

Budget Desktop Publishing of Books and Ebooks.

You can publish a Book or Ebook on the Internet and have your book/ebook available to a worldwide audience using *Print On Demand Publishing* for little monetary cost, but plenty of your time, energy, willingness to learn from your mistakes, taking constructive criticism on board, and embracing the use of new technology.

Publishing on a shoestring budget is not entirely easy but with perseverance it can be done.

You do not need to have a Literary Agent, a Publisher, a Publicist or a Book Publishing Deal, and then have to sell your books at \$40/60 to pay all these people and make a profit for yourself.

All these people may be good for the ego but not the bank balance. You also have to be careful about being sucked into the hype and avoid Vanity Publishers.

http://en.wikipedia.org/wiki/Vanity_press

A **vanity press**, **vanity publisher**, or **subsidy publisher** is a term describing a **publishing house** in which authors pay to have their books published.^[1] Additionally, vanity publishers have no selection criteria as opposed to other "hybrid" publishing models. The term appears in mainstream U.S. publications as early as 1941.^[2] In contrast, mainstream publishers, whether major companies or **small presses**, derive their profit from sales of the book to the general public. Publishers must therefore be cautious and deliberate in choosing to publish works that will sell, particularly as they must recoup their investment in the book (such as an **advance payment** and royalties to the author, **editorial** guidance, **promotion**, **marketing**, or **advertising**).^[original research?] In order to sell books, commercial publishers may also be selective in order to cultivate a reputation for high-quality work, or to specialize in a particular **genre**.

http://en.wikipedia.org/wiki/Print_on_demand

Print on demand (POD) is a **printing** technology and business process in which copies of a book (or other document) are not printed until an order has been received, allowing books to be printed singly, or in small quantities. While **build to order** has been an established business model in many other industries, "print on demand" developed only after **digital printing** began,^[1] because it was not economical to print single copies using traditional printing technology such as **letterpress** and **offset printing**.

People like www.amazon.com www.creatspace.com and www.smashwords.com provide an excellent way to get your masterpiece out there and into the market. They take care of the Publishing, some Marketing, Sales and at the end your Reward. Of course they take a slice of the cake on the way through but they also do quite a bit of work on your behalf.

At CreativeKiwis.com we have been perfecting Writing, Editing, Layout, Formatting, Checking Style, Design Book Cover, ISBN Numbers, Copyright Issues, Publishing and Marketing and Advertising. Our efforts, have had varying degrees of success.

To be published online you need to meet the requirements of these Online Publishers or you will either not be accepted or you will only miss out on some of the opportunities they offer. On Smashwords if you Qualify for their Premium Service, your Book/Ebook is offered to Apple, Barnes and Noble etc.

We are currently revamping our website and books, increasing our marketing, monitoring and watching how our sales are going compared to our marketing efforts. Using tools like Google AdSense <https://www.google.com/adsense/> Google Analytics <http://www.google.co.nz/analytics/> Google Webmaster Tools <https://www.google.com/webmasters/tools/home?hl=en> etc.

We can now monitor site traffic etc from Apps on a Smartphone.

We reckon that writing a book is the easy part, it is getting all the other “Ducks in a Row” that will give you some chance at success.

In other words writing the book is easy but 80% is the way the book looks and how you Publish, Marketing and Advertise your book.

We publish Books and Ebooks and have a 15 year history on the Internet.

We would welcome being able to assist you in achieving your aim of publishing your masterpiece.

Contact us for more Information

<http://creativekiwis.com/index.php/contact-details>

We also have several books on Desktop Publishing

How to Publish an Ebook

<http://www.smashwords.com/books/view/32052>

How to Write a Book and Get Published

<http://www.smashwords.com/books/view/35961>

The Ultimate Desktop Publishing Ebook

<http://www.smashwords.com/books/view/49688>

This article was written in Google Docs

<https://docs.google.com/document/u/0/?showDriveBanner=true#>

HTH

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