



Seven Questions to Ask Before Choosing a Production Ally

Choosing the right book manufacturer isn't just about price or turnaround. It's about trust, collaboration, and confidence in every stage of the process. When your production team communicates, adapts quickly, and delivers consistently, you can focus on what you do best: creating and publishing great books.

This checklist is designed to help you evaluate whether your current provider is truly supporting your goals or simply going through the motions

1. Do they respond quickly and clearly to your questions?

A reliable ally keeps communication easy and efficient. It may be time to move on if you're chasing down answers.

2. Are turnaround times consistently fast and on schedule?

Missed deadlines can mean missed opportunities. Your printer should deliver when they say they will, with no surprises.

3. Do they offer flexible print options to fit your needs?

Whether it's a short run or large order, offset or digital, your printer should help you choose the best solution for your project and budget.

4. Can they adapt when plans or specs change?

Real-world projects shift. You need a partner who can roll with the punches, not one who stalls the process.

5. Is the quality of print and binding consistently high?

If your books aren't matching the standards you expect, or if issues pop up frequently, that's a red flag.

6. Do they offer additional services that simplify your workflow?

Look for value-adds like eBook conversion, cover enhancements, and fulfillment. A partner who can do more helps you do less.

7. Do they treat you like a customer—or a collaborator?

The best print allies work with you, not just for you. They listen, solve problems, and have your back.