

Online Publishing

“The way to go”

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What is online publishing?

Online publishing is a book platform that avails literature in a digital format to the target audience internationally.

Advantages of online publishing.

- It avails one's literature to a large international audience.
- It is cheaper because it involves no printing costs and yet profitable because it is an international platform.
- It helps authors build their literature to international standards.
- Your books are available where you can't reach physically.
- Depending on the negotiation, printed copies can be available on demand by the online publisher.

Online book platforms

There are a number of online book platforms coming up but the most ardent is Amazon and it is the platform we also work with.

What it takes to have one's book on Amazon.

- One needs to have a script in word format.
- This script is reviewed and the review is mainly to see whether it is international material.
- The title is also very important therefore we discuss with the author about it and agree on what title could be best for the international audience.
- We design for you a good cover if you do not have one and this is supposed also attractive.
- We then get a capturing preface in order to interest the online buyer.

Uploading work on Amazon

- After availing your details which include; National identity card, E. mail, Postal address, phone contact and physical location we upload your work.
- The postal address helps you receive your Master card, It is through the master card that you can withdrawal your cash from the book sales. However if you do not have one we use our own though we handle your Master card to you immediately we receive it.
- We then train you on how to use your Amazon account though the master card takes around two weeks to be shipped.
- We also give you all your account details and you are free to change your passwords.
- We also teach on how to promote your book on Amazon in order to realize sales.

Financial implication

I again need to re-emphasize that online publishing is the way to go. As Pan African Publishers, we now make sure that every book client we get is advised to adopt online publishing and we now have numerous clients testifying of the benefits about the same.

We charge 100 dollars for the exercise including training but it can negotiable depending on the number of books to be uploaded.

Questions

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