

7 THINGS

you must look for in a

PUBLISHER



VERVANTÉ

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to look for these essential qualities to ensure that
your final product stays true to your vision.*

Your dream of publishing a book, CD, DVD or other unique product is almost to the point of becoming a reality. You've crafted the perfect content for it and are ready to take the next big step – publishing! The most important move you can make right now is to take the time to research your next steps in order to ensure your final product stays true to your vision. Choosing a publisher is a big decision – they will become an important part of your team and an essential element for bringing your dream to life.

To help you make an informed decision, we've gathered together the top 7 qualities you need to look for in an on-demand publisher for your project. After more than 30 years in the publishing industry, we've seen up close and personal what you need – and what you don't need – in order to pick the right company to help you. And we know that no matter if you choose to work with a large corporate publisher or specialized boutique organization, these are universal truths that will help you make the right decisions to ensure that your publishing experience is valuable, productive and, above all, stress-free.

Easy TO USE

Are you a DIY person, or do you want someone to be your personal guide and help you through the process? No matter which, make sure that the publisher you choose can work with your unique publishing mindset.

- ❖ **DIY:** For the person who prefers to do it themselves, check that the website has a full complement of online tools, training videos, whitepapers and information posted for those who prefer total automation.
- ❖ **A partner in publishing:** For those who love to have access to personal help throughout their publishing experience, check to make sure your publisher has a team available to help with everything from file set up, graphic design, packaging and more.

Proven TRACK RECORD

How long has the company been around? What is their experience / track record in the industry? Who are the principles and what is their background? Your book or product is very important to you and you should have qualified, experienced professionals with satisfied clients and proven track records to be on your team.

- ❖ Check the publisher's "About" page on their website for initial background info.
- ❖ Read up on the executive team. See what their background is and their level of experience within the publishing industry.
- ❖ Look for information about other clients who have used this publisher. If their contact information is public, reach out to them to hear about their publishing experience.

Customization

Your unique vision should know no boundaries. Check out what customization options are available to you. Are you required to use cookie-cutter templates or do you have access to various unique customization options for your product. "Off the shelf" ideas are great for certain standard projects, but you want to make sure that you can break out of the box and have access to all sorts of creative products and packaging depending on your needs. Ideas? Hmmm, how about drawstring bags for personalized card decks? Or t-shirts, framed certificates, goody bags, shipping boxes or clear newsletter packaging envelopes? A good publisher will take your ideas, bring them to life and then give you options that will elevate your project to even higher levels.

NO Strings, NO Hidden Fees

This pretty much speaks for itself. Read the fine print in any agreement or product descriptions and choose a publisher who states all project fees up front. Who needs the stress of worrying about each little thing along the way and adding up a la carte fees? Not you! Look for a publisher who will work with you with no set up fees, no minimums, and allowing all items to be produced and shipped on demand or in bulk.

COMPREHENSIVE Solutions

Check if the publishers you are looking at offer free coaching on products and packaging as well as a dedicated team to support you, via email or phone. You should never be left hanging. Check with your publisher about how progression through the publishing process will work – and that you will have access to an experienced guide who can walk you through everything from design and formatting, printing and shipping. Don't forget to ask about comprehensive solutions ahead of time such as access to designers who can create artwork and packaging, edit audio files, master DVDs, and then produce and ship products. While it may be tempting to try to do it all yourself, it is worth asking about done-for-you packages that may end up saving you precious time and finances in the long run.

Marketing & Sales

Once you have your product in hand, can your publisher take the extra steps to help you realize your goals by providing sales, marketing and promotional opportunities? You've already worked together so much – at this point it is a relief to be able to continue that relationship with someone who can help you to manage retail channels such as Amazon and Barnes & Noble, as well as format and offer ebook solutions and help ensure distribution via the largest channels available.

PERSONAL Relationships

While we list this last, it may indeed be the most important overall point that you must consider. Every step of the way you should have full access and quick response from your publisher. If you want to see how your potential publisher is with relating to their clients, go to the source, their customers. See if they have testimonials available. Reach out to those people – if they are really satisfied they will be delighted to tell you of their experiences. Referrals are the best – and truest – form of flattery. If colleagues and like-minded people have used the publisher you are looking at – and would do it again – then that's telling you a lot.

By taking a close look at these 7 essential qualities, you'll be able to easily narrow your search for the perfect publishing partner for your big project. We invite you to swing by the Vervante Publishing website at www.vervante.com to check out how we meet all of the above criteria – and even more – with our on-demand publishing and distribution solutions.

We have more than 30 years of experience in the publishing industry and have worked with authors, business owners, entrepreneurs, corporations and visionaries just like you who are ready to share their brilliance and creativity. We specialize in easy, efficient and quick publishing solutions for products such as newsletters, CDs, DVDs, books, information products and card decks. Whether you are motivated by art, business or life, we make it easy for you to realize your publishing dreams.



Even if you're not quite ready to publish right now, we'd love to hear what your big dreams are.

Books?

Trend-setting newsletters that break the mold?

Personalized card decks?

Whatever your vision, let us know at info@vervante.com, and we'll share with you our insight and ideas for helping you embrace your brilliance through publishing.



Ready to get started now? Establish your free account here:

<http://vervante.com/6CRA3>