The Print on Demand Playbook
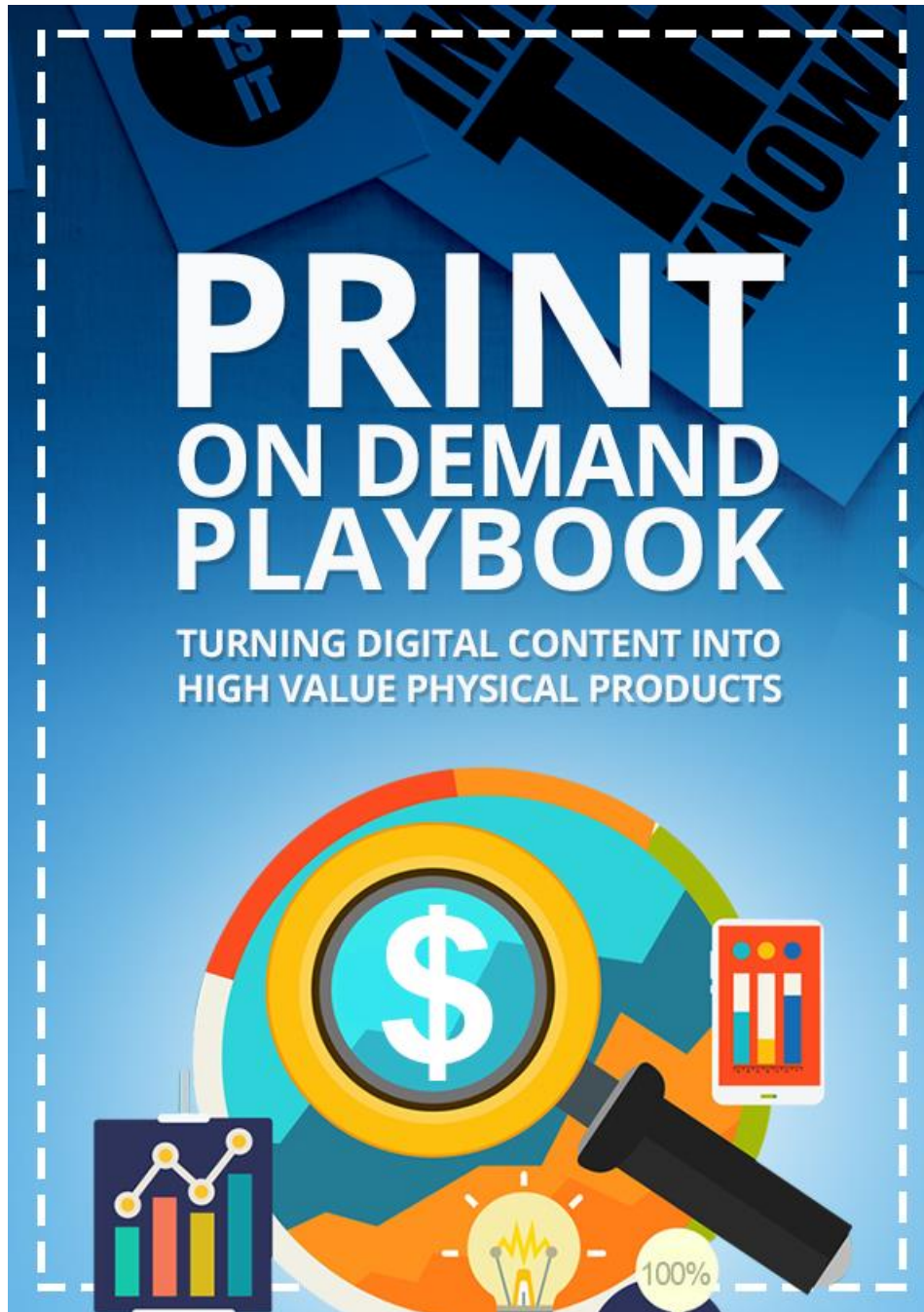
PRINT
ON DEMAND
PLAYBOOK

TURNING DIGITAL CONTENT INTO
HIGH VALUE PHYSICAL PRODUCTS

Overview

Entrepreneurs, Authors and Digital Product creators are always looking for ways to increase profits without doing more work. One of the best ways to do that is to increase pricing on their products and services.

