

# Idea goes by the book

For most aspiring authors, finding a publisher can be daunting. Dave Di Marcantonio, president of InstaBook Canada, wants to help.

The former shoe manufacturer became interested in book production after reading a newspaper article almost three years ago about the declining state of the publishing industry.

Looking for a new challenge, the 30-year-old entrepreneur did a bit of research into solving the riddle of producing books on demand. What he eventually came across is a machine called Insta-book, which he's now got running in Oakville, Hamilton and Cambridge.

Prospective authors provide an InstaBook operator with a disk containing their manuscript; then the disk is fed into a machine and a fully bound and printed book

pops out six minutes later. For \$150 the writer gets one printed proof and 10 copies of the book.

Says Di Marcantonio, "Anything you can conceive of putting into book form, InstaBook can handle it."

Walter Staples has tried Instabook.

The former diplomat approached Di Marcantonio after his latest book, *Everyone A CEO, Everyone A Leader*, was rejected by his publisher, Pelican books.

"It's a business book, and I was told that Pelican doesn't do (them)," Staples says.

Staples now has manuscript copies he can send to potential publishers.

"I can show them an actual book, rather than putting it in a binder and flogging it," he adds.

For more information, visit [www.instabook.ca](http://www.instabook.ca).

Torstar News Service



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After a little research, Dave Di Marcantonio developed a method to produce several books on demand.