

## Traditional or self-publishing, which is right for you?

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### Traditional Publishing

Find the right agent through query letters, professionalism, and patience.

- Make sure the book is polished first.
- Find an agent who will be good for you.
- Write your query letter with the agent in mind.
- You might get loads of rejection.
- But the agents will carry your book for you.

Wait for a publisher to pick up the book and then make all their requested changes and edits.

- The publisher will make the book "sell-able."
- This could mean giving up whole chapters.
- They care about the market, not your work.

The book finally gets published!

- Your book is everywhere, instantly.
- The money will be pretty good to awesome.
- Normal advances can be \$10,000 to \$200,000.
- Movie and game deals are likely if it sells well.
- You don't really have to do promotion on your own.

### Good and bad of traditional publishing.

Good: You get lots of exposure and marketing. There could quickly be movie or game deals. Your book is likely to sell into the thousands in days or weeks. Traditional publishing is a sure-fire way to make a lot of money with just the right book at just the right time.

Bad: There is a LOT of waiting and rejection. You will lose a lot of control to the publishers. If the book isn't right for the market, or isn't presented correctly, it could be nearly impossible to publish at all. The businesses is getting tougher and tougher everyday.

### Self-publishing

Pick a good publishing system.

- Print, eBook, or both? Something else?
- Do you want to go assisted or full-on indie?

Before you publish, get everything ready.

- Edit, edit, edit... Get your cover designed.
- Decide on a schedule for your work.
- Start pre-promotion online. (Facebook, etc.,)
- Get a weekly blog going, to build interest.

Upload all your files and then hit the button.

- You can go from .doc to Amazon in a week, easy.
- Add yourself to Goodreads.com ASAP.

Promote the book online and off.

- Facebook Pages are really your friend.
- Set up "pay for like" and other ads.
- Fliers, postcards, bookmarks, word of mouth.
- Talk in-person to small bookstores.
- Hit conventions and festivals.

### Good and bad of self-publishing.

Good: You're your own boss, you have full control over everything, and you only have to wait for yourself. You don't have to follow markets at all, and can find your own audience. You end up making more money on each book than through traditional publishing.

Bad: You have to do everything or some things alone. Promotion is difficult if it's your first time out, and can take a long time to show results. Movie deals will only come if your book sells extremely well. You might end up not selling very many books at all.

## Helpful names and site!

**The San Francisco Writers' Convention** is the single best source of publishing info. <http://www.sfwriters.org/>  
If an agent is a member of the **Association of Authors' Representatives**, then they're legit. <http://aaronline.org/>  
**Linda Lee** is great a website and social media guru (and a Firefly fan). <http://wordpresscentral.org/>  
**Dan Pointer** is the grandfather of self-publishing, and practically invented it. <http://parapublishing.com/sites/para/>  
**Joel Friedlander** is a fantastic book cover artist and designer for hire. <http://www.thebookdesigner.com/>  
**M. Louisa Locke** is a self-published author with a great site. <http://mlouisalocke.com/indielinks/promotional-links/>

## Other helpful sites:

Print on demand sites. <http://www.createspace.com/> <http://www.lulu.com/>  
eBook publishing sites. <http://kdp.amazon.com> <http://www.smashwords.com/>  
The best assisted self publishing system. <http://www.bookbaby.com/>