

## DIGITAL PUBLISHING FOR SMALL BOOKSTORES



Clare Dickens had no idea that when she shared her story as a way of helping other people, she would become an independent author with plenty of success. It was because of a local bookstore in her area, as well as their instant digital publishing machine, that she has the success she currently has as an author today. Dickens wrote her very own book, entitled "A Dangerous Gift", with the help of her son, whose name is Titus. The book was all about their life, chronicling different events and how they got through each day while dealing with the bipolar disorder that Titus was diagnosed with. Dickens chose to complete the novel that Titus helped her with back in 2006, after her son committed suicide. At the time, he was 25 years old. Dickens searched for a publisher and eventually found one in Iceland but she had always hoped to reach other people, a broad audience. It was then that she discovered The Espresso Book Machine, which ultimately allowed her to spread the word of the memoir she created, which is now on bookshelves all around her local bookstore. At the bookstore, her book is the best-seller. Dickens was shocked to learn of her success, believing that she would not sell any books. She did not write the book to become a best-seller but only to help other people by sharing the story of her son as a way of helping other people who have bipolar disorder or have a family member who suffers from the disorder. The Espresso Book Machine, which was created by On Demand Books, first debuted back in 2006 and ever since its debut; it has made self-publishing a whole lot easier than ever before. There are several of these machines located in about 70 different bookstores worldwide. This type of technology has been able to drastically improve the way that author publish their books. It also helps the smaller bookstores, those that are independent and not a chain store, to increase their own inventory, as they become a place where books are not only sold but are also published. It is amazing when people think that not only can they come to the bookstore to read books or buy books, they can also publish their own book if they wish. The book that Dickens wrote sells for about \$10.38 for print, although its retail cost is around \$16. As an author, she is doing very well, as several of her books are being sold with each week that passes by. Along with Dickens, there are many other authors who are taking advantage of this opportunity and are self-publishing their own books as well, in hopes of having success.