

Publishing Options

Traditional

- You can use an agent or pitch directly to a publisher. Agents can typically help you negotiate better contracts, and some publishers only accept submissions from agents.
- Agents only get paid if the writer does, and traditional publishers never charge you to publish your book.
- A great resource for locating an agent or publisher is *Writer's Market*.
- It is extremely important to research agents and publishers before pitching a book idea. Always customize your proposal or query to meet their specific requirements.
- Nonfiction books usually require a book proposal. Fiction books, especially for new authors, often require a query letter and sample pages. It is not recommended to pitch fiction books without a completed manuscript as the agent or publisher may request the entire manuscript if interested.
- Traditional publishing can be very challenging. Even great proposals and manuscripts get rejected. It also can several months to get a reply from agents and editors.
- Advances vary depending on publisher and your specific contract. Royalties are not paid until the advance pays out. There is no guarantee that a book will ever earn royalties.

Self-Publishing/POD

- There is no agent or editor who determines if your book should be published. You decide if your book is publishable and when it is ready.
- Your book gets into print much quicker. Self-published and POD books typically take a few months to complete, and you usually have the option of expedited printing. Traditional publishing typically takes at least a year for your book to come out in print.
- Self-published authors usually earn higher royalties, which average 7-15% per book. Since there is no advance, you earn royalties on every book sale.
- This option requires you to invest money in your book.
- These books typically gain less exposure from media and major sellers. For instance, a local bookstore may agree to sell your book, but it is less likely that all bookstores will carry your book. Most self-published authors sell directly to readers and online.

Both Options Require You To:

- Submit the best manuscript possible. Even though there is no editor or agent to reject self-published authors, it is important to make your book as professional as possible in order to make readers value your book.
- Market your book before and after it is published.