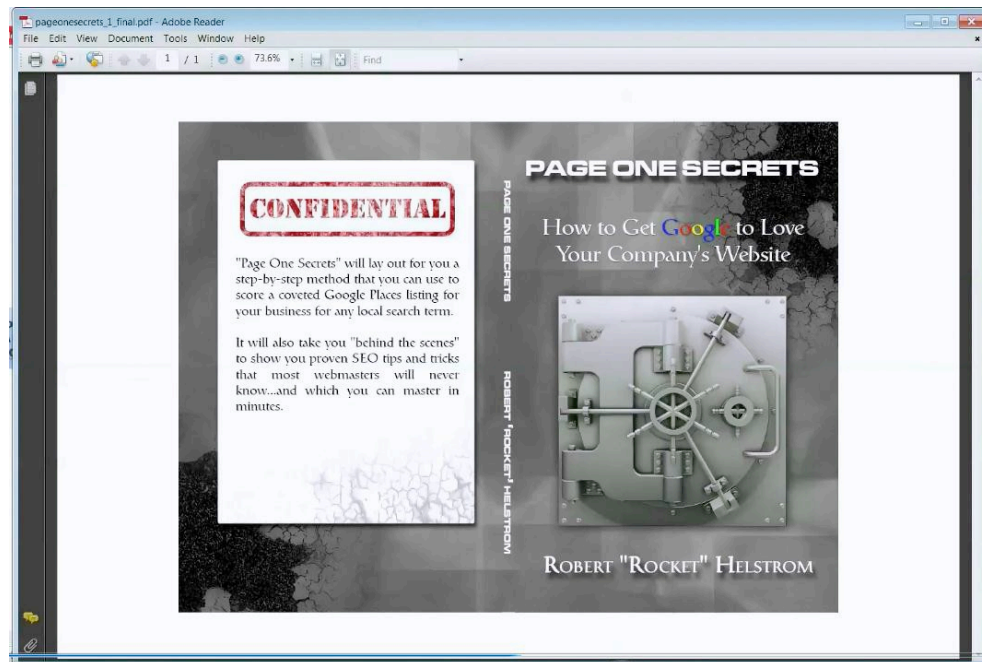One of the major changes you will have to make when changing your book from a Kindle eBook to a paperback is your book's cover. For a Kindle cover all you have to have is a cover design for the "front" of your book. In a paperback format, your book will (of course) need a front, a back, and a spine because this is a 3-dimentional object.

This is actually advantageous to you, because the back cover text usually tells the reader more about the book and its author. This is essentially a sales page for you. You can even add a picture of yourself or listing of your other works.

You have 3 options to create your paperback book cover:

1. Use the CreateSpace Cover Creator Tool (see the "CreateSpace Submission Guide" pdf training, and watch the accompanying videos).

2. If you have the skills needed to design the cover yourself with PhotoShop or Paint, you can do it yourself.

3. You can also outsource this cover design to a professional designer

I almost always outsource my cover designs, and I do it cheaply by finding contractors at sites like Fiverr.com and Odesk.com