However, there are limits to that strategy if a customer doesn't perceive the product or service to actually be worth more. One way to change the nature of the product's perception without changing the content is to re-package it into a physical product.

So a PDF can become a paperback or hardback book. A downloadable video course can become a DVD Course delivered by mail. An interactive set of exercises on a website can become content delivered by CD.

In the past entrepreneurs haven't taken this strategy because it can be cost or time ineffective. First, traditional publishing even in a hybrid arrangement typically starts at a $5,000 up front payment before any books are sold.

In addition to that, the author can be responsible for marketing and have to purchase numerous copies of their book. Moreover, the author tends not to have a lot of control over the number of books that arrive.

This puts them in the awkward position of having to "pitch" the books or content everyplace they go to brand or represent their business. The same constraints were true if the entrepreneur wanted to sell instructional CDs or DVDs. Limited runs with a few sets were very expensive.

So the creator was faced with buying more than they needed and before a single sale was made. This took some of the profit out of creating information and selling it in the past. However, the digital information age has changed this and authors as well as information product creators now have cost effective options.

Because of Amazon.com's website with both Kindle for EBooks and Createspace for Physical books, authors now have cost effective options for self-publishing their book.

Gone is the requirement of a significant fee up front in order to have a book published. Of course the entrepreneur then takes on more of the marketing that they would in a traditional publishing arrangement, but unless they were a recognizable name, they would have been responsible for much of their marketing anyway.   Almost as important as being able to publish without up-front costs is being able to make purchases of physical books in a small a quantity as the entrepreneur desires.

This is important because that means that they never have to spend more than they desire before a sale is actually made. Createspace also provides the author with an ISBN number or gives them the option of getting their own.

As long as the book is representative of what the author's best work is, there is no "middle-man" between he or she and what they'd like to do with their book. Createspace provides the same service to those wanting to publish CDs and DVDs. All of these information products can then be conveniently sold on the Amazon website to those searching for information on the relevant topic.

This course will discuss and demonstrate what it will take to get an information product ready for Createspace in book form, CD form and/or DVD form.
It will also discuss another service making publishing of information on Physical media easy, a website called Kunaki.

Kunaki helps entrepreneurs that want to sell their content with fewer restrictions than Createspace but also want to make it available in physical media form. Discussion will begin with the various ways that a potential publisher can construct their media, then how they can record their media, how they can edit their media and finally how they can upload their media for sale.

The course will also walk through the various processes on screen so that authors can get started creating their content.

The Content Creation Process

Entrepreneurs often want to write books and create products because of what it could mean to their business. They can reach audiences outside of their typical customer as well as to show a more personal side of their business.

In other cases, they get to educate their customer and show them that they fully understand their problem and have the expertise to solve them. Books and digital products provide positioning with current and potential customers in ways that traditional contact methods (email, direct mail, advertising) don't provide.

The main factor is that when the person purchases an information product they're making an assumption, even if in a small way about the authority of the person doing the teaching, writing or training.

The problem is that unless content creation is the main thrust of their business, finding time to create training for others to experience can be difficult. They must serve their regular customers and attract new prospects, while at the same time create some kind of content to teach, train or entertain.

To do this, they must often find ways to leverage their existing time and activities in order to create the content that goes into a book and/or information product. The digital content creation process makes this possible.

An entrepreneur can create three basic forms of content to either market or sell their brand and/or products.
- Digital Audio
- Digital Video
- Digital Text

All three of these forms translate well into creating a physical information product that they can sell or give to their customers. Additionally, depending on the skill set of the entrepreneur, there is overlap in the creation process.

For example, digital audio can be turned to digital video and vice versa and digital audio can be transformed into text. Both processes are easy to execute but different in what they bring to the process of creating books, CDs and DVDs.

Creating Digital Audio Content

Therefore, the best form to start the discussion will be digital audio. The most versatile form for creating content will be audio. Entrepreneurs often have live presentations that they've completed and this makes it easy to find content to turn into a physical form.

Audio can easily be converted into video as well as into text. It can be matched with Presentation software as well as Animation software. Moreover, the speaker or creator can be less self-conscious about their appearance and focus on their content.

It's less challenging to record an audio without distracting an event planner or audience since it can be as simple as placing a recording device unnoticed next to a speaker. Before taking your audio content to a physical form, you'll need to get it into a digital format.

