

**Professionals discover...**

## Self-Published Books Help Build Credibility

Self-publishing—one of the fastest growing segments of the publishing business—offers authors significant control over the creative, production and distribution processes.

Self-published book categories range from cookbooks and family histories to personal memoirs and poetry.

Books published by professionals generally include textbooks, workbooks and how-to guides that substantiate expertise in their fields of endeavor.

Brigid A. Duffield's self-published book, *The No BS Divorce, Secrets of a Divorce Attorney*, and her accompanying workbook, are prime examples.

### Myths Dispelled

In this no-nonsense guide, the Wheaton attorney reveals the quirks of getting a divorce through our legal system. She shares the secrets of a divorce attorney so that readers can take the critical actions needed in a divorce situation.

### High-End Printing

Realizing that a high-end printing job was required to reflect the quality of her work, Brigid called on Copresco to print the 5 1/2" x 8 1/2" publications. E-books or other web-based media would not be appropriate for these professionally researched and written resource materials.

### On-Demand the Answer

Copresco's digital on-demand printing provided the perfect solution for the short runs of 250 copies of each book.

On-demand's fast turnaround, the elimination of waste and less storage requirements save clients valuable time and money. Production reruns are quick and easy.

The initial success of the book led to the development of the companion workbook that also is used for seminars and workshops.

### Professional Resources

In addition to use by individuals seeking advice, the books are designed to help attorneys, therapists, financial planners and other professionals guide their clients through the difficult period surrounding divorce.

### Classy Presentation

The 16-chapter, 172-page adhesive bound book features a full-bleed, full-color 80# cover and black & white

body. Graphics and charts are effectively used to supplement the well-written text.

### A Valuable Supplement

The companion workbook is a valuable tool for anyone contemplating or going through the divorce process.

Also printed with a matching full-bleed, full-color 80# cover and black & white body, the 128-page workbook provides users with the various tools needed to identify feelings, communicate productively and successfully navigate the legal system.



### Helpful Guides

Worksheets guide users through checklists, questions and the to-do list to help them focus and gain control of their circumstances.

### Coil Binding Benefits

The plastic coil binding allows the workbook to lie flat or be doubled over, user-friendly features that make it easy to take notes and answer the various questions that are presented.

### Don't Forget...

When you have a publication, book or manual to print, whether it's self-published or not, call the national digital printing leader.

Call Copresco.

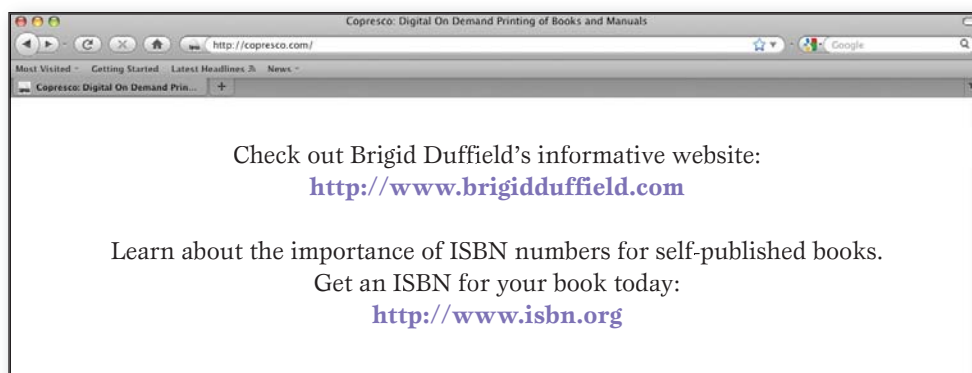
### Self-Publishing Facts

A turning point in publishing history occurred in 2008; for the first time in history, more books were self-published than those published traditionally.

### Significant Stats

Analysis of data from Bowker Books In Print and Bowker Identifier Services showed that 2011's 148,424 self-published print books represented about 43 percent of that year's total traditional print output.

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Digital On-Demand Printing

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Address Correction Requested

A farmer was out working his field one day when a carload of politicians raced by. They were going too fast for the curve and crashed. Soon after, the sheriff stopped by and asked the farmer if he has seen the car. "Yep," replied the farmer, pointing to the ditch filled with



fresh dirt. "You buried them?" asked the sheriff. "They were all dead?" "Two said they weren't," the farmer shrugged, "but you know how them politicians can lie."



A lonely frog called the Psychic Hotline late one night to learn what the future held for him. "You are going to meet a beautiful young woman," he was told, "She will want to know everything about you." "That's great!" exclaimed the frog, "Will I meet her at a party?" "No," said the psychic, "next term, Biology 101."



"I think I've lost an electron," a hydrogen atom said. "Are you sure?" his friend asked with concern. "Oh, yes," replied the first. "I'm positive."

"I base most of my fashion taste on what doesn't itch."—Gilda Radner



"Johnny," the kindergarten teacher said gently, "you have your shoes on the wrong feet." "But ma'am," he complained, "I haven't got any other feet."



**Q:** Why did it take Brahms seven years to write his Lullaby?

**A:** Because he kept falling asleep at the piano.



From a hairdryer instruction booklet:



Never use while sleeping.



I still love California, in spite of all its faults.



"Once you get to be one hundred, you have made it. You almost never hear of anyone dying who is over one hundred."—George Burns

The early bird gets the worm, but it's the second mouse that gets the cheese.



"What's the matter with you now?"—Yogi Berra, after his wife said that she had seen Dr. Zhivago.



We heard of one woman who had it written into her will that when she died she be buried in Chicago. That way, she could still be active in politics.



Lottery: A tax on people who are bad at math.



Seminar topic we saw: "Everything You Always Wanted to Know About Phobias but Were Afraid to Ask."



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