You can get a lot of great graphic work done on Fiverr.com for a low price. You will, of course, have to pay more than the standard $5 dollar fee for this professional of work, but it is still a lot cheaper than hiring a graphic designer elsewhere. One of the problems with this website is that it is hard to find a very professional graphic designer on Fiverr.com. The website is really better at providing simple imaging. Another problem with this website, for this type of a project, is that if you find a good graphic designer then it is hard to find them later on since people don't typically keep working very long on the website.
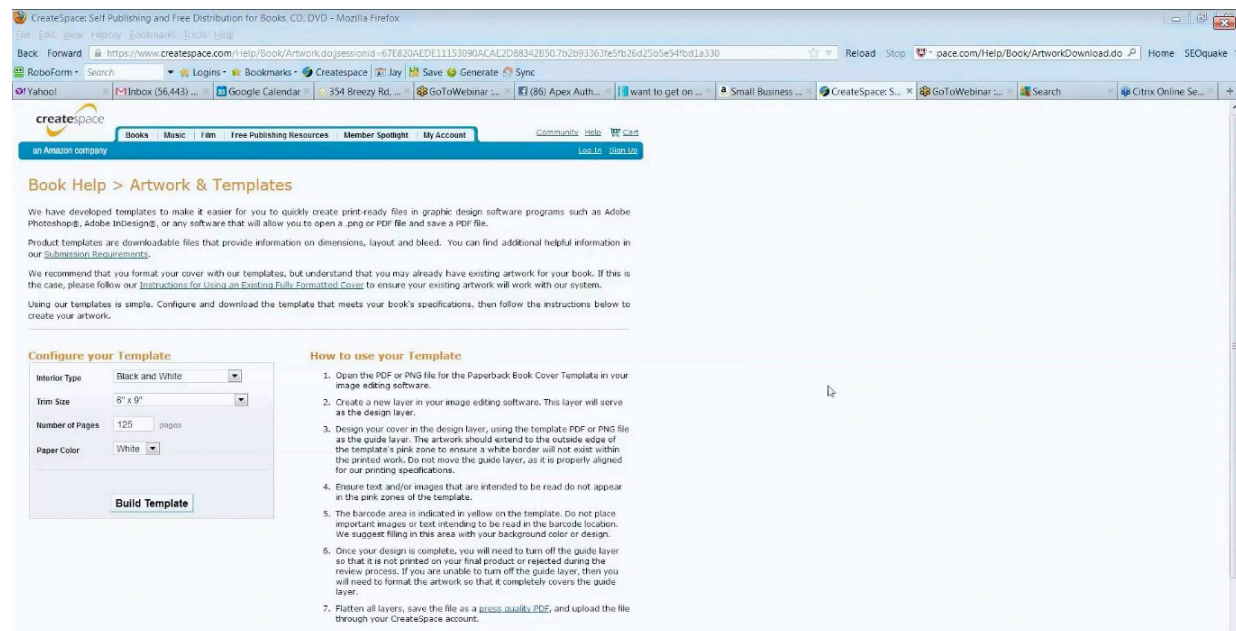

There are some very good workers to be found out for this type of project on oDesk.com. If you get a cover designed for your Kindle eBook, it is a very good idea to use the same designer for your paperback book cover. That way your covers are consistent. It is also best to have both designed at the same time.

Your Book Cover Template

Your designer will need a template to use in the creation of your book cover. You can find one on the CreateSpace website, CreateSpace.com on a page titled Book Help > Artwork & Templates. To go here follow this link:

https://www.createspace.com/Help/Book/Artwork.do;jsessionid=67E820AEDE11153090ACAE2D883428
B50.7b2b93363fe5fb26d25b5e54fbd1a330

What you're going to receive here is a PSD file in the book trim size of your choosing. It will be in the form of a zip file that you can send to your designer. He will load this into PhotoShop and it will include


the spine width, the blank for the UPC code in the back, etc.

Begin by configuring your template in black and white. Your book trim size should probably be 6"x9", since it is the most popular size. You will need to include the number of pages as well so that the program can calculate the thickness of the spine for your book. CreateSpace will want you to make your book an even number of pages. You can add an extra blank page if you need to. Also, you should understand that your book must be at least 100 pages long for CreateSpace to be able to print your title along the spine; otherwise it won't be thick enough. So, if you are close to a 100 page manuscript, you may choose to make it a little longer so that you can have the title printed there. Note: 24 pages is the minimum amount of pages required by CreateSpace.

