

Getting Published Has Never Been Easier

(NAPSA)—Many aspiring authors have written their own tickets into the world of the published elite. How they did it, however, might surprise you: They published their books themselves.

Self-publishing and print-on-demand (POD) technology has helped rewrite the script on how books become published. For as little as \$99, anyone with a story to tell can submit a manuscript and have a printed and bound book ready for sale in about 90 days. The process is changing the rules of publishing and iUniverse is leading the way. The company has helped thousands of authors become published and they're always looking for more.

iUniverse allows authors to keep creative control over their work—from manuscript to cover design. Once published, the book is available for order at tens of thousands of bookstores and online retailers (including BarnesandNoble.com, Amazon.com and independent bookstores). The company even provides an online Author Toolkit to help authors market their books to their target audience. As orders are received, each book can be printed “on demand,” eliminating warehouses full of books.

To date, more than 750,000 books have been printed and sold by iUniverse, (perhaps the most notable of which was the *Los Angeles Times* bestseller, *Love and Liberation: When the Jews Tore Down the Ghetto Walls*, by Ralph



Self-publishing providers are home to some award winning and best-selling authors.

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“The success and industry recognition awarded to our authors is a testament to the validity and quality of self-published works,” says Lynn Zingraf, general manager of iUniverse’s author services.

Representing the convergence of several technologies—from printing innovation to Web services and online book sales—POD cuts mainstream publishing obstacles out of the picture. An aspiring author can be in print within a few months, unedited, with a good contract (royalties are 20 percent), and no need for an agent. If indeed there is a book in everyone, iUniverse is on to something. For the first time, authors can realize their dreams and see their book in print. No longer will manuscripts be buried in the mailrooms of New York’s publishing houses. Everyone has an equal chance to get published.

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