

# BASIC SELF-PUBLISHING PRINT BUSINESS PLAN



## AVAILABLE AT:

- SEARS.COM
- CONCORDSUPPLIES.COM
- EBAY
- CRAIGSLIST.COM
- AMAZON.COM
- STAPLES.COM
- CDW.COM

## THE PRINTER:

I USE THE BROTHER MFC-J6920DW WIRELESS ALL-IN-ONE PRINTER (ABOVE). IT'S VERY EASY TO FIND FROM MULTIPLE VENDORS IF YOU GOOGLE IT.

IT'S SCARY CHEAP (BETWEEN \$250 - \$350) BUT I'VE BEATEN THE LIVING CRAP OUT OF THREE; THE FIRST PRINTED 18,500 PAGES BEFORE I KILLED IT. IT ALSO HAS A PRETTY DECENT 11 X 17 SCANNER, FAX AND COPIER.

I WOULD SAY THE ONLY DOWNSIDES ARE THAT IF YOU PRINT ON THE HIGHEST SETTINGS, IT CAN BE SOMEWHAT SLOW...LIKE UP TO TWO MINUTES FOR A COVER. BUT YOU CAN PLAY WITH PRINT QUALITY AND GET THAT DOWN A BIT. I TEND TO FAN THE PAPER IN GROUPS OF FIVE, THEN WALK AWAY OR CONCENTRATE ON DRAWING.

IT CAN ALSO OCCASIONALLY JAM...BUT I'VE NEVER HAD A PRINTER THAT HASN'T. AND IT'S USUALLY UNDER VERY SPECIFIC CIRCUMSTANCES...LIKE BENT PAPER, A STRAY GLUED EDGE OR THAT I STUFFED IT TOO MUCH.

ALSO, SINCE IT'S INKJET, THE PRINTS DON'T LIKE WATER, BUT THIS IS TRUE OF MOST COMICS. TO ME THE REAL TEST IS IF THE INK COMES OFF ON YOUR FINGERS WHILE YOU'RE READING IT. AND IT DOESN'T, UNLIKE SOME MARVEL AND DC COMICS COVERS. I'VE NEVER ONCE HAD A COMPLAINT OR A RETURN ON THESE, SO I THINK MOST FOLKS HAVE NO PROBLEMS WITH THE QUALITY. I'VE ALSO STARTED TO USE MOAB WATERPROOF PAPERS, WHICH HAS HELPED.

## THE INK SITE:

[CISINKS.COM](http://CISINKS.COM)

THIS IS WHAT MAKES THE WHOLE THING WORTHWHILE...GENERIC INK. AND IT ACTUALLY PRODUCES BETTER, MORE CONSISTENT COLOR THAN THE BRAND NAME VERSION. REFILLABLE INK CARTRIDGES ARE ABSOLUTELY THE WAY TO GO: COST EFFECTIVE AND NOT VERY MESSY. I USE THIS KIT, FROM [CISINKS.COM](http://CISINKS.COM): D04-BLC103 [REFILLABLE INK CARTRIDGE KIT] FOR BROTHER. IT COMES WITH EASY TO REFILL CARTRIDGES, SO ALL YOU HAVE TO DO IS BUY REPLACEMENT BOTTLES. THIS MAKES THE COST OF INK PER BOOK MERE PENNIES.

## THE COVER & INTERIOR STOCK:

MOAB PAPERS (LIKE LASAL PHOTO MATTE 235) WORK BRILLIANTLY FOR COVERS AND GIVE AN EVEN DARK BLACK. THEY ARE ALSO WATERPROOF ON BOTH SIDES. DEPENDING ON THE SIZE YOU BUY, THIS CAN GET A LITTLE PRICY, BUT IT MEANS YOU CAN ALSO CHARGE MORE FOR A HIGHER QUALITY PRODUCT. PEOPLE OFTEN MISTAKE MY COVERS FOR SCREENED PRINTS.

I'VE ALSO EXPERIMENTED WITH A VARIETY OF EASY TO FIND BRISTOL PAD AND WATER COLOR PAD PAPERS. THE BEST I'VE FOUND ARE CANSON XL RECYCLED BRISTOL AND FABRIANO 90 LB WATERCOLOR PAPERS.

ALWAYS CHECK TO MAKE SURE THE PAPER IS ACID FREE, IF YOU'RE WORRIED ABOUT FADING OR ARCHIVAL QUALITY.

FOR INTERIOR GUTS PAPER, I USE STAPLES 11 X 17 COVER STOCK, WHICH I CUT DOWN TO MODERN COMICS FORMAT. THIS PAPER TAKES INK WELL AND DOESN'T BLEED, MEANING YOU CAN'T SEE THROUGH A DOUBLE-SIDED PRINT. IT'S ALSO HEAVIER AND MAKES A SHORTER COMIC FEEL MORE SUBSTANTIAL.

OBSVIOUSLY, THERE'S ALOT OF WORK INVOLVED WITH PRINTING, STAPLING AND CUTTING THESE BOOKS, SO I FIGURE MANUAL LABOR INTO MY FINAL COST FOR THESE MINIS. I ALSO PITCH THEM MORE AS LIMITED EDITION ART BOOKS...KIND OF LIKE THE HIGH-END ZINE MARKET THAT'S POPPED UP OVER THE LAST FEW YEARS.

KEEP IN MIND, I ONLY USE THIS PRINTER PLAN FOR MY SMALL BATCH MINIS. I USE A PRO PRINTING HOUSE FOR THE NUMBERED ISSUES. BUT I DO USE IT FOR MY ART PRINTS, WITH THE HIGH QUALITY MOAB ARCHIVAL PAPERS.