

How To Use Print On Demand To Sell Books

First you need to publish your book in a way that reaches every reader. You've come to the right place. Getting your book into your readers' hands is not quite as difficult as you might think. You don't need to keep a warehouse full of inventory to supply books to your customers. Once you have placed your book in our bookstore you can send a link by email or post it on your social media. This allows your readers to click to purchase. Once they click on the link or buy now button it takes them directly to your book in our bookstore. This is the essence of print on demand or POD.

What is POD?

Print On Demand

POD uses a completely automated technology to print your books as needed or only when an order is placed. The best part about POD is that it is quite affordable. This is why many authors are finding it a superb way to reach their audience. There is no need to keep inventory and no additional time wasted on fulfilling your customer's orders, we take care of that for you. These are the reasons why this technology is gaining a lot of popularity among many new and upcoming authors.

So you've finished your masterpiece, now what?

1. EDIT, edit, edit

The first thing you will want to do is edit. A good editor is worth their weight in gold. But, before you find an editor there are a couple of free tools you can use to check your writing. Grammarly and Hemingway are online programs that point out spelling and grammatical errors. When you've finished that, recruit some beta-readers. These are your friends and family that want to read your work and don't mind giving advice, even if you don't take it. There are also free sites online like Scribophile, where authors critique and correct each others' work. Now, your work is strong enough that you might consider an editor. This is a very important relationship as they will be helping you craft your vision, so make sure you find someone who understands what you are looking for in an editor. Now you are ready to print, right? Almost!

2. Pick your book size.

Maybe, you think you should just print in 8.5x11 as that is the default size for your document in Word (or Pages, etc)? Wrong! You will want to do a little research on the standard size for the genre you are writing in.

For example, art books generally come in different sizes than children's books and novels are generally smaller in paperback than hard cover. You want to stand out on the bookshelves so, make your book seen. Now that you've chosen your size you will need to format your file to that size. Every program has a different way to do that. You will need to go to page layout and either select a size or fill in the custom size that you are printing. For more info google the page layout directions for the program you are using.

3. Format

A professional formatting is as important as a professional looking cover. If you can't afford to hire a formatter, you can do it yourself. There are some amazing tutorials you can google that will show you how. Formatting influences the flavor of your book so think about the font you want as well as chapter headings and such. You will need at least a .5 inch margin all around and for books over 300 pages you will want a .6 inch margin. A novel usually uses full justification and starts each chapter on a right hand page. So remember the first page in your book starts on the right and every odd page will also start on the right. You can always pick up one of your favorite books and check out how it was formatted. Save your file as a PDFx or 1A.

4. Create Your Cover

Now that your book is formatted, you can download your cover template. You can't create your cover until you know the width of your spine. The width of the spine is determined by the number of pages. The template you download will give you the precise dimensions, as well as the cut and bleed lines for your cover. Those lines are important because you want your background to extend beyond the cut line but not your title or anything you don't want cut. That is why we include a safety line. Anything you do not want cut must stay within the safety line. For the most polished cover I would recommend hiring an experienced cover artist. Your cover will sell your book so, make it shine! Also if you have never worked in Photoshop there is a bit of a steep learning curve. Some authors have made covers using free online tools like Canva or Picmonkey, and it can be done but study up on designs that are popular in the genre you are writing in. A good cover can really sell your book for you. Make sure all your images are at least 150-300dpi. Save as a JPEG.

NOW you are ready to print.

How to sell your books

The entire process of print on demand technology is quite easy, making it one of the best options to sell your book to local as well as international customers.

First find your audience. Most authors will market their books to friends by email, or on social media. These are your biggest fans, share your work!

Contact local and indie bookstores. Most of these stores love to support local authors so have your book ready to show them. Ask if they would let you do a book signing or reading in their store. Once they agree you can have your books shipped directly to them from your account.

Consider getting a website. Our free BUY Now button on your website makes it easy for readers to place their order and have it shipped directly to their home. Interact with your readers by email and include a blog with updates about promotions and book signings.

Sell your book on Amazon, it is easy to set up an account and we will drop-ship to them at any location they choose.

Create an ebook and price it competitively. Ebooks can be easier to sell because your reader gets instant gratification, no waiting to ship. You can also target international readers which will help you in establishing a global presence.

These are just a few ways to start your marketing but there is a lot of information out there. I encourage you to do some research to perfect your marketing.