

Publishing Alternatives

Full Publishing

You supply the material and the publisher puts it together into a book. This includes preparing the cover art, printing, marketing, distribution, and invoicing. The publisher pays you a percentage of sales revenues as royalties. The more books that are sold, the more you are paid. Wardell Publications is an example of a full professional publisher.

Advantages

- ◆ You don't have to put up the money to print, market, and distribute the books. Once you've prepared the text and patterns, all you need do is cash the royalty checks.
- ◆ A professional publisher can supply considerable expertise in helping you with preparing your book.
- ◆ Once you have on book published, it'll be easier to get another one accepted.
- ◆ You'll be a "published" author.

Disadvantages

- ◆ You get only a small percentage of the sales revenue. A lot of books will have to sell before you are paid for the time it takes to prepare it.
- ◆ I can be slow. Often it takes a year or more to get a book to market, and longer before you'll see any royalty payments.
- ◆ You have no control over pricing, how the book is sold, who it's sold to, or how many are sold.
- ◆ It's hard to get a publisher to take on your project. They rarely take risks and prefer to publish only what they consider to be "sure things". Book publishers usually stay with low risk conservative books that appeal to the largest possible market. They rarely publish any unconventional. That's probably why so many books today are so unoriginal.

Paid Publisher

You can hire a publisher to do just the preparation, artwork and printing for a set fee. You take care of marketing and distribution.

Advantages

- ◆ You have access to the publisher's expertise.
- ◆ You get published.

Disadvantages

- ◆ You still must do much of the work yourself.

Book Distributor

You publish the book yourself and supply it to the book distributor for marketing and distribution. They pay you a set percentage of sales. Basically, you would produce the book as a Self Publisher and supply the Book Distributor on consignment. CKE Publications distributes books this way.

Advantages

- ◆ You get more money than if you used a full publisher
- ◆ The Distributor handles distribution and marketing for you.

Disadvantages

- ◆ You still have the same financial investment as a self-publisher
- ◆ You have place your books on consignment with no assurance of sale.

Publishing Agent

The publishing industry is loaded with agents that act as your representative to negotiate a deal with a publisher. For this service they take a percentage of your royalties – usually 10 to 15%. It's unlikely you'll be able to convince a agent to take you on until you've established yourself as an author, and once you've done that you have no need for an agent.

Self Publishing

You could do everything yourself. Prepare the complete book, have it printed, then market and distribute it yourself. A one man band.

Advantages

- ◆ You get all the money from book sales and don't share with anyone.
- ◆ You keep exclusive rights. No one can use or copy your book in any way unless you specifically approve it.
- ◆ You own all the books to do with as you please. You can sell them, give to friends, or just save them for souvenirs. It's entirely up to you.
- ◆ You control all marketing. You decide who to sell to and how to price your books.
- ◆ You select your own target markets. If you don't want to sell to someone, it's your choice.
- ◆ You have a competitive advantage over a large publishing company. To keep the cost per book down, they must print huge volumes. You can print in very small lots only as needed for sales. You also have a much lower overhead so you can afford to sell your books at a lower price. This lower price may be the main reason you're able to sell your books.
- ◆ You can take risk with something unique and innovative that you believe in.
- ◆ You are now a published author – with the prestige and credibility that comes with that.

Disadvantages

- ◆ It can be a big financial investment. You'll have to pay for the printing, marketing, and distribution. You may not recover your investment. Many self publishers don't.
- ◆ You won't make a lot of money. It's rare to make any significant profit on a first book. You usually have to publish several before it becomes financially attractive.
- ◆ Few people can objectively critique their own work. You might think your work is wonderful, but that doesn't mean lots of other people will like it enough to buy it.
- ◆ It's hard to sell self-published books. Retailers prefer to buy from their usual distributors. These distributors prefer to deal with established publishers that can supply a full catalog of books.
- ◆ Self-published books are often not taken seriously. Distributors are often wary of "one book wonders".

