

# SALOFF ENTERPRISES

---

jamie saloff • p.o.box 339 • edinboro, pa 16412 • 814-734-5189  
[jamielinn@saloff.com](mailto:jamielinn@saloff.com) • [www.podbookdesigns.com](http://www.podbookdesigns.com)

## Print On Demand FAQ For Authors Interested in Self-Publishing

### **Q: What is a P.O.D?**

A: A Print On Demand book (POD) is a book that is stored digitally in a distributor's database and printed only when an order is placed for that book. These are real books, (NOT e-books that are only readable on screen).

### **Q: What's the difference between a POD book and a traditionally published book?**

A: Only an expert can tell the difference between the two. While traditional printing is accomplished via an off-set printing press, POD books are published with high quality, super fast copiers designed just for this purpose. A 300-page book can be printed in less than a minute.

### **Q. Will my book be stocked on bookstore shelves?**

A. Most POD books aren't regularly stocked on bookstore shelves unless customers start asking for the book or unless they are preparing for a special event such as a book signing. They can, however, be ordered from almost any bookstore. Your goal as author and the book's promoter is to create high customer demand for the book so bookstores want it on their shelves.

### **Q. How is a POD book different from an e-book?**

A. An e-book is an electronic file available to read on a specially designed hand-held reader, on a web page, or for download and printing by the end user. A POD book, is a physical book – hard or soft bound – kept in the distributor's database and printed when an order for it is received.

### **Q. What is the difference between this process and a subsidy press?**

A. Before POD publishing, a subsidy publisher could easily be spotted as they charged an exorbitant fee to publish your book. Nowadays, many ask for little or no fee since they will make their profit on the books you order for friends and family, and they will offer you royalties in order to make them look more like a legitimate, traditional publisher. Most hold the rights to your book as well. Most subsidy publishers do cookie-cutter layouts and provide substandard cover design. When you become the publisher and side-step the vanity and subsidy presses, YOU are the publisher. YOU retain all profits, all rights and share those with no one. YOU make all the decisions about cover design and layout. Please ask us for more details if you have any other questions about subsidy publishing. Everyday a new subsidy press appears on the web, so read all the fine print. When you are the Publisher, you are NOT paid royalties, and YOU hold all the rights to your book.

### **Q. Will my books appear on the online bookstores such as Amazon.com?**

A. Some POD distributors have an automated system to upload basic information about the book to the popular online bookstore sites. However, these descriptions need enhanced with reviews, excerpts, and other important sales data.

# SALOFF ENTERPRISES

---

jamie saloff • p.o.box 339 • edinboro, pa 16412 • 814-734-5189  
[jamielinn@saloff.com](mailto:jamielinn@saloff.com) • [www.podbookdesigns.com](http://www.podbookdesigns.com)

## **Q. How do I obtain copies of my book?**

A. You can order copies direct from the distributor for your own purposes, or they can be ordered directly by customers and/or by bookstores via their own ordering systems. (Note: on occasion, we've found that bookstores are confused by the term 'Print On Demand' and sometimes say they can't order one, which is incorrect. Sometimes they will say they are 'out of stock' which for a traditional book means a long wait, but for a POD book means a few days. This also confuses some store associates. Note, it is not necessary to tell a book retailer that your book is a Print On Demand book. Print On Demand is merely a form of printing. Nothing more.)

## **Q. What if I find a mistake in my book after it's printed?**

A. One of the great advantages of POD publishing is that a text can be quickly upgraded at any time. This has proved very useful for companies such as textbook producers who need up-to-the-minute data. (Updates incur a charge from the distributor and designer.)

## **Q. What are the limitations of POD books, if any?**

A. Some POD books have page count limitations (48-740) and must be in sets of 'four' (or divisible by four) even if this requires a blank page or two. Some POD distributors also have size limitations. They are not recommended for books with large quantities of photographs or drawings (charts are okay in most cases). Check with your designer if you need more details. Some printing delays may occur with larger sized books or hardbacks. Some POD books are restricted black and white (and gray scale) only. Color is not an option (but will be available in the near future). Only the cover will be printed in color (using a four-color process). Check with your designer or POD company to be sure.

