

7 THINGS

you must look for in a publisher

Choosing a publisher is a big decision -
The most important move you can make right now is to look for these essential qualities to ensure that your final product stays true to your vision.

Your dream of publishing a book 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.

1 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.

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. 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 and graphic design to printing, packaging, distribution and more.

2 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 for 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.

3 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. How about custom printed tuck boxes for card decks or personalized branding stickers for your shipping box? Or perhaps you want to include apparel or other items from other sources with your book or product. 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.

4 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? Look for a publisher with no set up fees, no minimums, and allowing all items to be produced and shipped on demand or in bulk. Be wary of publishing packages that may cost thousands of dollars, require exclusivity and make claims and promises of marketing and sales.

5 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 to printing and shipping. 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.

6 MARKETING & SALES

Your email subscriber list is the #1 most important asset in your business. A publisher who claims to get your book or product in front of thousands may not be true. It takes time and work to build your list and these will be your buyers and prospective clients. Be careful not to fall into the trap of purchasing a "marketing package" that sounds too good to be true.

Selling your book or product from your site is the only way to capture customer data, make the most profit, and create a foundation for future sales and business growth. When you send a buyer away from your site to make the purchase you are giv-

ing away the ability to gather this information and a big piece of the profit too. Keep the buyer on your site, process the transaction, and work with a publisher who can print and ship your book or product from your shopping cart.

7 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 email us at sales@vervante.com or schedule a call with us [HERE](#) to check out how we meet all of the above.

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 publishing and distribution solutions for products such as books, card decks, USBs/CDs/DVDs, coaching and training products. Best of all, we make it easy for you to realize your publishing dreams.

