



The Truth about Being a Successful POD Author Confronting the Stigma, Dispelling the Myths

“I honestly think it is better to be a failure at something you love than to be a success at something you hate.”

- George Burns

Whether you personally agree with Mr. Burns’ quote or not, there seems to be a general consensus that as long as you’re doing something you love, it’s quite all right to not succeed at it. However, we at JoDom Publishing like to take a slightly different approach:

If it’s something you love, why not succeed all the more so?

And it’s this attitude that we like to instill in our authors.

Now in all fairness, the word success can mean a great many things to a great many people. So the first thing to do, as an author ready to publish, is to define what success means to you. Ask yourself ‘Why am I investing in publishing my book?’ and ‘At what point, once my published book is in my hands, will I feel I have reached success?’ These are two very important questions and are necessary in determining if you will reach your goals. After all, how can you reach them if you never set them?

With that being said, there is still more to success than setting goals. A plan has to be formulated, set in action, and then continuously followed through. In this instance of publishing a book, the usual goal is, of course, to sell books. Now granted, there are some authors who publish for the sole purpose of the warm, fuzzy feeling they receive whenever they look at their name in print and/or to share a few copies with their family and friends. To these authors we say that we will gladly publish you, and congratulations on achieving success. However, for the authors who do not fall into that category and who will scrutinize numbers and fine-line marketing plans, selling books is definitely the goal. And it’s to this author we direct this article, for success is more than knowing where you want to go; It’s about knowing the things you may encounter along the way, and how to make sure they don’t stop you from arriving.

One such obstacle you may encounter is what is affectionately termed *the Print on Demand (POD) stigma*. The POD industry has not always received the greatest publicity due to some who choose to sacrifice quality for a quick sale. Such companies insist on non-standard contracts, high cover prices, and constantly-changing terms and conditions that are often done without the authors notice or consent. In contrast, JoDom Publishing takes the role of Publisher seriously, understanding those who utilize our publishing services didn’t have to choose us. So, realizing that the POD industry is already under scrutiny, we at JoDom Publishing go the distance to make sure our authors have the tools they need to attain success.



Another possible obstacle to overcome has to deal with marketing and distribution. Unlike large, commercial publishing houses, POD publishers don't normally have working relationships with commercial bookstores and agents. What that means is that the publishing company *and* the author both have to work to promote the title. What that doesn't mean is that success is attainable. It just won't be easy...but nothing worth having is. We at JoDom Publishing are more than up to the challenge...the question is: are you?

So as you can see, there are a few stark differences between the commercial publishing house and the POD publisher, such as JoDom Publishing. However, the goal of both is still the same – to help the author attain success. And one of the secrets known by any successful person is the power of endurance. So make up your mind now to go the distance; the road to success is rarely short. JoDom Publishing is there for you every step of the way – we just want to make sure you're ready for the walk.

Remember, investing your money is what makes you a published POD author; investing your time, however, is what sets you apart. Don't let George Burns' statement mentioned at the outset be your mantra in accomplishing your dream. It *is* possible to be a success at doing something you love. And we at JoDom Publishing can't wait to help you prove it.