

People Love to Read Books in Print Format

People continue to gravitate toward physical books, maintaining a preference for them over e-books and audiobooks by a ratio of about eight to one. The trend highlights the importance of a printing and **book fulfillment company** for self-published authors. Print-on-demand services offer an alternative solution for authors who are still gauging their book sales. However, for those who are confident in their market, printing and fulfillment are a better approach. Experts in the industry often recommend that authors release eBook and audiobook editions, but the bulk of sales will still come from physical copies.

The popularity of printed books is a curious phenomenon, particularly given that the digital revolution has transformed how we consume most other forms of media. The reasons might not be clear, but one thing is sure: the quality of print and binding choices matters. Authors should strive to create a book that stands out, is visually appealing, and resonates with their intended audience. When readers shop online, they often see a small "thumbnail" image of the cover first. Does your cover convey its message effectively in this smaller format? Making sure it does can significantly boost your chances of success.

Affordable and high-quality book printing services are a boon for self-published authors, allowing them to operate outside the print-on-demand system. By having printed copies available in reasonable quantities, authors can market their books across multiple channels, including their own websites or eCommerce platforms. This approach increases the likelihood of achieving success. It's essential to promote your book effectively—consider enlisting the help of a professional firm or, at the least, developing a promotional plan. The aim is to engage your audience in ways to pique their interest.

When it comes to book printing, trim size and binding choices are crucial decisions. Collaborating with your cover designer and editor can help you weigh your options. The type of binding you choose speaks volumes about the quality and purpose of your book. A hardcover edition denotes a premium product, while a softcover is usually more popular. Each choice carries benefits and plays a role in how potential readers perceive the value of your book. Some authors even choose to start with a hardcover and follow it up with a paperback, aligning the choice with their marketing strategy and audience perception.