

WHY WE STARTED A PUBLISHING COMPANY

Background

In January, 2001, my partner, Diana Burg, joined me to form BurgYoung Publishing. We each had a book in print that needed to be reprinted. Since Diana was a published author, and I had self-published my book, establishing BurgYoung Publishing LLC was a natural.

Diana's book, entitled *How to Get to Know God*, had been printed by another publisher. The book had sold, but we both thought that we could do better, especially since it had a very powerful message.

My book entitled, *Understanding Water Rights and Conflicts*, was first printed in 1991. It also was selling, but much had changed in the world of water rights and conflicts because of the changing nature of the climate, drought and water use around the world.

The Publishing Process

While Diana and I write with very different styles and in different genres, we both have a strong sense of wanting to impact lives through our writing. Writing is a form of communication that comes easily and naturally to both of us.

Once we had reprinted Diana's book *How to Get to Know God*, I started updating and revising my book, *Understanding Water Rights and Conflicts*. I thought the revisions would take about a month, but it actually took 6 to 8 months. I was writing while working on the marketing for both books.

Even though we both had books out on the market for several years, we were, in retrospect, very naïve about the publishing business. We both thought the hard part was writing and creating the books. This turned out to be a very incorrect assumption.

After five years in business, both Diana and I actually find the writing, editing and publishing process relatively simple. Ideas and writing come easily, and even the technical part of formatting, layout and printing is not too complicated. With five books on the market today and a sixth in the final editing stage, almost ready to go to the printer, we both find this process getting easier.

One Unbreakable Rule of Publishing

After we had set up BurgYoung Publishing, we decided to hire a marketing firm that specialized in marketing books. We both reasoned that if we could write and publish our books, a good marketing firm could make them sell. We worked with this firm for about a year but the marketing efforts did not have the desired results. In essence, the marketing firm was not the answer to selling our books.

We started researching information about marketing books. We purchased and read some of the top books about self-publishing and marketing. We actually met and talked to three of the acknowledged experts in self publishing and marketing self-published books, John Kremer, Tom and Marylyn Ross and Dan Poynter. In fact, John Kremer, author of *1001 Ways to Market Your Book*, actually gave Diana a very

nice review and blurb for her book, *How to Get to Know God* (reprinted under the title *Getting to Know God*).

The deeper we got into the publishing business, and especially the marketing of books, the more evident the one unbreakable rule in publishing became. This rule is emphasized over and over in the myriad marketing books on self-publishing; however, it is also true even if you are an author published by one of the major book publishers. The unbreakable rule is that **Authors Sell Books**. There is no substitute for this.

If you have the courage, persistence and tenacity to write a book and get it published, then you have to take the responsibility of putting it in front of potential readers. Even the large publishers rely on their published authors to sell books by giving talks and signing books at bookstores. After all, a book presents the unique view point, experiences and ideas of the author. As with any other form of communication, it is the creator's responsibility to make those points of view, ideas and experiences heard, or in this case read, by the selected audience.

Books That Impact Lives

We both want to create books that impact lives in a large way. However, this is impossible to do if those books are not read by others. This is the main component of the publishing business – marketing. While we cannot dictate what others read, we can put our thoughts and perceptions out in front of as many people as possible. We both know from the comments of our readers, that our books are educating and inspiring readers. Based on their comments, we know we are not writing in vain. We are accomplishing our mission statement goal to publish **Books that Impact Lives**. This is the reason that we started a publishing company.

H. Court Young

Promoting awareness through the written word

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