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# Sheridan Books Presents *FrontMatter*

BRINGING YOU THE LATEST SBI AND INDUSTRY NEWS

## 2011 Year in Review

Many changes took place at Sheridan Books, Inc. in 2011 that all had one thing in common, you. With you as our focus we introduced new services, acquired new equipment, and explored new technologies. These initiatives were undertaken or implemented based on your input, and all were done with the goals of 1) increasing reliability or quality, 2) increasing customer satisfaction, or 3) offering tools to improve your business.

Some of the more prominent accomplishments at Sheridan Books in 2011 include:

**ECS Takes Off** – Countless publishers have experienced the range of services that ECS has to offer them. From converting titles to eBook format to having a *publisher branded eStore* created for sale of their materials directly to consumers, publishers are finding the solution to their eContent needs at Sheridan Books (learn more on page 2).

**ShelfWise Launch** – To answer the needs of authors, self-publishers, and publishers who were in search of a quick, easy, and affordable way to sell their eBooks online directly to consum-

ers SBI launched an *aggregated eStore* called ShelfWise.

**G7® Master Printer Qualification** – SBI achieved G7 Master Printer Qualification from IDEAlliance. This status demonstrates SBI's commitment to providing our customers with reliable and consistent color throughout the entire offset printing process and from one title to the next, that is in compliance with international ISO standards.

**Online Template Creator** – The launch of Sheridan Books' online template creator allows you to build a custom template for your paper and case bound projects quickly and easily. By entering a book's trim size, page count, and text stock's ppi you can generate paper cover, printed case, stamped case, and dust jacket templates.

**Label Application Automated** – Installation of a Quadrel Model 41 label applicator has reduced the amount of time needed to apply labels, eliminated human error, and provides consistent placement and straighter application of labels (previously all labels were applied by hand). The label applicator is able to apply 1" x 2" or 2" x 4"

labels, supplied in rolls, to packages or books.

**Customer Satisfaction Survey** – Surveys are distributed at random to different SBI customers each quarter. Overall, the feedback we received was very positive. We thank you for your continued support of Sheridan Books and for sharing your comments with us as they are used as a basis for our continuous service improvement initiatives mentioned above.

Happy Holidays and Happy New Year!

## IN A NUTSHELL:

- More eBook conversion and distribution options
- Ability to create templates online quickly and easily
- Straighter application and consistent placement of labels
- Increased customer satisfaction



# Enhancements Coming to Sheridan's ECS Services

Sheridan's Electronic Content Services (ECS) have been up and running for over a year now. Numerous publishers have taken advantage of the services offered by ECS. From conversion, to creating their own branded eStore, to placing their title for sale in the ShelfWise aggregated eStore, the feedback we have received regarding these services has been positive and has led to the addition of several new features which can be added to the ECS eStore platform.

The eStore modules offered include Sheridan Connect (where a publisher



branded eStore is created for sale of your content direct to consumers), Publisher Connect (similar to Sheridan Connect except it is for publishers who already have an eCommerce system on their website), and ShelfWise (an aggregated eStore that links to publishers' websites).

The new ECS eStore platform upgrade includes the following features that are available for all three eStore modules:

**Print-on-demand integration** – Sell both printed and electronic versions of your title from your eStore when you add our optional print-on-demand module. A print-on-demand option also eliminates any out-of-stock or warehousing concerns for your printed titles.

**Bulk ordering** – Perfect for sales to teachers, companies, or organizations

that require the ability to order multiple copies of a single eBook.

**Batch product import** – This feature allows multiple titles to be imported and setup in your eStore automatically.

**Journal anthology support** – Do you publish journals as well as books? The sale of journal anthologies from your eStore is now supported. Anthologies are unique collections of journal articles that provide an alternative way to market your publication and can now be sold in one of the above eStore modules alongside your book titles.

To learn more about Sheridan's Electronic Content Services visit [www.sheridan.com/books/services/electronic-content-services](http://www.sheridan.com/books/services/electronic-content-services) or call your Sales Representative.

# Consumer Behavior & Preference Toward eBooks

With the rapid rise of eBook sales and continually changing ways to purchase and read books, the Book Industry Study Group (BISG) has released its final installment in a four part survey as to how print book buyers access, purchase, and use eBooks and eReaders.

The 750 survey respondents were comprised of print readers who had either purchased a "digital book or eBook" or owned a dedicated eReader device.

The following is a quick look at some of the findings released in the final re-

port of the two volume BISG *Consumer Attitudes Toward E-Book Reading* survey.

- Amazon continues to be the preferred source for eBook acquisitions and eBook information, followed by Barnes and Noble then Apple. Libraries, as a preferred source for eBook acquisition, are on the rise.
- 50% of print book consumers who have also acquired an eBook in the past 18 months would wait up to three months for the electronic ver-

sion of a book from a favorite author, rather than immediately read it in print. A year ago, only 38% said they would wait this long.

