

# BASIC ROUTES TO GETTING YOUR BOOK PUBLISHED

- Traditional Publishing
  - Self-publishing

# TRADITIONAL PUBLISHING

- **The Big 5**

Penguin-Random House, Hachette,  
Harper Collins, MacMillan, Simon & Schuster  
(Will consider only agented material)

- **Mid-size presses**

There are many!  
(Will consider both agented AND unagented material)

- **Small, independent presses**

There are many of these too!  
(Will accept unagented material)

# SELF-PUBLISHING

- **Vanity Presses**

Author pays for all production services, printing, marketing & distribution

## Hybrid Publishers

Author subsidizes the cost of book production but does receive higher royalties than traditional publishing

## Do-It-Yourself

Author calls all the shots, decides what services they want to hire (editing & graphic design, for example); they create their book file and upload it to online bookseller (such as Amazon) which is FREE. Visit [https://kdp.amazon.com/en\\_US/](https://kdp.amazon.com/en_US/) for information about producing print and ebooks to sell on Amazon.

# BENEFITS OF LARGE, NATIONALLY KNOWN, TRADITIONAL PUBLISHERS (a.k.a. the Big 5)

- Publisher pays author an advance against royalties
  - Publisher provides editor for the book
  - Publisher provides high-quality layout and cover design
- Publisher pays for all costs for book's production and distribution
- Publisher pays royalties to the author based on the book's sales
  - Publisher gets books into bookstores nationwide
- There's a prestige to being published by a Big 5 company

# DOWNSIDE TO LARGE, NATIONALLY KNOWN, TRADITIONAL PUBLISHERS (a.k.a. the Big 5)

- Big 5 publishers typically consider agented materials only
- It's rare for first-time authors to get a deal with a Big 5 publisher — *even with an agent*
- Author gives up control over their book

## **BENEFITS OF MID-SIZE & SMALL, INDEPENDENT PUBLISHERS**

- Publisher pays author an advance against royalties
- Publisher pays all costs for book's production & distribution
- Publisher pays royalties to the author based on the book's sales
  - Publisher provides quality layout and cover design
    - Some get author's books into bookstores
    - Publisher may consider unagented manuscripts
- Authors typically receive more attention from the publisher

## **DOWNSIDE TO MID-SIZE & SMALL, INDEPENDENT PUBLISHERS**

- Author's advance will be much less than those of traditionally published authors
  - May not get books into bookstores

## BENEFITS OF VANITY PRESS

- Author can turn over the entire design and production process to the publisher, *if they can afford it*
  - Author has final say over their project
- The quality of the finished product is usually comparable to that of a large publishing house



# DOWNSIDE TO VANITY PRESS

- Expensive and sometimes unethical
  - Authors need to do their homework before signing a contract

# BENEFITS OF HYBRID PUBLISHER

*Generally:*

- Looks like a traditional publisher
- Selects projects based on the book's merit
- Product reflects industry standards
- Publisher takes strategic approach to marketing and distribution
- Author's royalties are higher than most traditional publishers'

# DOWNSIDE OF HYBRID PUBLISHER

- Production of book is author subsidized
- There are many different business models, so authors are advised to do their homework before making commitment

# BENEFITS OF DO-IT-YOURSELF PUBLISHING

- Author doesn't have to shop their manuscript around to agents and publishers
- Author is in complete control — writing, editing, designing the book's layout & cover, marketing and distribution
  - Author retains rights to their work
  - Author receives all the income for book sales

# **‘DOWNSIDE’ OF DO-IT-YOURSELF PUBLISHING**

## **(a.k.a. The Responsibilities)**

- Author is responsible for editing, design, marketing  
*OR* author can hire freelancers for these services
- Author is responsible for creating book’s layout and cover files and then getting them uploaded to the online book seller (such as Amazon)  
*OR* author can hire an outside service to do it
- Author is running a business and is therefore responsible for paying business-related expenses, such as advertising costs, sales taxes and income taxes, etc.

You'll find many resources online  
to help you sort out which publishing  
option will be best for you.

See the list of Publishing Resources at  
[www.janis-thornton.com/writer-resources.html](http://www.janis-thornton.com/writer-resources.html),  
or check with your library and your writers' group.

**GOOD LUCK!**