



TOOL TIME

Tips, tools, and timely tidbits to make your publishing job easier

E-Publishing – Multi-Impact Publishing

A little over a year ago, I attended the annual Evangelical Christian Publishers Association (ECPA) conference. Two of the main speakers were executives with Amazon.com and Google.com. While most people will recognize the first as a world leader in book distribution, many may wonder how Google.com relates to publishing. Both speakers addressed the same theme: Publishing can no longer be thought of as just the traditional ink-on-paper process. In today's world, publishing has evolved and provides information in many forms and formats.



Bruce Braithwaite
Director of Special Projects

People need information in a form that is easily accessible and ready to use. It may be ink on paper; sound recordings on a cassette tape, CD or iPod; a video presentation; electronic books; and/or Web-based content.

The same information can be presented in a wide

variety of formats. While traveling back and forth to work, many people listen to recorded books, daily podcasts, Internet accessing computers, PDAs and/or satellite radio. People around the world are accessing information in an ever-increasing volume without ever turning a page in a book.

When people ask me about publishing an item, one of the first questions I ask is, "What is your purpose for this material?"

If your purpose is to share information, then you must make that information easily accessible to the end user. Life Publishers can assist you.

Once you finalize the content of your publication, you should consider creating PDF files. PDF files can be used to print (ink on paper), convert to an eBook, or

place on a Web site for downloading. The download may be used for personal reading or for printing in a faraway location. It may be placed on a CD and distributed in mass quantities or in restricted areas.

But remember, it's important to start the publishing process by determining who your audience is. Then you must decide the easiest way to deliver the information so the users can access it easily and efficiently.

Here is a sample of material in multiple formats:



This sample represents an entire year of Christian education curriculum in multiple formats: printed books, eBooks, sound recordings, Web-mountable PDFs and reprints from CDs. These tools will have a long life and can be passed from hand to hand many times over.



Here are some ways Life Publishers can help you and your ministry:

- Publish a book you have written
- Reprint a book you need that is out of print
- Co-publish with you a single book or a complete series
- Assist you in getting copyright permission for your material or other material you need in your ministry
- Work with you (or your national church) to translate and publish *Principles4Life* (Christian education materials) in your targeted language
- Find textbooks for reference, libraries or personal usage
- Printing assistance, i.e., find printers, translators and/or equipment

- Assist or co-publish the *Faith and Action* series in your targeted language
- Find illustrations, maps or cover graphics to enhance your publication
- Assist you with producing prayer cards or newsletters

Back up, back up, back up

We have touched on this subject previously, but it bears repeating. You probably have critical data that you simply cannot afford to lose: financial records, contact and donor information, or files that you need and use regularly.

What are you doing to protect that data?

If you organize your data so that it is always stored in a specific electronic folder, then all you need to do is periodically copy the data in that folder to a

CD/DVD. You may also use services such as those offered by Dell or OnlineFileFolder.com which will automatically upload those files to a Web-based storage area on a pre-determined schedule.

For my back up, I use OnLineFileFolder and SwapDrive, but there are many companies that offer this type of service. Find one that works for you. If you are serious about backing up your data, you might like to take a look at this Web site:

<http://www.datadepositbox.com/>.

Here are comments by the professionals about this option.

“Easy, inexpensive way to make sure your data is always safe” (PC World).

“Data Deposit Box makes online back up and paying for the storage wonderfully simple” (PC Mag.Com).

If you need more information, please feel free to contact me at Bruce@LifePublishers.org.



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