Welcome to the Chicago Self-Publishing Meetup Group
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Co-organizers:

Kim Bookless
kim@kimbookless.com
www.kimbookless.com

Joe Vangsness
reg@vangsness.com
www.vangsness.com
Self-Publishing Challenges & Opportunities

• Technology Trends
• Resulting Changes in Publishing
• Opportunities Now Available in Self-Publishing
• Challenges for Self-Publishers
• Resources
• What’s Next for CSP Meetup
Technology Trends

Online bookstores led by Amazon

Print on Demand a.k.a. POD or pbooks

Espresso Book Machine
  By OnDemand Books (Xerox)
  The Harvard Book Store
  The U of I Champaign

Trend away from laptops/desktops & toward tablets/smartphones
Technology Trends

Electronic publishing: ebooks

Trend toward building apps for smartphones and tablets

Cloud computing, internet marketing, and social media marketing
Research from
The Pew Internet & American Life Project
www.pewinternet.org
Technology Trends

Adult gadget ownership, 2006-2012

Source: Pew Internet surveys. Data is for adults age 18+. pewinternet.org
Almost nine in ten adults (and three-quarters of teens) have a cell phone

Source: Pew Internet surveys. pewinternet.org
Technology Trends

About half of adults (and almost a quarter of teens) have a smartphone

Source: Pew Internet surveys.

pewinternet.org
Technology Trends

Smartphones by age group

Source: Pew Internet surveys.

pewinternet.org
25% of smartphone owners say they mostly go online with their smartphone.

About one third of them do not have a traditional high-speed broadband connection at home.

Groups that are more likely to say their phone is their main source of internet access:
- Young adults
- Minorities
- Those with no college experience
- Those in lower-income households
Technology Trends

Report: The rise of e-reading
One in five adults has read an e-book in the past year

Note: Due to multiple responses, categories do not add up to 100%
Technology Trends

The book format used by readers on any given day is changing

% of adult book readers (age 18+) using this format on an average day, as of June 2010 and December 2011.

Source: Pew Internet December 2011 survey. libraries.pewinternet.org
Technology Trends

Who reads e-books?

E-book readers are more likely than other readers to be:

- Under age 50
- College educated
- Living in households earning $50K+

Other key characteristics:

- They read more books, more often
- More likely to buy their books than borrow

Source: Pew Internet December 2011 survey: libraries.pewinternet.org
Technology Trends

How e-readers read their e-books
% of all Americans age 16 and older who read an e-book in the past 12 months, as of December 2011

Source: Pew Internet December 2011 survey
libraries.pewinternet.org
Technology Trends

Which is better for these purposes, a printed book or an e-book?

Among people ages 16+ who read both an e-book & a print book in the past year

- Reading with a child: 81% printed books, 9% e-books
- Sharing books with other people: 69% printed books, 25% e-books
- Reading books in bed: 43% printed books, 45% e-books
- Having a wide selection to choose from: 53% printed books, 53% e-books
- Reading while traveling or commuting: 73% printed books, 19% e-books
- Being able to get a book quickly: 83% printed books, 13% e-books
Technology Trends

How people used the library in the past year

The % of Americans ages 16+ who used the library for the following purposes in the past year:
Technology Trends

12% of e-book readers borrow e-books from the library

Source: Pew Internet December 2011 survey.
Technology Trends

Tech timeline of e-readers & tablets

- November 2001: iPod released along with iTunes, which later became a major platform for e-book offerings.
- June 2007: iPhone released. Cost: $499 (4GB) and $599 (8GB)
- February 2009: Kindle 2 becomes available. Can now read PDFs. Original price: $359
  
