

HOW TO CREATE YOUR OWN COLORING BOOKS

Adult coloring book popularity has skyrocketed the past couple years and shows no sign of slowing down. Children's coloring books are just as popular as ever, and parents are always looking for something that will capture their child's attention and ignite their creativity. There is even an official National Coloring Book Day (Sept. 14)!

This is why it's the perfect time to make your very own coloring book. Here's how:

1 CHOOSE A THEME

First thing's first, you need to pick a topic or theme. If you already have a specialty, or an audience that looks to you for a certain topic, go with that. As for what you pick for your theme – the sky is the limit.

You can do this by removing the color from the book's illustrations to create a version that kids can color themselves.

2 SELECT YOUR ART

If you are an artist, you can create the coloring designs yourself. If your artistic talents don't go beyond sketching stick figures, no worries! There are thousands of royalty-free stock images available for purchase online that can be used to create coloring books. If you choose to purchase stock images, just be sure you have the correct licensing rights.

Most use a coloring image for their covers that is either partially or completely filled in to catch the eye of potential buyers and give them a sneak peek of what's inside.

If you are a children's book author, here's a fun idea – transform your children's book into coloring book.



3 DECIDE ON THE DETAILS

Paper Thickness

Coloring books can be printed single-sided or double-sided. If you choose to print double-sided, a thicker-weight paper won't bleed through. We recommend 28# paper.

Binding Choices

Perfect binding is a traditional choice for coloring books. But if you want to really stand out you can use spiral binding or saddle stitching so the coloring book can lay flat for ease of use.

Horizontal vs Vertical

Most coloring books are printed vertical, so creating one that is horizontal with spiral binding that allows it to lay flat will definitely make yours unique!

Perforated Pages

Make it easy to remove or share pages by perforating some or all of the inner pages.

Page Size

We can print your coloring book any size, so you can stick with the standard letter size that is super popular or make a fun, smaller sized color book.



4 WRITTEN CONTENT

Your coloring book will need some written content. You can include pages such as an introduction, front matter with copyright and contact information, and maybe something at the end to invite them to visit your website, sign up for your newsletter, or purchase more books, etc.

5 SET UP FOR PRINTING AND ORDER PROCESSING

Once you have your book assembled, reach out to us at sales@vervante.com for a free quote. You can also get a quote by clicking on the "Get a Quote" link on our website home page. Once you're ready to start selling your coloring book, we can help you with printing, order processing, fulfillment and shipping.

- Sell from your site and send us orders to print and dropship directly to your customer.
- We can list your book to sell on Amazon. We'll take care of the details and send you the royalty payments.
- If you don't want to deal with credit card processing, you can sell your product using the Vervante Bookstore online. We'll take the orders, process the payments, and send you the royalties.
- If you want to handle orders yourself, you can place printing orders with us and have the books sent straight to you.

6 ORDER PROOFS

Once you've put your book together, it's time to order proofs. When you receive your first copy, try it out yourself to make sure everything is just the way you wanted it.

7 CREATE AN EXPERIENCE

If you want to help your coloring book stand out from the crowd, offer a complete experience by including complementary products like coloring pens or pencils, crayons, or stickers. We offer a variety of products you can easily create, or you can talk to us about providing other products as part of your fulfillment and shipping options.

8 BUILD AN AUDIENCE

One of the best ways to ensure long-term success for any of your products is to gather the names of your customers and create a contact list to stay in touch with them. When you work with Vervante, we encourage you to sell from your site so that you make the most money, process the payment and collect the customer data – specifically the email address so you build your list. This way you can announce new books as you create them, offer specials, and create an audience that will support you for the long term.

EXCITED ABOUT YOUR OWN COLORING BOOK?

We are! And we're here to help you get started – and get inspired!

→ **DOWNLOAD A FREE 5-PACK OF COLORING PAGES ON US BY [CLICKING HERE](#).**

→ **ORDER OUR SAMPLE COLORING BOOK FOR INSPIRATION.**

Email sales@vervante.com or schedule a phone call with us to discuss your ideas, timelines and solutions for creating and selling your own coloring books.

HAPPY
COLORING!!