This usually means that you'll be using either an Mp3 or WAV file designation. Assuming that you already have the expertise required to deliver good audio content, there are several ways to get it out of your brain and into Mp3 and/or WAV.

There are four steps in this process:
- Construction: The Act of Creating the Audio Content
- Recording: Getting the Content into Savable Digital Media
- Editing: Taking Out Unwanted Parts of the Audio
- Processing: Getting the Audio Ready for Digital Media Creation

Creating Digital Audio Content: Construction

The question to answer is how to use activity you've already completed or that you need to complete in order to create audio content that you can place into a product that you can sell or use to brand your business.

One way to get dynamic audio content is that you can strip the audio track from an existing video presentation or you can record it, in some way from scratch. You can actually use any video recording that you have to use as your audio.

- This means that a webinar or video recording could serve as the audio that you're going to use in your physical product.
- You need to take extra care while you're creating the actual video to make sure that the audio portion will be high quality
- You also need to make sure that while you're creating the video, you're aware that you'll have some people that will eventually be listening only.
- This will affect what you say and how you say it while doing the video recording.

You can do an audio reading or presentation with the intention of using it as your audio product.

- When you're doing this, you'll want to be aware that dynamic presentations are more engaging than those that sound like they're being "read".
- One way to get more energy into the presentation or reading is to stand instead of sitting, which may require setting up your recording equipment to make this easy.
- Depending on what kind of product you'll be creating, you may want to deliver your presentation in front of a live audience which also creates a more dynamic energetic audio recording.

Any time that you're giving a live presentation or interview, take advantage of this fact by making sure that you record the audio, at minimum.

- You can record with an external Mic
- If You can connect to the sound system, it's better

Creating Digital Audio Content: Recording

The recording process can take place in two time effective ways…recording video and recording audio.

VIDEO: Since you can use any video recording that you have to use as your audio, you'll want to make sure that you get the best audio quality that you can.

- In most cases, you can do this by using the Microphone jack on your recording device.
- Most camcorders and smartphones have a Mic jack that will allow you to plug into it using a plug-in Mic.
- You can eliminate most of the background noise by using a noise cancelling Mic of some kind.

AUDIO: You can record the audio through an electronic device or your personal computer

- There are free programs such as Audacity that will allow you to record audio through any personal computer.
- When you're doing this, you'll want to be aware that dynamic presentations are more engaging than those that sound like they're being "read".

Creating Digital Audio Content: Processing

Once you have an audio recording that you can use, you will want to finalize your file in mp3 or wav. You may want to place additional recordings on the front and back end (bumpers) to brand your work.

You will also want to be detailed in adding in your digital tags to the file including:
- Speakers Names
- Dates
- Presentation Titles
- Subject Tags
- Any other distinguishing characteristics

Once you have a tagged, high quality audio formatted recording, you are then ready to turn your audio into the physical format your choice.

Creating Audiobooks

If you are published or self-published author, one way to diversify your content is to turn it into an Audiobook. One of the easiest ways for authors to go through this process is to use the Amazon Self-Publishing Platform called ACX.

ACX will see to it that the author's audiobook is distributed on ITunes and Amazon and can be listed next to your published work. But there could be a case where you would benefit from being able to sell a physical copy of your audiobook.

Some people prefer to have the audio version and would be willing to purchase it over a digital copy online when you meet them live and in person.

Typically, the payout is 40% of all sales will flow to the author. However, this will be different in the case of turning your ACX book into a physical CD.

You would be taking your finished audiobook and using a "non-exclusive distribution" contract. This would mean that 25% of your online sales would flow to you.

However, 100% of the physical copy of your audiobook would flow to you (less manufacturing expenses). There are two steps in the process to get your audiobook into a format to sell it as a CD.

- Recording and Editing
- Manufacturing and Processing

For now, we'll focus on the recording and editing. Since an audiobook is typically not a live presentation, you may want to consider having a professional to narrate your book.

Although you can narrate it yourself, the recording and editing time will be enormous. ACX provides an exchange and marketplace of professional narrators.

A hybrid method is to work with a local studio that can provide you with a soundproof platform to record, edit and master your audiobook recording.

In a later video, the course will show you how to take any audio content and sell it to your customers in a physical form even if it isn't a book.

Creating Digital Video Content

Creation of digital video can be as simple as using a smartphone with computer software to edit the video into what you'd like it to be. You want to create digital video that is engaging and attention keeping.