What to Make

- ◆ Produce what you know best. Don't try to produce a book because you think it's something that will sell. Stay with what you're already an expert at.
- ◆ The more unique or original it is, the easier it will be to sell. The book market is saturated with "same old same old" designs. Many glass hobbyists are constantly looking for something fresh and innovative to try. If someone else does something, you should avoid it. Don't copy – originate. Don't try to do it better or cheaper. Do it different.
- ◆ Anything that has already been done extensively will be hard to sell. (for example, lamps and windows). The market for lamp designs is being constantly eroded by Chinese Imports. That's produce a steadily shrinking demand for lamp designs. No matter how good your designs are, it'll be hard to sell patterns for stained glass lamps.

- ◆ The largest pattern market is for beginner and intermediate hobbyists. Those working at advanced levels are usually willing to pay more, but they buy very few and are likely to be doing their own. You'll sell the most books if you have something to offer the beginners, but there is already a huge variety of patterns available for them – and many available free on the internet. You might find a better market with patterns for more advanced work.
- ◆ The fastest expanding demand for stained glass designs is 3D. There are few designs being sold, so there's still a lot of niche markets you can find to fit into.
- ◆ A specialty book will usually sell better than one with assorted designs. If someone wants to buy a pattern for a horse, they want a book with assorted horses and not one that has horses, flowers, cares, and everything else you can think of.

Selling

- ◆ Retail stores usually buy all their books from where they buy their glass. They prefer the convenience of getting everything from a single supplier. If you want retailers to buy your book, you'll have to convince the wholesale distributors to carry it.
- ◆ The wholesale distributors will expect you to send them a free sample copy of your book before they'll consider buying it.
- ◆ Book sales usually drop dramatically after the first year. You should expect to have your sales cut by 50% each year. If you sell 4000 books the first year, you'll probably only sell 2000 the 2nd year, and 1000 the 3rd year. After that, it's rarely worth reprinting any more copies once your stock runs out. Your first year sales will give you a good idea of the total number of books you should reprint without needlessly risking getting stuck with a lot of unsold books.
- ◆ Unless it's something very unusual, it's very difficult to sell a single first book. It'll be twice as easy to sell your second book as your first.

Preparing for Publication

- ◆ Computer programs make it easy for you to compete with large publishers. You can take an idea for a book and in only a few months, have it printed and published. The professional publishers take about a year.
- ◆ Home computers have made it easy to produce two dimensional patterns. They've also made it easy to copy them. This isn't the case with 3D designs that require detailed assembly instructions to go with the patterns. The more difficult it is to produce your design, the less likely you'll have people using them without paying you for them. Also, the more difficult your design is, the less competition you'll have from other designs.
- ◆ The more copies you print, the less it will cost per copy of the book – but this can require a large investment for printing. It might be better to pay more per copy and print in only small quantities to reduce the risk of being stuck with a lot of unsold books. It's better to make a smaller profit than a small loss. You can even print books on your home computer one at a time if you want. A big publisher often has to print more than 100,000 books to get a low per book cost. They have to then worry about how to sell that many books. If you only print 1000 books, you'll have much less trouble recovering your investment.

- ◆ A good cover is essential. You're wrong if you think people buy just because they want the patterns inside. Much of their decision to buy is based on how attractive they find the cover.
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Publishing Stages

Preparation

- ◆ Prepare drawings
- ◆ Write text
- ◆ Edit
- ◆ Proof read
- ◆ ISBN, Bar Codes, Copyright Registry

Publication

- ◆ Layout ready to print
- ◆ Prepare artwork for covers
- ◆ Deliver to printer (can be emailed)
- ◆ Take delivery
- ◆ Pay for printing

Post Publishing

- ◆ Marketing campaign
- ◆ Samples to reviewers
- ◆ Warehouse books
- ◆ Process orders & ship books

Marketing

- ◆ Contact prospective customers
 - ◆ Print advertising
 - ◆ Internet promotion
 - ◆ Shows
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Printing Methods

Personal Computer

Printing books with your home computer will allow you to avoid the investment of large print runs. You can print as little as a single copy, or print just enough to fill orders as they come in. However, this is time consuming and more expensive per copy than having it done commercially and restricts how you can bind your book.

Photocopy

This is less expensive than printing with a personal computer.

Blueprint Printers

This cost more per copy than photocopies, but allows you to print pages larger than can be printed on photocopy machines.

Commercial Printers

This is the lowest cost way to print if you have a lot of copies. It can also produce a superior quality print than a photocopier or home computer. However, using a commercial printer is only practical for relatively large quantities and will require a significant investment for printing.