## **Q. What services do you provide?**

A. Once you decide to self-publish your book, Saloff Enterprises can offer several packages that include layout and upload to the printer and some after-market publicity. We help you through every step along the way. Please check out our other document, Seven Steps of Self Publishing for more of what we can do to help.

## **Q. What does this process involve on my part?**

A. First, you provide a digital version of your text that is ready for publication (no typos, etc.) After consultation with you, our book designer will create an eye-pleasing layout specifically designed with your book's content and purpose in mind as well as fulfilling the distributor's specifications. You will then receive a review copy in a PDF format and have the opportunity to make minor changes. Lastly, the final approved copy will be uploaded to the distributor. You are encouraged to offer input and to keep in communication with us throughout the whole process.

## **Q. What's a PDF and why do I have to view my book in that format?**

A. A PDF (portable document file) is a unique format that allows any computer with the Adobe Acrobat Reader software to view the document in the exact design as it was created. The end user does not need to have the same fonts installed, nor even the same software. Using this format will allow you view your book EXACTLY as it will appear in print. Any other format will almost always distort the original to

# SALOFF ENTERPRISES

---

jamie saloff • p.o.box 339 • edinboro, pa 16412 • 814-734-5189  
[jamielinn@saloff.com](mailto:jamielinn@saloff.com) • [www.podbookdesigns.com](http://www.podbookdesigns.com)

some extent. We do not provide a printed proof, only a PDF. Adobe offers the reader software for free to both Macintosh and Windows users at <http://www.adobe.com>.

## **Q. Is there anything else I need to provide besides the manuscript?**

A. Yes. You need to purchase your own ISBN numbers from R. R. Bowker. You will need to set up an account with the distributor that will include personal and business information, credit information, and appropriate tax documents. You will need a cover designed to particular specifications (we can provide a cover designer if you need one). You will also need written items for inside your book such as contact information (a P. O. Box number is highly recommended); web address (also recommended); as well as acknowledgements, dedication, author's bio, and any other sales or pertinent information. In addition, you will need annotation text for the distributor and online bookstores. And, if you want your copyright registered with the U.S. Copyright Office, you will need to do that as well. Details of all these steps are provided in our document "Seven Steps to Self Publishing."

## **Q. What distributor do you use?**

A. We currently use Lightning Source, Inc., a division of Ingram. They are the forerunners of this service and have recently upgraded and expanded their operation currently located in Tennessee. Lightning Source provides these services for a wide variety of publishers including Addison Wesley; Ballantine; Bantam; Chronicle Books; Dell; Doubleday; Fawcett; Firebird; Harcourt Trade; Harper Perennial; Harper Prism; Harper San Francisco; Harper Collins; 1<sup>st</sup> Books; Johns Hopkins; Little Brown & Co.; Macmillan; McGraw-Hill; Oxford University Press; Peachtree Publishers; Pocket Books; Random House; Scribner; Shambhala; Simon & Schuster; St. Martin's Press; Warner Books; Zondervan; many university presses, small presses, and many people just like you. The list grows everyday. (If you'd like to see inside of Lightning Source, visit their website and choose "news releases" from the drop down menu, then, click on the Seybold report listed on the March 24, 1999 link.)

## **Q. What happens after Lightning Source acquires my book's text and cover?**

A. After your book and cover are received, Lightning Source enters the two into their digital file within approximately 7 *business* days. This process can be tracked via their website. Once they have the files in their computer, they produce a proof for your approval (at an additional charge). After you approve the proof, the files are put into Ingram's database where the annotations are then accessed by online bookstores. We are finding it takes 15 to 20 business days for an available book to become visible online, though Lightning Source has recently automated their system – this may shorten the time. Your books are available for order from you or bookstores as soon as you approve the proof. Plan another 10-15 *business* days to receive your printed books unless you pay expediting costs. Lightning Source keeps your book in the database until you decide to discontinue its availability. There is a nominal, annual fee for this (about \$12). For more information, stop by the Lightning Source web site at <http://www.lightningsource.com>.

## **Q. Wow! How I will remember everything?**

A. Relax! Saloff Enterprises is here to help you through the process in a friendly and easy-to-understand manner. We will offer periodic reminders and instructions to help you create the best book possible. Call us anytime with questions.