One of the easiest ways to create engaging video is to record a live video presentation. Because there is a live audience, your delivery will be more natural and you're likely to work harder at connecting with your audience. The voice inflections you use are likely to be more in line what the kind of speaking people listen to and thus they'll be attention keeping.

The most common way to construct digital content is to do so with presentation software like PowerPoint, Prezi or PowToon. This way allows you to create content while simultaneously getting it ready for the viewer to see.

There are also animation software programs that will help you to be able to construct video presentations while presenting the information you want to communicate (MySimpleshow, PowToon, Sparkol, Amimatron) Just as is the case with audio, digital video content can be edited with software programs like Camtasia, Sony Vegas and Adobe Premier.

The most commonly used format for Digital Video upon processing will be the Mp4 format, regardless of what kind of video you create.   Make sure to encode the final form of the video with all of the information that a viewer would find helpful and that would effectively brand your business or practice.

Creating Digital Text Content

Most content creators will either write or have content ghost written for them from scratch. The construction of digital text content for publishing whether the final form will be a paperback book or a PDF file on a CD will typically happen in two stages.

The first stage typically happens inside of a Word Pressing software program such as Microsoft Office or Google Docs. Microsoft will be most convenient to use because of the formatting templates downloadable from Createspace.

These templates will save you time so that you can stay focused on the creation of your content. The second stage will be the editing and post formatting process. The most important aspect of the process after writing will be:

- Editing for content and flow
- Editing for grammar and typos
- Formatting for readability

The book publishing process will have second step which we'll discuss in that portion of the course.

Blog to Book

One way that entrepreneurs and professionals find easy to write their book is to do it in steps and stages through posts to their blog. By writing on a regular basis on their topic area to their blog, they are consistently moving their publishing project forward while at the same time getting feedback from their potential audience.

This can be accomplished through any blogging system whether free or self-hosted but is most effective on the WordPress Platform. The reason for this is that there are a number of add on software programs that will allow you to take all of the blog posts on a certain topic and then turn them into your book content.

Once you have a document from your blog, you'll need to reorganize it for the task of getting it ready for final editing process.

Transcribed Content

Using transcribed content is a hybrid way of constructing text for your projects. This is effective because you can leverage any of your live presentations, webinars and speeches to turn them into your book. One thing that you'll want to be aware of is that your brain works in a different manner when you're speaking versus when you're writing formally.

That means that you'll want to pre-edit your transcription to make sure it reads the way you want it to. You can start this process by taking one or two of your presentations on a subject and delivering the file to a transcriber.

Note, that if you need a fast turnaround time there will be a higher cost, so you'll want to start early in the process of creating your project. Generally, the cost of a transcription is about $1.00/minute for a 5 Day Turnaround, using sites like Speechpad, E-Lance, Transcriptionhub and Rev.com

Another more cost effective way to create transcribed content is to use some kind of speech to text engine. This can be done using desktop programs such as Dragon Naturally Speaking or Express Scribe by NCH.

You can also use engines resident on the Windows Operating System and the Mac. Lastly, you can create speech to text documents in Google Docs using Add on applications on Google Chrome.

Why Consider Using Createspace?

There are other platforms to sell physical books, CDs and DVDs. However, Createspace offers direct access to the Amazon Marketplace. That means that if you allow the feature to be turned on, anyone searching for the information your book or product talks about can potentially find your work.

Amazon is basically doing some of the marketing for you and showing your work to people whose search pattern indicate they might be interested. This means that you'll get wide exposure to your work and your Amazon Author Presence which gives people a glimpse into your business.

This also means that Amazon collects payment, handles shipping and processes refunds (if there are any). This can be a big relief for entrepreneurs whose main business isn't to sell information products, but want the exposure that their work might bring.

As has and will be mentioned throughout the course, there is a price for this. There are minimums that Amazon charges for each Book, CD or DVD sold. This will offset some of the revenue you generate, but if you're accomplishing your goal without disturbing your business the fees that Amazon collects may be worth it for you.

Createspace Royalties and Distribution

Before any final decisions on using Createspace, you will want to determine how you want to sell your product. That is because this leads directly into how much you'll profit from every sale.

