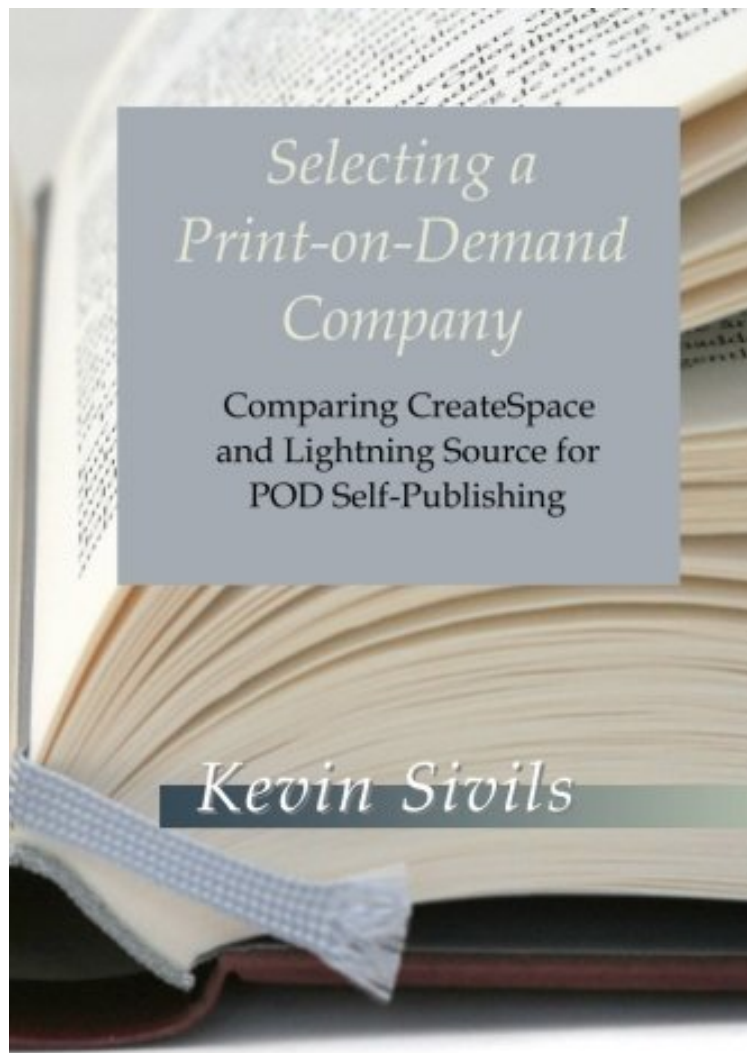


(Get free) Selecting a Print-on-Demand Company: Comparing CreateSpace and Lightning Source for POD Self-Publishing

Selecting a Print-on-Demand Company: Comparing CreateSpace and Lightning Source for POD Self-Publishing

Kevin Sivils

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book is a good place to get necessary information about the two biggest POD companies, namely, CreateSpace and LightningSource. The writer doesn't endorse either one, he just provides information. The ultimate decision on what company to use is up to you. Some useful information in the book includes:1. An explanation of CreateSpace's distribution channel and "Pro Plan"2. A brief overview of LightningSource's "short discount," and how it affects pricing3. A good overview of ISBNs4. A neutral overview on the disadvantages and advantages of both companies5. There is a side-by-side cost comparison for both companies.This is a quick read and well worth the price, especially for any new author who is looking to use POD.0 of 0 people found the following review helpful. Good starterBy Beverly A. RamseyClear, good information and accurate listings. This is a reasonable cost for such a reference and the points are not time sensitive.0 of 1 people found the following review helpful. no big deal but usefulBy Deborah BogenI'd say just go with CreateSpace but this is not a bad book. There are tips about reaching various markets that you may want investigate.

The industry of self-publishing has seen enormous change in the past decade. The internet and online retailing via Amazon and Barnes Noble has given self-published authors access to readers they were previously denied under the old model of publishing. Print-on-demand via companies such as CreateSpace and Lightning Source not only makes self-publishing as a business venture financially possible, it also provides authors with access to distribution to book retailers. CreateSpace and Lightning Source are the two biggest names in the print-on-demand industry and choosing which of the two companies to use can be a difficult decision, especially for a first time author. Selecting a Print-on-Demand Company: Comparing CreateSpace and Lightning Source for POD Self-Publishing is meant to clarify the advantages and disadvantages of using either company in a clear and easy to understand manner. By gathering all of the information in one place and organizing it, this book is a valuable tool in the decision making process of selecting a POD service to self-publish and distribute a book.

About the AuthorAbout the author: Kevin Sivils has nearly 30 years of experience as an educator and a successful basketball coach and athletic administrator. As an author he has self-published over a dozen non-fiction books related to the fields of education and athletics. Sivils holds a B.A. in liberal arts from Greenville College and a M.S. in Sport Psychology from Louisiana State University. In addition to his other books, Sivils has authored Self-Publishing With s CreateSpace and blogs about self-publishing on The Self-Publishers Notebook at <http://theselfpublishersnotebook.blogspot.com/>