

BOOK PUBLISHING

RESOURCES AND WORKSHEETS



TRADITIONAL VS. INDEPENDENT PUBLISHING

	Independent/self-publishing							
PROS	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #c49a3b; color: white;">Traditional publishing</th> <th style="background-color: #c49a3b; color: white;">Independent/self-publishing</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ● Validation of the publishing world ● Selling to long-established players and markets ● Built-in editors and designers ● Support/guidance from a professional team ● No up-front costs ● An advance ● Marketing team and publicists ● Schedule </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ● Total creative control from start to finish ● Control of all business decisions ● More money per book sold ● Empowering - No need to have a gatekeeper validate your idea ● Your book can be on the market FAST ● Retain the rights of your book + sell in any market globally ● Write on a niche topic/for a niche market ● Get in the game! </td> </tr> <tr> <td style="background-color: #1a4d4d; color: white; text-align: center; vertical-align: middle;">CONS</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ● You will most likely get a lot of NOs ● Less money per book sold ● Low royalties ● Timeline is long ● Loss of creative control (including cover) ● Different expectations </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> ● Finding the funds/financial investment ● Having to do it all yourself, or finding the help you need yourself. ● Stigma of self-publishing still remains ● Distribution is HARD - LOTS of gatekeepers ● Most literary prizes don't accept self-published books </td> </tr> </tbody> </table>	Traditional publishing	Independent/self-publishing	<ul style="list-style-type: none"> ● Validation of the publishing world ● Selling to long-established players and markets ● Built-in editors and designers ● Support/guidance from a professional team ● No up-front costs ● An advance ● Marketing team and publicists ● Schedule 	<ul style="list-style-type: none"> ● Total creative control from start to finish ● Control of all business decisions ● More money per book sold ● Empowering - No need to have a gatekeeper validate your idea ● Your book can be on the market FAST ● Retain the rights of your book + sell in any market globally ● Write on a niche topic/for a niche market ● Get in the game! 	CONS	<ul style="list-style-type: none"> ● You will most likely get a lot of NOs ● Less money per book sold ● Low royalties ● Timeline is long ● Loss of creative control (including cover) ● Different expectations 	<ul style="list-style-type: none"> ● Finding the funds/financial investment ● Having to do it all yourself, or finding the help you need yourself. ● Stigma of self-publishing still remains ● Distribution is HARD - LOTS of gatekeepers ● Most literary prizes don't accept self-published books
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3 IMPORTANT QUESTIONS...

 WHAT is your unique idea?

 WHY is it important RIGHT NOW?

 WHY are you the one to write it?

TRADITIONAL PUBLISHING CHECKLIST

• - 11 IMPORTANT STEPS -

- Have I answered the 3 big questions?
- Have I clarified my specific publishing goals?
- Have I created a budget for this project? (printing, photography, developmental editor, pr, etc.)
- Have I written a compelling query letter summarizing the book concept in a concise way?
- Have I created a press kit or summary of my platform or any notable achievements?
- Have I made a list of agents to pitch to?
- Have I created a compelling book proposal including an intro, bio, and sample chapter?
- Have I created a writing schedule to complete my manuscript?
- Have I interviewed and hired my publishing team? (photographer, illustration, marketing and pr, developmental editing, etc.)
- Have I engaged with my network + building community to help promote the book?
- Have I planned marketing events including giveaways, parties, book signings, interviews, press and podcasts?

TRADITIONAL PUBLISHING RESOURCES

- Publisher's Weekly FREE newsletter: <https://www.publishersweekly.com/>
- Publisher's Marketplace: Paid subscription OR free newsletters
<https://www.publishersmarketplace.com/>
- Society of Children's Book Writers and Illustrators (SCBWI)
<https://www.scbwi.org/>
- The Manuscript Wishlist - <https://www.manuscriptwishlist.com/>
- Jane Friedman's blog - <https://www.janefriedman.com/blog/>
- Melanie Abrams - events + classes: <https://www.melanieabrams.com/>
- Julie Hedlund's 12 x 12 Challenge: <https://www.12x12challenge.com/>
- Society of Visual Storytelling (SVS Learn): <https://www.svslearn.com/>
- Podcasts - Literaticast episodes #5 & #23 for "schmagent" talk
<https://www.jenniferlaughran.com/literaticast>
- BOOK - *The business of being a writer* by Jane Friedman
- BOOK - *Before and after the book deal* by Courtney Maum
- BOOK - *How to write a book proposal* by Michael Larsen

**INDEPENDANT PUBLISHING
CHECKLIST
- 14 IMPORTANT STEPS -**

- Have I answered the 3 big questions?
- Have I clarified my specific publishing goals?
- Have I picked the format + way I will publish this book?
- Have I researched other books in the category so I can create something that matches or exceeds in quality?
- Have I found a team of experts to help me?
- Have I created a budget for this project? (printing, cover, photography, developmental editor, pr, etc.)
- Have I put together a plan to finance my book?
- Have I researched my audience?
- Have I started building an audience? Do I have tools to reach my audience?
- Have I registered my work with the US Copyright office?
- Have I thought about how I want to sell + distribute my book?
- Have I narrowed down fulfillment for orders?
- Have I engaged with my network + building community to help promote the book?
- Have I planned marketing events including giveaways, parties, book signings, interviews, press and podcasts?

INDEPENDANT PUBLISHING RESOURCES

- ▶ Printer in Canada - Friesen's (published original Rebel Girls books)
<https://www.friesens.com/>
- ▶ Reedsy - <https://reedsy.com/> Work with publishing pros.
- ▶ Fiverr + Upwork - to get help on specific projects
- ▶ Canva - <https://www.canva.com/> Web-based design tool for creating book covers, social media graphics, and more
- ▶ Amazon KDP + IngramSpark for book distribution services
- ▶ US Copyright Office: <https://copyright.gov/registration/literary-works/>
- ▶ Jane Friedman's The HOT SHEET - <https://hotsheetpub.com/>
- ▶ Free Advice Friday - weekly webcast by New Shelves Books
- ▶ Live Free Creative podcast - Episodes 46 and 47 on Miranda's publishing journey
- ▶ The Self-Publishing Show / Mark Dawson's Self Publishing Formula
- ▶ The Alliance of Independent Authors -
<https://www.allianceindependentauthors.org/>
- ▶ Facebook Group - Children's Book Authors and Illustrators: Publishing, Marketing and Selling
- ▶ Facebook Group - 20Booksto50K (+ conference)
- ▶ BOOK - *Mastering Amazon Ads: An Authors's Guide* by Brian Meeks
- ▶ BOOK - *Write. Publish. Repeat.* by Sean Platt, Johnny Truant and David Wright
- ▶ BOOK - *A people's guide to Publishing* by Joe Biel