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# Innovator changing book industry again – demystifying marketing and slamming wasteful practices

*POD pioneer Bruce Batchelor's book and appearances promote economic and environmental solutions*

(Victoria, BC) – Inventor of print-on-demand [POD] publishing in 1995, Bruce Batchelor now offers to self-publishing authors answers to the “rest of the publishing puzzle” – how to sell their books! Authors can also help reform the book industry.

In his new book [**Book Marketing DeMystified**; Agio Publishing; ISBN 9781897435007] and in conference presentations, Batchelor explains optimal marketing tactics, using inspiring anecdotes from self-publishing authors. Many of these authors have sold tens of thousands of books – one has sold over one million copies(!) – in very creative ways.

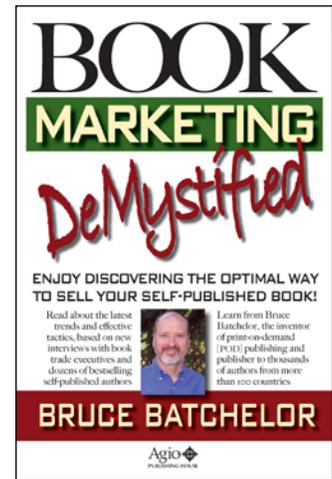
“I interviewed over 100 authors and executives to determine the best marketing practices and the leading edge ideas,” says Batchelor. “The authors were wonderfully frank, making it clear which tactics really didn’t work and which did.

“These self-published authors are in the forefront of a wave of independent authors who will transform publishing in the same way that indie filmmakers and musicians are redefining the movie and music industries,” predicts Batchelor.

Batchelor hopes indie authors and book readers will press for an overhaul of the book trade’s shockingly poor environmental and economic performance. The main culprit, he says, is publishers printing huge runs of books, then sending them to bookstores on consignment. The typical percentage of wasted books, depending on the genre, can be between 40% and 80% of the print run!

“We’re wasting trees and energy in printing. Making paper is the world’s second largest industrial user of fresh water, and the publishing industry is squandering that precious, limited resource. Then books are trucked all around the continent between warehouses and retail stores and back again.

“The so-called ‘returnable books’ policy raises the cost and retail price for those copies that are sold. Everyone suffers. Billions of dollars are being wasted.”



## HOT TOPICS

- the five most effective ways to sell more books
- which types of books sell the most?
- how can booksellers, authors and publishers all greatly improve profits?
- how is the book industry messing up the environment? What can authors and readers do to help?

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## BIO: author and entrepreneur Bruce Batchelor



Twelve years ago, Bruce Batchelor rocked the publishing industry when he invented POD publishing, triggering an avalanche of new books from authors around the world. Since then, more than 100,000 new writers have published with AuthorHouse, BookSurge, iUniverse, Lulu, Trafford, Xlibris and others POD companies. This sector now generates about \$200 million in sales annually.

Batchelor was founder of the first POD company (Trafford Publishing) and served as its CEO for eleven years. An incorrigible entrepreneur, he now operates Agio Publishing House [agiopublishing.com], which he views as a prototype for a new style of sustainable, cottage-scale publishing business. “Small is beautiful. At Agio, we can maintain the highest quality standard and fully embrace the most exciting marketing ideas from *Book Marketing DeMystified*,” he says.

Bruce Batchelor consults to publishing companies, and speaks at writers conferences and colleges. He is available for interviews on radio and TV, and in newspapers.