

ECONOMICS

SELF-PUBLISHING

Traditional Publishing

VS

Self-Publishing

1 Book @ 100,000 Words

\$5,000 Advance

\$20 price tag on book with 10% print book royalty

3,000 Book Buyers

1 Book @ 100,000 Words

\$5 Manufacturing Cost

\$15 price tag on book with 80% print book royalty

3,000 Book Buyers

The bottom line

\$6,000

in revenue for the author.

(\$5k advance - \$1k royalty with advance earned out)

The bottom line

\$24,000

in revenue for the author.

(\$8 Profit on each copy sold x 3,000)

TOP 3 THINGS THAT SELL BOOKS



1 Cover



2 Price



3 Blurb

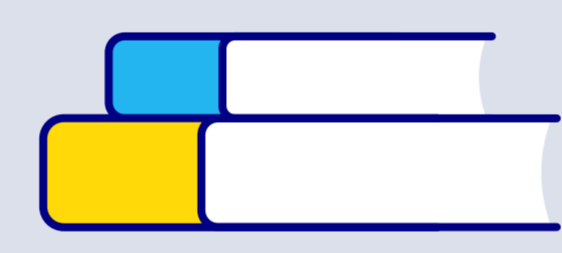
BOWKER SELF-PUBLISHING REPORT HIGHLIGHTS

2013-2018



ISBNs for self-published titles HAVE INCREASED **263%**

BETWEEN 2017 and 2018



Self-publishing **GREW 40%**

In 2013 **461,438 ISBNs** were assigned to self-published titles



In 2018 **1,677,781 ISBNs** were assigned to self-published titles

SELF-PUBLISHING TRENDS TO NOTE



Self-published print books continue to show strong growth, up to **45%** for 2018

In 2018 ebooks accounted for almost **8%** of all self-published titles for the year



The self-publishing industry is dominated by three service providers which, combined, account for over **92%** of all self-published print and ebook titles published IN 2018

IF MONEY ISN'T YOUR THING

Self-Publishing with Lulu brings many benefits beyond earning potential



Creative Control & Flexibility



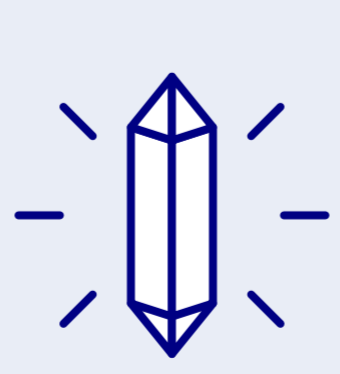
Author Owns Content Forever



Speed to Market



Immediate Reader Feedback



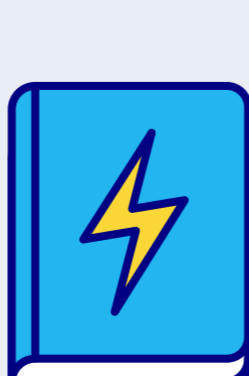
Free ISBNs & Distribution



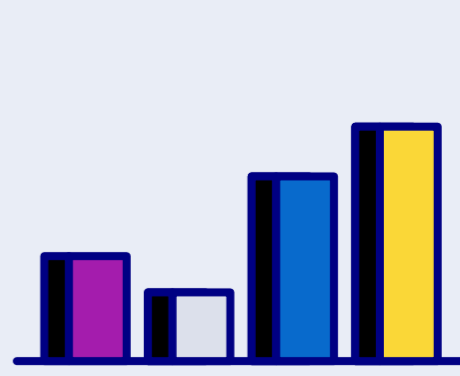
Easy to Use Publishing Wizard



Highest Royalty Payments



Books Printed on Demand



Robust Sales & Revenue Tracking