

## Print On Demand - Self-Publishing with Jerzy K Kulski (25<sup>th</sup> October 2017)

I self-published using six different publishing resources for indie authors:

1. Xlibris, a subsidiary of Random House. Softcover, hardcover and digital versions of China Heist (<http://www.xlibris.com/Bookstore/BookSearchResults.aspx?Title=china+heist&>).
2. CreateSpace (CP), a subsidiary of Amazon. Softcover book of Leonardo da Vinci: The Melzi Chronicles.
3. Kindle Direct Publishing (KDP), a subsidiary of Amazon. E-book of Leonardo da Vinci: The Melzi Chronicles.
4. IngramSpark (IS), a subsidiary of Lightning Source. Softcover book of Leonardo da Vinci: The Melzi Chronicles.
5. iBooks, a subsidiary of Apple Inc. E-book of Leonardo da Vinci: The Melzi Chronicles. Xlibris published an e-book version of China Heist.
6. InTechOpen. Hardcover and an internet book of Next Generation Sequencing – Advances, Applications and Challenges. ISBN 978-953-51-2240-1. <https://www.intechopen.com/books/next-generation-sequencing-advances-applications-and-challenges/next-generation-sequencing-an-overview-of-the-history-tools-and-omic-applications>.

### Xlibris (<http://www.xlibris.com>) and China Heist

Xlibris is a self-publishing service for digital and hardcover and softcover books (<http://www.xlibris.com>). My experience with Xlibris was good to very good as a first time published author. They oversaw the entire process from manuscript submission to final product. I was assigned a publishing manager who guided me through the various stages of publishing my word document to hardcover, softcover and e-book versions. Xlibris provides a choice of publishing packages from Basic (\$1,199) to Paramount (\$15,199) at [http://www.xlibris.com.au/services-black-and-white.aspx#black\\_and\\_white](http://www.xlibris.com.au/services-black-and-white.aspx#black_and_white). I chose a 50% discounted Premium package that included a variety of useful features that I chose to have as a first time book author. The copyediting service was invaluable, and on publication, I was left with only three typos or misspellings. I submitted my own cover design and the Xlibris cover design service improved the final product to give it a professional finish. The overall service was expensive, but they provided 31 free hardback books and 31 free softback books that covered over half of my publication expenses. The books were distributed to most of the popular online booksellers including Amazon, Barnes and Noble, Book Depository, and Booktopia. Xlibris also has its own online bookstore at <http://www.xlibris.com/Bookstore/BookSearchResults.aspx?Title=china+heist&>. Overall, the service provided by Xlibris was very good, and they offer discounted prices for new publications to returning authors. Maybe a Basic or Professional publishing package would suffice next time around rather than the Premium. I covered most of my costs with the sale of the complimentary books, but made little profit, possibly because I faltered in properly marketing the book – the route to profitable sales.

### **CreateSpace, Kindle Direct Publishing, IngramSpark, and iBooks**

Although I was satisfied with the Xlibris experience, I attempted to save costs by using the cheaper services of CreateSpace (CS), Kindle Direct Publishing (KDP), IngramSpark (IS), and iBooks for my next book publication. In the final analysis the use of the cheaper services involved much more work and time, especially proof reading, and the cost savings weren't substantial compared with the publishing packages offered by Xlibris. With the cost of buying an ISBN discounted package for the books, hiring the Acrobat PDF pro for preparing PDF submissions, and buying sample books for proof reading, the cost savings for production were relatively insubstantial. After the initial experience with CS, KDP and IS, some of the unnecessary 'stumbling' costs might be eliminated or further reduced in future attempts. The advantages of self-publishing using the services of CS, KDP and IS are covered in blogs by <https://kindlepreneur.com/ingramspark-vs-createspace-best-print-on-demand-services/>; <http://giacomogiammatteo.com/2014/05/createspace-vs-ingram-spark-part-2/>. There are no fee charges by iBooks, CS or KDP, but IS charges various fees for book preparation, resubmissions, distribution, and subscriptions.

### **CreateSpace (CS) (<https://www.createspace.com>)**

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### **Ingram Spark (IS) (<http://www.ingramspark.com>)**

Ingram Spark (IS) is similar to CS as a service provider in that they publish (print and distribute) softcover books (and hardcover books), but with some important differences regarding costs and distribution. They have a yearly subscription fee (\$12), a minimal cost for the preparation of each type of book (\$49 for softcover, and the same cost for hardcover book or digital book), and a cost of \$25 for each resubmission of revised or corrected files after initial publication (<http://www.ingramspark.com>). They also offer an Ingram Advance Catalog (IAC) service at a cost of \$85 for marketing and periodically providing title

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I found that the most difficult aspect of submitting the manuscript to IS online was that they required a pdf created with PDF/X-1a compliance. If you submit any other pdf format then the file will upload for hours until you finally receive the error message at some stage during the failed upload. This error in the message is not specified, but it probably means that your pdf is not properly formatted with PDF/X-1a compliance. At first, I sent a standard pdf to the IS submission page and it did not upload online. Then, I emailed IS Support and asked them to upload my compressed standard PDF file for me. They did that successfully. Later, I read about the PDF/X-1a compliance required for submission, and I prepared my pdf file using Adobe Acrobat Pro and the free download of a Preflight Preset provided by Cate Baum at: <http://www.selfpublishingreview.com/2016/03/how-to-fix-your-ingram-spark-pdf-with-free-pdf-fix-download/>. After I correctly reformatted my pdf to PDF/X-1a, I uploaded it successfully to IS using the Firefox web browser. I received the following useful advise from the CS support office that applies to uploading the manuscript or image files onto the internet; "would also recommend you updating to the most recent version of your browser and deleting your cache and cookies, or trying with another browser. Mozilla Firefox or Google Chrome is the most recommendable option."

#### **Ingram** (<https://www.ingramcontent.com>)

Let the bookstore know that Leonardo da Vinci: The Melzi Chronicles is printed and distributed on demand by Ingram and can be ordered through Ingram iPage (<https://www.ingramcontent.com/retailers/ordering>) or Ingram Advance Catalog (<https://www.ingramcontent.com/retailers/catalogs>).

#### **iBooks** (<https://www.apple.com/au/ibooks/>)

I often use the iPad or iPhone to read electronic books with the iBooks e-book application by Apple Inc. for its iOS and macOS operating systems and devices. Consequently, I chose to publish an iBooks version of Leonardo da Vinci: The Melzi Chronicles. The iBooks publisher accepts files that are either the exclusive Multi-Touch book format (.ibooks) or the more general and free ePub format (.epub). I used the Microsoft Word software to reformat the layout and paragraph styling of my hardbook version to a more readable electronic version and then easily converted the Word document to the ePub format (.epub) using the Calibre (3.3.0) computer software (<https://calibre-ebook.com/about>). I manually added a Table of Contents directory using the Calibre edit option before the conversion process. I also unsuccessfully attempted to convert my Word document to the Multi-Touch book file (.ibooks) using the iBooks Author computer software (<https://www.apple.com/au/ibooks-author/>). I had far too many problems with the output of the complex layout and size of the 141 images, and so gave up on producing the Multi-Touch book format. I submitted my

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InTechOpen is a Science, Technology and Medicine Open Access book publisher with more than 3,074 published books in 2017 and since 2004 (<https://www.intechopen.com/about-intech.html>). An Xlibris project editor manages the publication procedure, and it is easy to follow their online instructions. There is an article processing charge for authors of book chapters, whereas book editors of edited volumes are waived the production charges.