



# NEW OPPORTUNITIES FOR BUSINESS



## Digital and Print-on-Demand Publishing



# Technology is changing the way that we read



- 12 years ago, pretty much the only way to read was physical books (unless you counted word documents in business settings)
- 10 years ago, we were just starting to see the advent of pdf file 'ebooks'
- 5 years ago, Amazon invented the Kindle, at the same time that the iPhone, and other smartphones came into existence
- 4 years ago, iPads and Android tablets came into existence
- This has made books an 'any time, any place, 5 mins at a time' thing – and you can carry hundreds with you at once, even on your phone if you like
- You can read them on any device, using Kindle reader software, and Amazon even keeps track of what page you are up to, for you!
- And, no one can see what you are reading, unless you show them the screen....



# Amazon is changing the way that we buy



- Amazon want to sell product, as much as possible, and as cheap to deliver as possible.
- Every Kindle they sell, they sell at a loss! – why ?
- Because every person who buys a Kindle needs to then buy something to read on it... Forever after, new stuff all the time!
- Amazon have over 400 million credit cards on file – that’s a lot of buyers to keep satisfied (and to make a profit out of) !
- And that’s a lot of people, at least a few of which will be interested in your area of knowledge
- Also, to make sure that digital books are easy to sell, in bulk, Amazon have done two things – encourage authors to set low prices (under \$10) for their digital books – by offering much higher royalty percentages if you do, and encouraging authors to sell books as a series of smaller books rather than just one large one.
- Most people will happily risk less than \$10 to see if they like something, so there is less sales resistance
- Amazon also provide the ability to sell a paperback version of your book – but its ‘print on demand’ – only printed when ordered. That also means you can create and order your own diaries and planners for your organisation.
- Google searches – there are thousands per month for even the ‘dullest’ topics



# 'live' digital books are changing the way that we interact with authors



- Digital books can interact with us directly – they can have video embedded, and live links to online things like :
  - Bonus content that readers need to sign up on your website to get
  - Other books you may have written, on Amazon, or elsewhere
  - Your business website
  - Reviews of your book or product on other sites
  - Your blog, or other writing online
  - The website of the charity of your choice, that your book may be created to support
- Amazon Kindle Lending library – for members of their 'Prime' program – free for a few days per book, but they still pay the author!



# The internet is changing who a book can reach



- For someone to find your traditional book, they had to go into a bookstore and look for it.
- That meant a publisher had to take the expensive risk of publishing it, convince bookstores to carry it, and promote it
- If a publisher did not think it would sell “enough” they would not do so
- So books with a smaller likely readership were never published.
- Digital books have very little cost up front to publish (primarily the effort of formatting and editing), and a low cost to deliver. So “enough” is a very different number now. Amongst Amazon’s huge buyer population, there will be some who want your book – and Amazon will do a lot of the promotion for you, because they want to sell more (“buyers who bought this also liked....”)
- Creating charity fundraising books with a very wide reach



# New uses for books that result



- Books have always created an ‘aura of authority’ for the author, but now it is easier than ever to leverage that.
- Having a book will allow you to:
  - Distinguish yourself from your business competition (You “wrote the book on it” after all!)
  - Get leads for your business (or club, or association) directly from the book to your website
  - Increase your membership/marketing list
  - Create a buying following without needing to do as much marketing yourself
  - Present your ideas to a far wider audience than ever before
  - Create passive cashflow from areas of knowledge that previously were seen as being “too niche” to generate money through traditional books (and the royalties paid on digital books are significantly larger per sale than those on traditional books)
  - Cross promote any other venture or book you may have, through direct live links from within your book.
  - Create books to directly support your preferred charities – without needing to find substantial up front publishing costs.

# What is a 'book' anyway ?



- A book is no longer just a physical printed object.
- Now books are as often digital objects, with text in them, but also potentially with video, links, clickable pictures etc
- A book is, in many senses, the 'ultimate business card'
- Digital or otherwise, so long as your material has been formatted and presented to a professional standard, people are impressed by a book, and see someone who has written one as knowing more about the subject than someone who hasn't.

# Why 'write' a book ?



- There are many reasons to write a book:
  - Maybe you have always wanted to – maybe you've even written one that was just not publishable in the traditional publishing world
  - Maybe you have lots of knowledge in a particular field, and would just like to share that
  - You may have a business, and would like more leads, like it to grow
  - Maybe you wish to be acknowledged as an authority in your field – you may already have that locally, but would like to expand your sphere of influence – becoming a global authority is easier than ever!
  - If you would like to become a paid speaker at events, having a book published on your topic is a good way to impress your potential clients
  - Maybe you would like to create income, in an ongoing form, for a charity.
  - And maybe you would just like to make some passive income!





# How can you easily turn your knowledge into a book?



- About now you may be thinking ‘that’s all good, but I can’t write / don’t like writing / don’t have time to write’ – there are ways around those issues!
- You may already have a lot of material written, and just not realise it – if you have a blog, a diary, a business website with articles, FAQs etc, detailed business procedures that are actually ‘how to’ guides etc
- If you hate typing, you can do a voice recording of your material, or a video, and these can be transcribed into text, and edited and formatted for you – all you need to do is capture initial content, and review the formatted result for correctness.
- You no longer have to ‘beg’ a publisher to take your book on – businesses that specialise in digital publishing will, for a relatively small fee, work with you and get your material published, regardless of what it is – they will help you edit for quality, but make no judgement of the ‘should or should not be published’ kind – that is your call.



# Resources



- The simplest resources to get an idea of what is out there, and whether people may be interested, are sites like Amazon – just go to Amazon.com (or .com.au now!), and type in your topic in the search bar – if others have searched for it, Amazon will suggest auto fills of what you are typing as you go – the suggestions they provide are the things that other people have most searched for lately
- Also type your potential topic into Google and see what Google suggests – because that is also what people are searching for.
- Audio recording – various voice recorders, or direct to computer using Dragon Naturally Speaking software
- Or get someone to interview you on your topic, using Skype, and record the call.
- Go to [www.dreamstonepublishing.com](http://www.dreamstonepublishing.com) and enter your email address to download my free report on this topic, plus have a look at the ‘get published now’ and ‘products and services’ pages while you are there to get an idea of costs.
- If you would like to discuss the possibilities further, please email us at [info@dreamstonepublishing.com](mailto:info@dreamstonepublishing.com) and I will get back to you.



# Questions ?