- When respondents were asked what hinders them from reading more eBooks the most common response was "nothing" at 33% (up from 17.6% a year ago).

Source: BISG Press Release – More Than a Passing Fancy: Ongoing BISG Study; 11-8-11, [www.bisg.org](http://www.bisg.org)

# 10 Tips For Marketing Your Book

If people don't know about your book they can't buy it. If you plan on selling your title(s) then it is important to develop a marketing plan prior to releasing your title. Your marketing efforts need to be part of a continual process – promote your title prior to its release, once it is released, and after it has been released.

Here are 10 low/no cost tips to incorporate into your book's marketing plan to help boost sales and is applicable to both print books and eBooks.

1. **Promote it on your website** – Make it easy to find and let people know where they can buy it.
2. **Tap into the power of social media** – Spread the word by posting information about your book on Facebook, blogs, Twitter, LinkedIn, etc. Again, make sure to let people know where they can buy it.
3. **Email your fans, family, and friends** – When you are unsure of where to start, start with who you know. Send an email to fans, family,

and friends letting them know about your book and ask them to pass the message along to people they know. Make sure they know where to buy it.

4. **Niche marketing** – Who is your target audience? Find them in groups on Facebook, LinkedIn, and blogs that target that type of audience and get the word out. Tell them where they can buy your book.
5. **Create relationships** – Join industry groups and associations (they offer tips, networking opportunities, and most offer advertising opportunities for you to promote your work and reach their member base).
6. **Create a press release** – Post it on your website, blog, etc. and send it to groups and associations for posting on their websites and newsletters.
7. **Talk about your title's features** – Let consumers know what makes your title stand out above the others. Does your book include a foreword written by someone well-known?

Does your eBook include links to related articles or a video? If so tell people about it using the above methods and let them know where to buy it.

8. **Email tagline** – Include a tagline in your email signature announcing your title and where people can buy it – including a link to the title is a nice touch too.
9. **Business cards** – Get creative with your business card. Add a picture of your title, a quote from the book or a review, and leave them everywhere. Leave them on bulletin boards, along with the tip for your waitress or waiter, etc.
10. **Create a brand or image and stick with it** – Creating a consistent look and feel across your titles, website, emails, business cards, stationery, etc. allows for repetitive messages that will stick with the consumer.

Download a copy of these 10 tips at [www.sheridan.com/books/resources/white-papers](http://www.sheridan.com/books/resources/white-papers).

## Sheridan's Gone Social

Sheridan Books offers several new ways to stay connected with us and the book publishing community.

First, we've gone social! We've launched pages on all main social media sites (right) to share information, ideas, technology, and trends that are relevant, interesting, and helpful to you.



Plus, we now have a blog called "What's Bookin" which will focus on tools and technology to help you publish your titles. We also added a new Technology page which offers an overview on the innovative products and services developed by our in-house experts.

Finally, we spiced up the website homepage (left) with a new design, a "what's new" rotation, the blog feed, and added direct links to our social media pages.

Visit [www.sheridan.com](http://www.sheridan.com) regularly and don't forget to follow, friend, like, and link us.

### HERE'S HOW TO FIND US:



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*Sheridan Books, Inc. is a leading book manufacturer providing publishers complete book manufacturing services. Sheridan Books provides sheet-fed and web offset printing, digital on-demand printing, and eBook conversion and distribution product offerings. Sheridan Books is one of five Sheridan Group companies providing print, publishing services, and technology solutions to the publishing industry. The Sheridan Group is headquartered in Hunt Valley, MD.*

## UPCOMING EVENTS

January 23-25 2012  
Digital Book World  
New York, NY

February 13-15, 2012  
O'Reilly Tools of Change  
New York NY

## Preparing Content for the Future

The age of technology and device-centric consumers is creating a riff in the traditional processes of managing content. Each day there is a new application, device, or engaging technology that shifts consumer focus and industry trends and it is not surprising that traditional publishers and manufacturers are having a difficult time keeping up. Currently, eBooks are influencing production workflows, but this too will evolve and progress into a new idea and a more comprehensive and technical format.

So how can publishers manage their content so it can easily be repurposed for existing and emerging formats?



The key is integrating XML into the production process. A book, in its purest raw form, is composed of text, images, tables, and figures. There are

no margins, pages, or boundaries. Just data. It is the essence of capturing that data into a standardized markup language that provides the flexibility to repurpose content into current and emerging formats. This addition allows you to intelligently deliver content to consumers whenever, however, and wherever it is desired. A cohesive XML workflow will create flexibility and longevity in a world of change.

If you would like to discuss how XML could potentially benefit your workflow, give us a call at 734-475-9145.



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*A book is a gift you can open  
again and again.*

**Garrison Keillor**