

Exclusive Self-Publishing

A division of Zambezi Publishing Ltd

*“Fewer and fewer books, however good, will be formally published each year...”
“Nevertheless, affordable, quality Self-Publishing is finally, genuinely, within reach...”*

Jan and I recently came across an advertisement that said something to this effect:

“With assisted self-publishing, you can produce an A5 book containing 100 pages at a price of £1 for the insides and a further £1.25 for the jacket.”

Is this statement true? Well, yes... and no.

Yes, the above statement is true - to the extent that the costs mentioned probably represent printing costs, per copy, after all the initial publishing processes have been settled.

And no, the statement is not true, in that on its own, it is misleading; for example, there are always set-up costs, for the text of a book and separately for its cover. There is also the annual holding cost for the printer to store the book in its computer system, and there are always post & packing charges.

The main drawback to self-publishing in the past was that 1,000 copies of a book was the smallest number that could be printed for a reasonable per-copy price. The advent of print-on-demand (POD) technology means that you can now print an initial run of, say, 50 books and thereafter, a further one book at a time if that's all you need. Each copy will cost the same whether you print one or 500 of them. Each copy costs more this way, but you do not have to print vast quantities at a time.

There are also various other costs involved before one can reach the printing stage - usually hidden at first if you deal with “vanity publishers”; they will agree to produce anything one requests, usually with no real attempt at ensuring acceptable quality in the text, the cover, the actual paper and the printer used. Often you also end up with five or ten thousand copies of a book, gathering dust in your loft. And - last but not least - if you want even a remote chance of a bookshop ever considering your book, then don't have it set it up at an A5 size; have it set up the same size as other books, because bookshops like books to fit nicely on their shelves... that's why publishers use the known, standard sizes preferred by all bookshops.

So, the £1 plus £1.25 costs actually refer to only a portion of the costs involved. We at Zambezi don't try to hide any of the costs - we want you to know full well what your investment needs to be in order to produce your book. There is definitely a range of input costs to be considered, but the great news is that nowadays, the whole process is definitely affordable.

If you can use a book of your own to sell at workshops, training sessions, mail-order courses, after-dinner events and so on, we can help you to achieve this – and without breaking the bank.

You may dream of recording your thoughts, knowledge and information for the benefit of others. You may have lived through tough times and survived. You may want to record a family history, your own biography or a relative's. You may have a novel in you that is bursting to get out. Whatever your situation, we can help you to make your dreams come true.

Having a book available, either for commercial reasons or personal ones, at affordable cost and of high quality, is now a real possibility. We can give you all the help and advice that you need to turn your dreams into reality.

If *your* ESP is nudging you to consider *our* ESP, contact us for our detailed brochure containing the information you need to help you to get your book into print.

Yours sincerely,
The ESP Team,
Sasha Fenton & Jan Budkowski
at **Zambezi Publishing Ltd.**

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Contact us at one of the above addresses:

Send us your name, address, phone number and email address if available.

Let us have a brief outline / synopsis of your book, together with a double-spaced sample printout of a few pages of the book's content, and, if available, a table of contents. Please, do **NOT** send us complete manuscripts unless we ask for them.

We will send you a detailed, clear outline of the publishing processes involved, as well as a typical costing for the project, with absolutely no commitment or deposits required from you before we mutually agree to carry on with the project.

We know very well that each and every project requires individual attention and has its own requirements. ESP is flexible enough to ensure that only the specific stages and expenses required for your book are set up; furthermore, it is no problem to split up the project into stages that match your budget, progressing to further stages as funds become available. You will also receive the full benefit of our publishing expertise in avoiding the many pitfalls that can trip up the inexperienced self-publisher.

Please note: we will not accept any project that, in our sole opinion, is pornographic, illegal or otherwise objectionable in content, or that would, in our opinion, reflect negatively on our reputation. We furthermore reserve the right to decline any project whatsoever at our sole discretion, with no reason given.