



# Carpenter's Son Publishing

## INTRODUCTION TO CUSTOM PUBLISHING

There are three basic ways to get a book published.

1. Getting your book published by an **Established or Traditional Publisher**,
2. Getting your book **Self-Published** through one of the internet companies, and
3. Getting your book independently published, or what we call our process, **Custom Publishing**.

Established/Traditional Publisher		
#	Pros	Cons
1	The publisher does the work	Loss of control: the publisher edits your book and cover and owns the intellectual property
2	The publisher takes the risk	Long time to market: approximately 1.5 years from submission of the proposal
3	The quality of the book is assured	Low profit: your royalty will be less than a dollar a book
4	The publisher pays for the production and printing	Need to use a literary agent who usually commands 15%
5	The author may get some marketing support but for a first-time author, probably not	Tough to land a contract

Self-Publishing		
#	Pros	Cons
1	Convenience: Self-publishers, after signing on with a package, will do most of the work	Lower priced packages have the look and feel of vanity publishing
2	The author has more control over the product	The author receives few copies of the book (30-190 for premium packages)
3	Reasonably good quality if you go with the premium packages	Additional books are very expensive (\$6 to \$8)
4	You can get some marketing support (although it is mostly assembly line marketing)	You get no sales or distribution, especially into thousands of independent stores
5	The internet-based self-publishers will get your book set up with the distributors (but probably not on the shelf)	The cost is very expensive, as high as \$15,000 to \$20,000 for premium packages

So, what is Custom Publishing (our name) or what the industry calls hybrid or independent publishing?

1. You pay for the production and printing expenses. But you are only paying for the services you need. There is no such thing as a “package”.
2. You have the maximum level of control. You approve your edited manuscript. You approve your cover and interior design. You choose the quantity of books that you print and approve your printing quotes. And you own your copyright.
3. Services provided come in an ala carte form. You choose only the services you need.
4. The quality of the editing, design and layout of your books is higher as we use industry veterans who work on award-winning books by day but freelance for us as independent contractors. This contrasts with the entry-level editors and designers at the self-publishing companies.
5. You actually interact with your designers and editors. Try doing that at the traditional publisher or at self-publishers!
6. Unlike the self-publishing companies, there is no limit to the amount of design time and number of words edited. We keep working on your book until you are happy with the final product.
7. The time to market is very short. The average book takes 3 to 5 months to produce and print.
8. The out-of-pocket costs are significantly less than those of the self-publishing companies. We can produce your book and print 500 copies for less than \$5,000.
9. You get advice and mentoring from a 30+ year publishing veteran. Larry Carpenter, former division president of the largest book distributor and vice-president of a top 10 publisher, works with every client.
10. Products are distributed by Ingram/Spring Arbor, the largest book distributor in the world.
11. Your book is set up at over 8,000 bookstores around the world and physically sold in to over 2,000 bookstores by Ingram’s sales force, the largest publishing sales force in the world.
12. Additional books can be purchased at a reasonable price (\$1 to \$4 per book).
13. You receive valuable advice on how to market, publicize and promote your book. We can link you up with leading publicists and provide discounts of marketing and publicity activities.
14. Custom Publishing is much more profitable than a publisher royalty. The net revenue on a \$16.00 book is over \$5.00. Assuming a printing cost of \$2.50, that’s a profit of \$2.50, two and a half times greater than the publisher royalty. If you sell your book yourself at the full retail price, you make over \$13.00 per book!
15. We can get your ebook created for about \$300. You will collect about \$5 (for a sales price of \$9.99) every time your book is downloaded to Kindle, The Nook or iPad. We can also help you create an audio book version.
16. We can get your book translated in to a Spanish language version or negotiate your foreign language translation rights.
17. We can display your book at trade shows, advertise it in industry magazines and get it in major retailer catalogs at a discount.

So how do the services and prices for Custom Publishing compare to self-publishing. Here is a comparison to the premium packages that offer similar (but not as good!) services:

Service	Self-Publishing Company A	Self-Publishing Company B	Custom Publishing
<b>Copy Edit/Proofread</b>	X	X	X
<b>Cover Design</b>	X	X	X
<b>Interior Design</b>	X	X	X
<b>ISBN, Copyright</b>	X	X	X
<b>Mentor/Advice</b>	X	X	X
<b># of Copies</b>	90	190	500
<b>Cost per book</b>	\$162	\$74	\$10
<b>Product Distribution</b>	No	No	Yes
<b>Sales Force</b>	Set up only	Set up only	39-member sales force
<b>Cost</b>	\$14,600	\$13,999	\$5000

For more details, call Larry Carpenter at 615-472-1128 or email him at [larry@christianbookservices.com](mailto:larry@christianbookservices.com). You can check out his website at [www.christianbookservices.com](http://www.christianbookservices.com) for Christian books and [www.clovercroftpublishing.com](http://www.clovercroftpublishing.com) for General books.