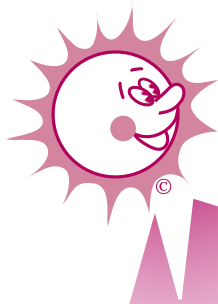


ALL Publications

"Making You Shine"



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Publishing Your Book

Traditional Publishing vs. Independent/Self-Publishing

Having your book published traditionally means that you secured an agent to represent your book to publishing houses and have signed a contract with one of them. Or you can approach publishing houses yourself. If you do that, make sure you follow the specific guidelines each house has for submitting materials. These guidelines can be found online. With traditional publishing, the publishing house will front the money to publish your book. You may or may not receive a monetary advance. (Make sure to have all contracts reviewed by an attorney who specializes in publishing *prior* to signing.) Some money will be allocated to marketing, but you will be the one primarily responsible for marketing your book if you publish traditionally *or* independently. Publishing is a business and publishing houses are looking for authors who can promote themselves and their books.

Independent/self-publishing means that you front the money to have your book published. You are the publisher. If you work with me, you keep all the money when you sell your books and you retain the rights to your book. When you self-publish you have greater creative control and it will be completed more quickly. (Traditional publishing generally takes 18 to 24 months.)

Traditional Publishing

Pros:

- Upfront costs covered by publishing house
- Distribution channel in place
- Some marketing on your behalf

Cons:

- Long process to get your book published
- Give up creative control
- Marketing is primarily your responsibility

Independent/Self-Publishing

Pros:

- Retain creative control
- Shorter time frame
- Keep all the profits, depending on who assists you

Cons:

- Upfront costs paid by you
- Distribution is your responsibility or through distributors
- Marketing is your responsibility