- March 2010: Kobo e-reader announced, will sell for $149 through Borders bookstores. Builds off the existing Kobo e-reader app/format.
- April 2011: Amazon announces a partnership with OverDrive to allow library patrons to borrow Kindle e-books via the Kindle Library Lending program.
- September 2011: Kindle Library Lending becomes available.
- October 2011: Kobo’s tablet, the Kobo Vox, released. Cost: $199.99.
- November 2011: Kindle Fire and other new Kindles released. (Announced September 28, 2011. According to Amazon, the biggest ordering day ever for Kindle.)
  - Latest Kindle (version 4): $79 for wi-fi ad-supported, $109 for wi-fi "without special offers"
  - New Kindle Touch: $99 for wi-fi, $149 for 3G
  - New Kindle Fire: $199 for touchscreen tablet (no e-ink), wi-fi only
- November 2011: Nook Tablet introduced.
Technology Trends

What kind of e-reading device do you own?
% of American adult e-reader owners age 18+ who own each type of e-book reader

- Kindle 62%
- Nook 22%
- Sony Reader 2%
- Pandigital 2%
- Kobo Reader 1%
- Other 3%
- Don’t know 9%

Source: The Pew Research Center’s Internet & American Life Project Winter Tracking Survey, conducted from January 20-February 19, 2012. N=313 e-reader owners age 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone. N for number of e-book reading device owner=676.
What kind of tablet computer do you own?
% of American adult tablet owners age 18+ who own each type of tablet computer

Source: The Pew Research Center’s Internet & American Life Project Winter Tracking Survey, conducted from January 20-February 19, 2012. N=302 tablet owners age 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone. Total may exceed 100% due to multiple responses. N for number of tablet owners=638.
Technology Trends

Readers of e-books read more frequently than others
% of Americans age 16 and older who read every day or nearly every day for these reasons

- Current events: 62% (E-book reader), 50% (Non-ebook reader)
- Work or school: 54% (E-book reader), 36% (Non-ebook reader)
- Pleasure: 52% (E-book reader), 36% (Non-ebook reader)
- Topics of personal interest: 37% (E-book reader), 24% (Non-ebook reader)

Source: Pew Research Center's Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents age 16 and older. Interviews were conducted in English and Spanish and on landline and cells. The margin of error for the sample is +/- 2 percentage points. N for e-book readers=739. N for non-ebook readers=1,681.
Resulting Changes in Publishing

- Traditional publishing business is down
- Chain bookstore sales are down
- Independent bookstore sales are down
- Online bookstore sales are up
- Ebooks are being sold through a variety of websites that didn’t previously sell books
Resulting Changes in Publishing

- Emergence of online businesses that let you create and sell your own book (Lulu.com, CreateSpace, and others)
- Print on Demand (POD) businesses
- Ebooks in Libraries
- Google Books and Google Play
Self-Publishing: Where We are Today

- Phenomenal growth over the past five years
- Authors have different goals for their books so self-publishing needs and experiences will vary
- Some authors are choosing to publish only ebooks
- Ebooks tend to be shorter – many have fewer than 100 pgs
- No longer a stigma attached to self-publishing
- Self-publishing authors are not just writers, but include other professionals who want to publish
Opportunities in Self-Publishing

- Authors can self-publish their way and on their timeframe - no groveling necessary
- Author has more control over the publishing process
- Self-publishing timeframe is much shorter than traditional publishing
- Authors can publish their books in multiple formats and sell them through multiple channels
- POD allows authors to print only the quantity of books they need or print a book only when an order is placed
- A book consultant/coach/shepherd can guide you
Challenges of Self-Publishing

- You’re competing with other self-publishing authors as well as traditionally published authors
- Learning the self-publishing process – there’s a fair bit to learn and it changes every day
- Choosing the right technology and channels to get your book to market
- ISBNs: You probably need more than one
- Finding a good editor, book designer, web designer, etc.
Challenges of Self-Publishing

- Deciding whether to become a publisher or hire a POD printer or distributor to be your publisher
- Avoiding unscrupulous self-publishing companies
- Handling marketing and promotion: YOU are the marketing department for your book, unless you pay someone to do it
Q & A Time!