



PREPARE | PRODUCE | PUBLISH
COMPUTER COMPOSITION OF CANADA INC

Case Study – Self Publisher

Case Study for Rocky Gualtieri, President, Coaching for Enhanced Performance and author of *Take of Your Shoes*, and *Positive Self-Talk*.

Company profile

Established in 2002, [Coaching For Enhanced Performance](#) draws upon an extensive background in sales, management, human resources, and business coaching to provide a unique perspective and a personal commitment to the development and success of their clients and their respective businesses.

Coaching for Enhanced Performance offers Business Consulting and Training Workshops to assist in addressing and supporting their clients' performance management training needs and objectives.

Challenge

When Rocky Gualtieri, President of Coaching for Enhanced Performance, decided to embark on the next stage of his career and offer his extensive sales and sales management experience to businesses and organizations as a performance coach, his challenges included that of writing a book.

As challenging as it was for Rocky to write [Take off Your Shoes: A Step-by-Step Guide to the Sales Process](#), the major hurdle that he had to address was how to get his book produced for sale. At that time, in 2004, POD services and self-publishing were really in their infancy, and options were somewhat limited for this kind of project.

“With no prior experience in creating and publishing a book, I knew that I needed to find a partner who would understand and accept my inexperience and be willing to work with me to develop a quality product suitable for sales professionals. It was my responsibility to write the content, but I needed help with the professional ‘look and feel’ of my book.”

Rocky was looking for a cost-effective and efficient way to have his manuscript prepared for print, cover art created, and also needed help sourcing short-run printing at an affordable price. Rocky didn't want to have to invest in printing hundreds of copies of his book because personalization of the books was to be one of his selling features.

Solution

Computer Composition of Canada's Creative Services department worked closely with Rocky to understand his unique needs, and then built a project plan to meet them. CCC's graphic designers worked with Rocky to develop a cover and layout that would optimize the reader's experience. CCC also focused on mining their relationships with commercial printers to find a print partner who could accommodate Rocky's short-run print needs at an affordable price.

CCC was able to offer a comprehensive set of services to meet Rocky's budgetary requirements and timelines. Services provided include:

- Cover art design
- Layout and interior content design
- Print production

Benefits

"I am in my 6th printing of the book and I continue to receive positive feedback from my clients. CCC has been extremely responsive and most accommodating, arranging for reprints in small batches so that I do not have to concern myself with stocking large quantities of books.

CCC has facilitated my ability to 'personalize' the books by adding the logo and company name of my clients to the front cover when appropriate. This is a significant benefit for me as it helps to embed my insight and experience within that organization's training culture."

Rocky recently completed his second self-publishing project with CCC, [Positive Self-Talk: The Key to Proactive Stress Management](#), which was released in March 2011.