

Sustainable Publishing Checklist

Simple Actions, Big Impact

The Facts: E-books = 2% of print's carbon footprint • Print-on-demand = 90% less waste

The Result: 70% lower environmental impact • 40-60% higher profit margins

Digital-First Publishing

- Feature e-books *before* print on your website
- Mention e-books first in social media bios
- Improve e-book formatting quality
- Price e-books for volume (\$2.99-\$4.99 sweet spot)

Print-on-Demand (Zero Waste Printing)

- Sign up for KDP Print or IngramSpark
- Choose sustainable paper: Recycled FSC-certified
- Upload your books to POD platform
- Stop ordering offset print runs

Marketing Materials (Never Reprint Again)

- Sign up for dynamic QR codes (try Minz free: minz.at)
- Order business cards with QR code
- Order bookmarks with QR code
- Update QR destinations when campaigns change (no reprinting needed)

Tell Your Readers

- Add to website: "*Books printed on-demand to eliminate waste*"
- Include sustainability note in next book's acknowledgments
- Post about your sustainable practices on social media

Track Your Impact

- Are e-book sales growing?
- Zero print waste? (POD only prints what sells)
- Zero marketing reprints? (QR codes stay current)
- Are profit margins improving?

Never Reprint Marketing Materials Again



www.minz.at

Get 10 free dynamic QR codes
Print once. Update forever. Zero waste.