Slow Publishing: the future is always derived from the past

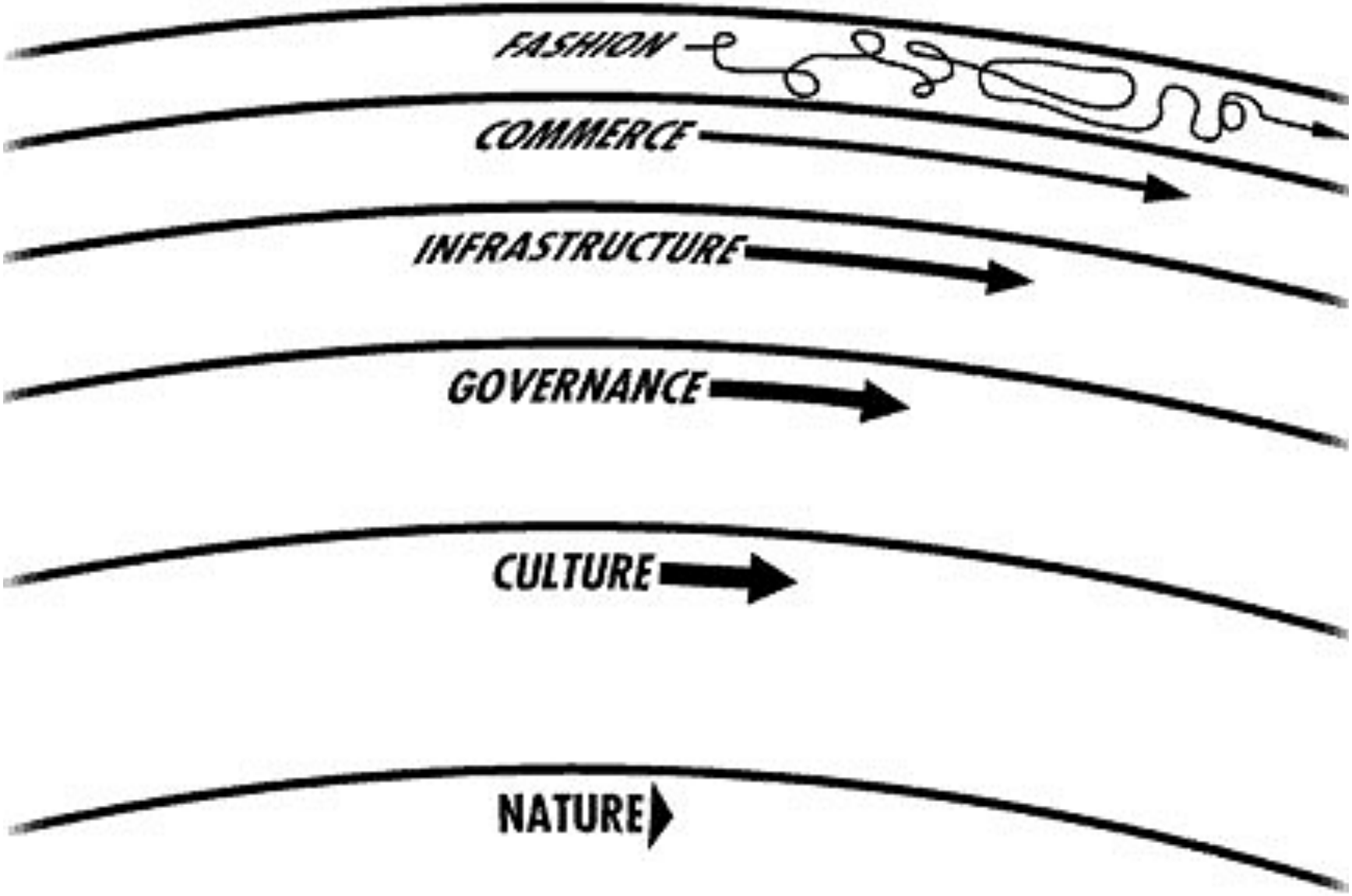
Digital publishing is faster than analog publishing:

- Eliminate print-related production steps
- Simplified distribution logistics
- Faster to market

We cannot speed up the most critical components of the publishing process:

- Editorial (write, edit, correct)
- Design (presentation through media)
- Marketing (connect to readers)

Core values change slowly



Slow Creates Meaning

- EDITORIAL
  Thinking and reflecting (and reading)
- Writing the damn book takes time
- Developmental, line and copy editing, proofreading
- Creating and maintaining really good Metadata

Slow Experience Matters

DESIGN

- Customer experience based design applies to content, presentation and devices
- Workflow and design to create digital files for e-readers (especially fixed page and enhanced)
- QA: Review output. Fix mistakes.

Slow is Powerful

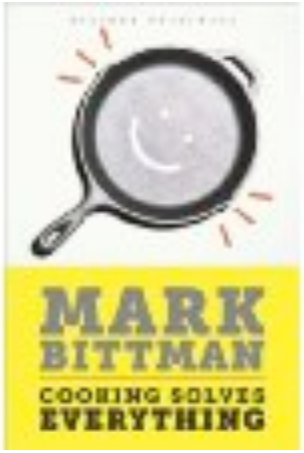
MARKETING

- Social media requires massive investments of time and attention
- Keeping up with market changes and new demographics requires time
- Books are always available - marketing is an ongoing process

Print book two page spread

Redesigned for iPad horizontal view

Design for the new environment



Could this happen to you?

(Reader) Says:

There's stray html code throughout. The typos must be bad OCR artifacts, because they are so arbitrary you can only occasionally imagine what the intended word might be. There are up to a dozen errors per page, and the punctuation misreads are spectacular. It is clear that no even semi-literate human looked at this version before it was released.

I would be happy to clean up the code myself and send it back to the publisher for redistribution. I have no idea how to go about making that offer to the powers that be.

Quality communicates value

- Fast publishing cheapens the reading experience
- Slow publishing builds and maintains brands
- Commitment to Quality in content, design and marketing supports all publishing business models

Publish slowly

- Fast publishing, like fast food, only has the appearance of publishing
- Slow creates nourishing works that last
- Builds close connections between writers and readers

Slow Publishing Principles

- Slow down our thinking
- Think deeply about what we publish
- Pay attention to reader experience
- Honor principles and practices that have been proven to work

The Slow Publishing ABC(D)

- **A**ttention to Detail
- **B**asic principles do not change
- **C**ustomer experience foremost
- **D**esign appropriate for device

Get REAL

- **R**ead to Learn
- **E**ngage with your text
- **A**ctively experience ideas
- **L**isten to customers

What ebooks are not

- eBooks are not blogs
- eBooks are not tweets
- eBooks are not Facebook posts
- eBooks are not YouTube videos
- eBooks are not apps
- eBooks are not articles
- eBooks are not ephemeral

The bad news is, time flies.

The good news is, you're the pilot.

-- Michael Altschuler

My Metadata

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