Some ways to cut printing costs

You can negotiate with a commercial printer to do your small print run along with some larger one they do. Most printers will grant an extra discount if you allow them extra time to do the job at their convenience. Shop around for the best deal, and don't forget to tell them this isn't a one time order. Tell them you just want to print in small lots, but they should expect you to come back with more work later.

Pricing

Once you've printed your book, you'll have to decide how much to charge people to buy it. Naturally, you want to get as high a price as possible. Be careful here. If you try for too high a price, you might end up collecting a lot of unsold books. If you charge too little, you'll have worked for nothing. You should consider the following factors when deciding what price to sell for:

- ◆ **What did it cost per copy to print?**
Are all these costs for printing the book, or are some of the "one-time" expenses for preparing it for print. Those costs apply for your first printing only and not for subsequent re-printings. Preparing cover art is an example of such a one time expense.
- ◆ **How long did it take you to prepare the book?**
How much of that time do you expect to be compensated for? Do you expect to be paid for all that time from sales of the first printing, or allow for future sales of later printings to compensate you? Maybe you're not overly concerned about being paid for the preparation time and just happy to have the book in print?
- ◆ **How anxious are you to sell the book?**
Do you want to sell it quickly, or are you willing to be patient and wait for sales to come slowly? How worried are you that you might end up with a bunch of unsold books?
- ◆ **What is the appropriate market price?**
What do similar books usually sell for in glass shops or at wholesale distributors?
- ◆ **What level do you expect to sell at?**
Retail, Wholesale, or Distributor?
If you decide to set prices to sell at all 3 levels, the differences might be like this:

Retail price (to individuals)	\$ 20.00 no minimum
Wholesale price (to retail stores)	\$ 10.00 minimum 10 books
Distributor price (to distributors)	\$ 6.50 minimum 50 books

Marketing

Selling retail will give you a higher price but will take much longer to sell your books. You can sell a lot more books to distributors, but you'll get a much lower price. It's not enough to prepare and print your book. Unless you're so thrilled with it, you plan to keep all copies for souvenirs, you'll want to sell it. You need to let all possible customer know it's available, and to convince them to buy it from you. Here's some possible alternative ways:

Internet Direct Sales

You might try selling your books through a website. If this works well for you, you'll be the first. Few businesses have had any success selling on websites unless it's a huge website with hundreds of products being offered for sale. A website is great for supply information and will be extremely helpful for sending prospective customer to, but it won't itself produce any significant sales.

Retail Stores

You could try contacting the approximately 2000 individual retail glass shops and try to sell direct to them. Perhaps a one page flyer mailed out or emailed. Where possible, you might contact some retail shops personally. This website lists many of the existing retail shops:

www.thestorefinder.com/glass/glass-bb.html

You could also join the Art Glass Association and get a list of their 600 or so members:

www.artglassassociation.com

Wholesale Distributors

You could contact the wholesale distributors that supply the retail stores. That's what I did. I sent each one a sample book with a covering letter. About half ordered books and have been reordering steadily ever since. For a list of distributors, check the Spectrum Glass website:

www.spectrumglass.com/Pages/DistList.html

Glass forums

You could place postings on the different internet stained glass forums and "talk up" your books. Although this is technically advertising and sometimes frowned on, many forums permit and even encourage hearing about new products. For a list of possible forums:

http://www.thestorefinder.com/glass/glass_bb.html

Book Review

You can send samples of your book to the various stained glass magazines for review. The publicity can produce a lot of sales. Many of these magazines feature a "New Products" section and are always looking for biographies on new glass artists. Here's some magazines you might contact:

Glass Art PO Box 260377
Highland Rock CO 80163
Email: glassartm@aol.com
Website: artglassworld.com/mag/glassart

Glass Craftsman PO Box 678
Richboro PA 18954-0678
Email: information@glasscraftsman.com
Website: www.glasspatterns.com ??????

Stained Glass News PO Box 310
Ada MI 49301
Email: mail@SGNpublilshing.com

Glass Patterns Quarterly Email: gpqmag@aol.com
Website: glasspatterns.com ??????????

Magazine Advertising

You could place ads in some of these magazines. This is extremely expensive for just one book and is usually done only by publishers with numerous books for sale. Keep this idea for later when you have several books in print.