The template generator will also give you the option of choosing white or cream for your paper color. This is important because if you choose cream the paper will be thicker, and therefore you book's spine will need to be larger. The template generator will calculate the difference for you, however.
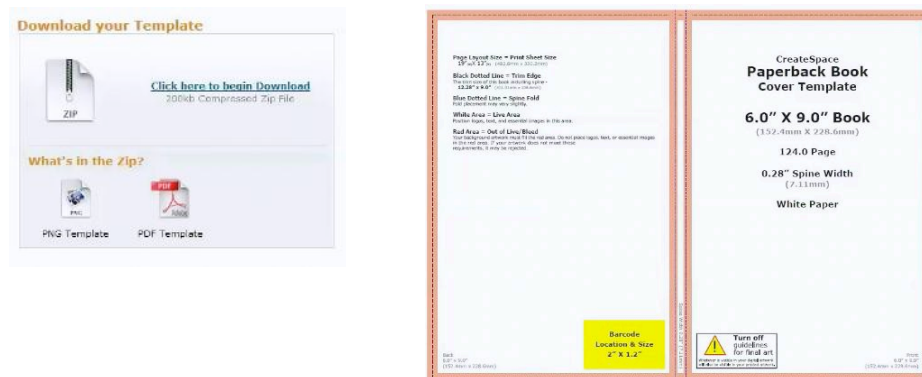
After you make your selections, simply click on 'Build Template'. You will be sent to a page where it will show you that the zip file will include a PNG Template and a PDF Template. Here you can click a link to download the template. While you are on this page you will want to click on the link which says "Instructions for Using an Existing Fully Formatted Cover".

The next step is to send all of this information to your book cover designer. Include the png template file that you have just downloaded from CreateSpace above, as well as very detailed instructions to your designer on your book's topic, title, text, color, images, etc. Here is a sample set of designer instructions that you can modify for your own book cover:

> This book contains general "how to" advice targeted to small businesses to help them improve their bottom line via yellow page ads, referrals, upsells, branding, etc.

> The author is an online consultant who will be using this book as a promotional tool to brand himself as an "expert".

> I am attaching a 6" x 9" book cover template for Photoshop with instructions inside.

> Please let me know if you have any questions.

> Title = Small Business Marketing Strategies

Subtitle = Increase Your Profits by 20% in 100 Days
Author = Mike Koenigs
Image = attached
Template = 6 x 9 attached
Total Pages = 92
Back cover text =

Do you know the most profitable skill for running a small business? It's not keeping the shelves stocked. It's not managing employees. It's not even about having the best product or service.

No, the most essential skill that you must master is the ability to market your business. Why? Well, the only way that your business can grow is if you actually SELL something.

Poor marketing is why 65% of new businesses close their doors within 24 months, and why 85% of businesses don't last 8 years before going under.

Let me show you the 7 most powerful (and profitable) marketing strategies that you can use to transform your business' bottom line in 100 days or less.

....

2. This book contains "how to" advice for small business owners to show them how to get their business to show up on page 1 of the search engines using Search Engine Optimization, a Google Places listing, etc.

The author is an online consultant who will be using this book as a promotional tool to brand himself as an "expert"

I really liked the style of the last book in terms of font, imagery, and layout. I also liked how you did the back cover with Mike's picture, etc. I know this image is not as good as the last one of Mike...hope it is usable. Please go with whatever you think is best for this one.

And please give me a holler if you have any questions, and deliver both a pdf and psd file of this completed cover.

Title = Page One Secrets
Subtitle = How to Get Google to Love Your Company's Website
Author = Robert "Rocket" Helstrom
Image = attached (please let me know if this is usable)
Template = 6 x 9 (attached)
Total Pages = 92

Back cover text =

You can have the slickest website in the world, but it won't matter at all if your customers can't find you on Page 1 of Google, Yahoo and Bing.

"Page One Secrets" will lay out for you a step-by-step method that you can use to score a coverted Google Places listing for your business for any local search term.

It will also take you "behind the scenes" to show you proven SEO tips and tricks that most webmasters will never know...and which you can master in minutes.

If you are wondering how to finally get your business "found" online...generate valuable leads...and turn them in to customers for life, this book is a must-read.