Every product you sell on the Amazon Platform will come with a significant royalty fee. Basically, you're paying for Amazon's marketing system and platform.
The Print on Demand feature makes it convenient to create and sell your product, but if you choose to do all of the marketing yourself, you'll need to find the audience.

You can sell any product direct from your website, if you want to create, ship and store the item. This needs to be part of your business model to account for the time involved in this process.

Creating and Selling DVDs on Create Space

Creation of the Instructional DVD will need to be in a form for people to be able to watch in the same way as they would an entertainment DVD. This means that you'll need to have a Program to change your content into an ISO file, which can be a two-step process of burning to DVD and then taking the image (iso file) from that burn process, which can be done with Sony Vegas and other programs.

This can be done in one step with Freeware or a Program from a company called Wondershare. If you have a Mac, you typically need to use an External DVD drive and the iLife program.

Here are the basic steps that you'll take in Creating and Uploading your DVD for Publishing on Create Space.

- Set Up Your DVD Content on a Single Track
- Burn Your Content to an ISO File
- Creating Your Cover
- Submit Your Content
- Getting Your Media Approved

The most flexible, slightly less technical and cost effective way to Create DVDs and CDs is to use the Print on Demand company, Kunaki. The course will now explore using their system

Why Consider Using Kunaki

Kunaki' s cost of manufacturing and distribution make it a viable option for creating your physical Infoproduct. In addition to cost, Kunaki offers flexibility to the different needs of product creators.

If you are speaker or trainer and you need to have DVDs manufactured and sent to you in bulk, Kunaki can help you to accomplish this. However, if you are a product seller and want to sell your product from your website Kunaki will facilitate this process.

Entrepreneurs that don't mind being paid at the end of a period once Kunaki has collected payments could verily easily upload their media and sell through Kunaki. Entrepreneurs that want more control over the process can upload their media and have the work/product shipped to them.

The key is understanding the nature of the business and what the physical product is designed to accomplish. What Kunaki does could be accomplished in an office or home setting if there is no volume required.

However, the more media that you require for an event or business purpose then attempting to create individual CDs and DVDs can take you out of your primary business. Whether it's for branding or for revenue, having this process done by Kunaki can be additive to your business.

Creating and Selling Media on Kunaki

Kunaki is a media manufacturing and processing company. You will basically be creating your content and then making it ready for Kunaki's servers. There are third party programs that will allow your customer to pay you directly with PayPal, direct the proper processing fee to Kunaki and then a DVD is shipped out from Kunaki.

If you don't have an interface with Kunaki, you can create a Kunaki pay screen and interface which will calculate the shipping and collect payment and send the DVD. You will be able to track your sales through the website and be paid once monthly.

Creating and Selling Media On Kunaki

In general, you will not have to "Master" your content as you would if you wanted to sell with Amazon ACX (Audible.com Audiobooks). You will need to, in many cases make sure that you have Artwork to go with your content as stated in these guidelines: http://kunaki.com/artwork.htm

Kunaki has an Online Design tool to help you with the process.
You can start with the artwork guidelines then upload to the Kunaki Tool for final processing. Kunaki is very flexible in terms of what you can upload and sell through its platform, here are the media and formats that are accepted when using their system.

- Audio CDs (These need to play on all audio players)
- Mp3 CDs (Play on audio players that support Mp3s)
- Video DVDs (Play on all DVD Video Players)
- Data-DVD or CD
- Audio CDs
  - **Text to Speech
- DVD Storage or Back Up
- Empty Printed Case and Back Up
- Each one has its own cost for shipping and/manufacture

Conclusion

Both Createspace and Kunaki offer a considerable amount of cost effective flexibility to entrepreneurs that need options to sell their content. Whether making it available to a searching audience through Amazon or a captive audience using their own sales system, entrepreneurs can create additional value with physical copies of their content.

For example, a speaker has the flexibility of creating DVDs, CDs and Paperback Books, having a "published" price and offering a discount during their speaking engagement. The process can be as formal as fits the entrepreneur in terms of creating audiobooks, choosing either to use ACX which will get their content distributed widely or….

Being able to sell it through their website and or sales channel. Artwork can be done according to the author's taste and budget.

This is one of the most important points on which to close the discussion: Create Space and Kunaki allow entrepreneurs to create and publish content on demand without having to deal with either inventory and/or cost. They can do this at the same time that they reap the benefits of a higher perceived value.