



## **Local Comic Book Publisher Finds High-Tech Solution to Publishing Woes**

*Dennis Morales Francis offers a high-tech solution to the problems of creating professional publications for businesses and aspiring authors. His website [www.didpublishing.com](http://www.didpublishing.com) has helped small businesses and fledgling comic book artists to produce professional quality books at a fraction of the normal expense.*

Galt, CA, June 27, 2007 --(PR.com)-- Publisher Dennis Morales Francis discovered a solution to help aspiring authors become publishers. “For years the greatest headache for writers and artists was how to effectively produce a book that they could promote and sell for a profit.” Says Dennis, the president of DiD Publishing a publication design firm.

His company publishes books and comics from a small office in Galt, California. The website [www.didpublishing.com](http://www.didpublishing.com) offers tips to those who are brave enough to venture into the world of self publishing.

“I’ve been a publications designer and comic book producer for over 25 years and I am amazed at the current technological advances in my industry.” He remarks about the fastest growing trend in publishing; Online Digital Book Production. “My clients range from business people looking to produce a marketing tool, to budding authors looking to create the next Harry Potter”. I show them how to utilize existing consumer technology in conjunction with Lulu ([www.lulu.com](http://www.lulu.com)), the world's fastest-growing provider of print-on-demand books or Ka-Blam ([www.ka-blam.com](http://www.ka-blam.com)) an online comic book print-on-demand producer.

DiD Publishing Inc. is a publishing company and publications design firm that is dedicated to helping independent authors and self-publishers get a professional product ready for the grueling world of book selling. “Twenty five years ago we were all astounded by the personal computer which allowed us to set our own type and design publications in a fraction of the time it took to produce by hand. That was the beginning of the Desktop Publishing revolution. The missing piece of the puzzle was finding a way to get the printer to produce just the right amount of books initially for promotion and test marketing. It used to cost a fortune.”

Online print-on-demand (POD) companies can take the author's digital materials and in a few days ship one book or several thousand. Comics can be produced by the creators and sent to Ka-blam ([www.ka-blam.com](http://www.ka-blam.com)) for black and white or full color printing. The finished products look as good as any major printing company can produce. The cost per unit is higher than traditional printing but hey, you can't beat it for speed and convenience. “Independent publishing and print-on-demand is the wave of the future, and the future is now,” said Melissa London; a book publicist. “The Lulu process allows me to cut out the middle man (i.e. a separate publisher) and get my work out there the way I want it.” says an enthusiastic Melissa. Dennis Francis agrees, he has produced design samples as well as retail books for his clients and his comic book customers. “PODs, like the Internet itself, is new technology that puts the power of the media in the hands of the little guy. That's a solution I can live with.”



About DiD Publishing Inc.

Founded in 1998, DiD Publishing (formerly T&D Publishing) publishes books as well as designs publications for its clients. The website is <http://www.didpublishing.com>.

The latest comic series from DiD Publishing is called Jax and the Hellhound currently available free of charge at <http://www.graphic-novels.com>.

###

Media Contact: Tiffani Lattie, [tiffani@didpublishing.com](mailto:tiffani@didpublishing.com) 916-273-3583



**Contact Information:**

DiD Publishing Inc.

Tiffani Lattie

916 273-3583

tiffani@didpublishing.com

www.graphic-novels.com

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/43407>