



WHAT TO CONSIDER WHEN AVAILING OF POD PUBLISHING

Until recently, printing a single copy of book was unlikely. Publishers, in the past, have to publish their books in hundreds or even thousands of copies to avail of the best price possible. After printing the books are then sent to bookstores. Those books that were not sold are stocked in warehouses perhaps waiting to be shipped when orders come in. But if no orders come, this can be a big loss to the publisher as these unsold books are part of their investment. This is probably why many publishers are careful in admitting new authors and experimenting with their formats. They would always want to be sure to get the value of their investment and not waste it.

Print on demand, on the other hand, uses a different process. As the name implies publishers have to print only a single copy of book when the order arises rather than produce it in mass copies. Authors have to understand though that when they choose POD publishing their books would never be available in bookstores. Additionally, authors have to do the marketing themselves and can expect that some book critics would never consider their books as true publishing credits.

However, regardless of the downsides of POD publishing there are still individuals who think that POD is right for them. If you would avail of this publishing technique there are several factors you need to consider such as the cover cost, set up cost, royalty payments, distribution and control among others. Keep in mind that since POD publishing involves printing one copy of book at a time naturally printing cost would cost more than mass printing. There are POD companies, however, that can allow you to have lower cover price. But this could also mean lower book royalty so be wary when making arrangement with a POD company.

Additionally, most companies also have set up fees to publish your book. If you opt for a lower set up cost, understand carefully the arrangement as lower set up cost means higher cover prices and lower royalties on average. So before you sign a contract with the POD company see to it that the publisher explains to you thoroughly how much it cost to print a copy of your book and how much you will receive per sale of the book. Also, thoroughly read the website of the publisher that you are considering and ask them to send you a copy of the contract before getting that print job started. When you have taken note of this few considerations its time to start hunting for the right POD publisher and getting your book distributed as soon as possible.

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