Copyright

the following material has been extracted from the U.S. Copyright Act

Where text is shown in italic type in quotation marks, it's a direct quote from the Act. Otherwise it has been paraphrased for brevity.

What is publication?

The 1976 Copyright Act defines publication as *"the distribution of copies...of a work to the public by sale..."* *"...public performance or display of a work does not of itself constitute publication"*.

Who is eligible for copyright?

*"On the date of first publication, one or more of the authors is a national or domiciliary of the United States, or is a national, domiciliary, or sovereign authority of a treaty party, *Copyright Secured Automatically upon Creation"*.

Mandatory deposit.

Works that are published in the United States are subject to mandatory deposit with the Library of Congress. Within 3 months of publication, two copies must be deposited. Failure to make the deposit can result in fines and other penalties but does not affect copyright protection.

Is copyright notice required?

"The use of a copyright notice is no longer required in under U.S. law, although it is often beneficial".

Advantages to copyright notice.

- ◆ It informs the public the work is protected by copyright.
- ◆ It identifies the copyright owner and year of first publication.
- ◆ It provides evidence in the event of copyright infringement.

Is permission needed to post a copyright notice?

No. *"The use of the copyright notice is the responsibility of the copyright owner and does not require advance permission from or registration with, the Copyright Office"*.

How long does my copyright last?

The author's life plus 70 years after death. Joint works 70 years after death of the last survivor. Hire works 95 years from publication or 120 years from creation (whichever is shorter).

How is copyright transferred?

- ◆ Transfer of exclusive rights must be in writing to author or authorized agent.
- ◆ Transfer of non-exclusive rights does not require a written agreement.
- ◆ May be bequeathed or pass as personal property.
- ◆ Transfer of copyright is normally made by formal contract.

Is copyright registration required?

No. Registration is not a condition of copyright protection.

Why register copyright?

- ◆ Registration establishes a public record of the copyright claim.
- ◆ Before an infringement suit may be filed in court, registration is necessary for works of U.S. origin.

When can copyright be registered?

At any time within the life of the copyright.

When does copyright take effect?

The moment it is published.

Who can submit a copyright application?

- ◆ The author. This is either the person who actually created the work or, if the work was made for hire, the employer or other person for whom the work was prepared.
- ◆ The copyright claimant. Any person or organization who has obtained by contract the right to claim legal title to the copyright in an application for copyright registration.
- ◆ The owner of exclusive right. The duly authorized agent of such author, other copyright claimant, or owner of exclusive right.
- ◆ There is no requirement that applications be prepared or filed by an attorney.

How much of someone else's work can I use without getting permission?

"Under the fair use doctrine of the U.S. copyright statute, it is permissible to use limited portions of a work including quotes, for purposes such as commentary, criticism, news reporting, and scholarly reports. There are no legal rules permitting the use of a specific number of words, a certain number of musical notes, or percentages of a work".

How much do I have to change in order to claim copyright in someone else's work?

"Only the owner of copyright in a work has the right to prepare, or to authorize someone else to create a new version of that work. Accordingly, you cannot claim copyright to another's work, no matter how much you change it, unless you have the owner's consent".

Somebody infringed my copyright. What can I do?

"A party may seek to protect his or her copyrights against unauthorized use by filing a civil lawsuit in Federal district court. If you believe that your copyright has been infringed, consult an attorney. In cases of willful infringement for profit, the U.S. Attorney may initiate a criminal investigation".

Innocent infringement.

"Innocent infringement occurs when the infringer did not realize that the work was protected".

Somebody buys my book. Can they copy it?

Yes. The Copyright Act "Fair Use" provision allows them to make copies for their own use. They may not lend, rent or sell them to anyone else unless you specifically approve.

When can someone copy my work?

Only when you agree to it. You have exclusive rights to give, rent, or refuse permission to copy it.

Can someone who buys my patterns make goods from them and sell them?

Only if you specifically authorize it.

Can someone copy a part of my work?

No. Copying a part is the same as copying the whole.

What if my copyright gives them an idea for a design?

If it's creative and original, it's a new copyright. This is a grey area that usually requires a lawyer (or lawsuit) to ultimately decide.

What is "Fair Use"?

The Copyright Act provides for the buyer of your work to copy it for their own use, or for a critical review or evaluation of it.