

A DWW member recently asked for recommendations for self-publishing companies. Here are the replies:

Actually before he proceeds have him check out [dogearpublishing.net](http://dogearpublishing.net) That's who I'm going with. It's a company owned by two guys who have been in book business for a long time. They have comparisons of their approach versus [iUniverse](http://iUniverse.com) and others. I have been in touch with the actual owner two or three times. That's who I'm going to use for the essay collection.

Best of luck to him.

Debra

Check out this week's blog: [Invented Reading](http://www.inventedreading.com)

An update from Debra: I am going ahead with dogearpublishing. I've been able to talk directly to them. My daughter came up with a cover concept and we worked it into a mock-up that they can use. Seem like good folks who provide many options and packages and do not assume copyright.

I have not heard anything about iUniverse, but you can pass along this link to an interview I did with a writer who very successfully used Amazon's BookSurge (also a self-publishing venture).

<http://www.cynthiaharrison.com/?p=1150>

Best, Cindy Harrison.

Dear Writers,

I have used [Wheatmark.com](http://Wheatmark.com) to publish my memoir and poetry book. They're good, professional people with an excellent product including many models of publication. They're based in Arizona. If you contact them, tell them Iris Lee Underwood referred you.

Best success,

Iris

My favorite is [www.MyBookPrinter.com](http://www.MyBookPrinter.com)

If you sign up now, you'll be on their email list for discount promotions.

Anton Anderssen

I used [Lulu.com](http://Lulu.com) for my memoir, Dementia Diary, two years ago. They were by far the cheapest and I was very satisfied. I know people who have used iUniverse and are happy, but they can be pricey. Clea Saals maintains a website with ratings of Print on Demand companies that I recommend it to anyone considering self publishing:

<http://booksandtales.com/pod/index.php>

Bob Tell

Thirsty Planet, a Novel

Website:<http://bobtell.com>

Dementia Diary, A Caregiver's Journal  
Website:<http://dementia-diary.com>  
Blog:<http://caregiverchronicle.blogspot.com/>

[Margo LaGattuta](#) has assisted several people in publishing through iUniverse. You might contact her for feedback.

I used iUniverse in 2004 for a work memoir, *Sharing the Journey: A psychotherapist reflects on her work*. I had mixed feelings: I thought their pricing was fair and they did a good technical job on the printing. I earned back the initial costs within a year or two, without much advertising. On the negative side: They did a terrible job on the cover, indicating that no one had read the book, and after three tries, I found an appropriate photo and designed the cover myself. (Then they made the background pale pink, which I think did not appeal to male purchasers, but by then I was tired of the whole thing, and just accepted it as it was.)

While they were VERY friendly and helpful when I first expressed interest and until I signed up with them, after that I felt I was left stranded. Each step was handled by a different (or indifferent) person. I wasn't given much help at the time on promotion (definitely not my area or my skill.) This may have changed: in the past year and a half I received a number of e-mail tips on how to promote my book-- when I was no longer so excited about doing so.

They did give me the name of a publicist, who lived in another state, a very friendly young woman with young kids who worked from home and set up radio and tv interviews in my area. But no one coached me on how to turn the interviews into book sales, so while they were fun to do, I don't think they hit my targeted market. That was my biggest non-profitable expense.

If I do another book, I may begin shopping again. Also, I thought I read recently (NY Times??) that Amazon is starting its own self-publishing company (BookSurge) and will thereafter eliminate books from its listings published by other self-pub.companies. Don't take this as fact, but do check it out with Amazon.

I hope some of this is helpful to Cindy's student.

Judith Goren