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Dec. 9, 2003. 11:06 AM

The fastest way to get published

All machine needs is a manuscript
Churns out books while you wait

HO ANDERSON
LIFE WRITER

For most aspiring authors, the prospect of finding a publisher is 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 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."

Florida-based Victor Celorio, a former aspiring writer, invented InstaBook technology, and according to the InstaBook Web site, there are locations



HAMILTON SPECTATOR PHOTO
Company president Dave Di Marcantonio shows off his InstaBook printing machine.

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the U.S., Italy and Mexico as well.

In Canada, there are three InstaBook outlets: One at the Hamilton head office, another in Oakville's Booker's Bookstore at 172 Lakeshore Rd. and a third in Cambridge's Book Express. Toronto is due to get a fourth some time in 2004.

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. "Despite selling 75,000 copies of his first book, *Think Like a Winner*.

Staples now has manuscript copies he can send to potential publishers. He can show them an actual book, rather than putting it in a binder and flogging it."

Di Marcantonio points out that the applications for InstaBook go beyond the traditional book industry. People can now produce books on family histories, professors can provide bound editions of their lectures, companies can offer corporate manuals, and people can print story collections as gifts for friends.

For more info, head to <http://www.instabook.ca/>.

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