



# Is Self-Publishing Right for Me?

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## **Definition of Self-Publishing:**

If you paid to create the final product that is for sale to the public, be that physical or digital, you self-published.

## **Pros of Self-Publishing:**

- You have total creative control
- You create your marketing plan
- You decide your timetable
- You own it completely
- Your work has longevity
- You can create peripherals
- Your work can be niche
- You can establish yourself in the literary world
- You can promote your expertise
- You follow your DIY ethos

## **Cons of Self-Publishing:**

- Stigma
- Fewer readers
- Lack of distribution
- Lack of significant marketing help



- Expense
- Time
- Necessity of keeping up with industry news
- Fewer review options
- Fewer literary prizes
- Work

## Types of Self-Publishing:



### **All Self:**

You do all the work yourself and get the book available to the public.



### **Self Plus a Hired Team:**

You hire semi/professionals to do work you don't want to.



### **Self Plus a Partnering Publisher:**

You partner with a publisher, using their author services and sharing in the cost of production.

## Goals:

- What are your goals?
- Do you want external validation for your writing?
  - Publishers
  - Reviewers
  - Award Committees
- Do you want your book in a bookstore?
- How do you measure success?

## Top Level Questions:

- Do you want physical books, e-books, or both?
- Do you want to format the book yourself?
- How do you want to handle distribution?



## Self-Educate or Hire Help?:

- E-books have their own format (EPUB)
- Print formatting is contingent on manufacturer/servicer
- Specs must be followed



## OFFSET PRINT OR POD?

### Offset Printing:

- Minimum print run (generally 1,000)
- Special considerations or higher quality reproduction
- Lower cost per unit
- Higher initial cost



### Print on Demand:

- Lower initial cost
- May not be cheaper over long run
- Great for simple books that don't require special considerations



## Find Your Service:

- Review their offerings
- Calculate their price point
- Do some sleuthing
- Search out reviews
- Contact customers
- Get physical samples

## Predatory Publishers:

- Target authors, not readers
- Prices difficult to find on website
- Upsell surprise services
- Usurp many rights
- Underdeliver

## Action Items:

- Write out your goals
- Join a professional association, like SCBWI
- Attend a pro event
- Connect with other creators
- Keep learning
- Honor your path



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<http://www.silviaacevedo.com/the-publishing-pen/>



Silvia Acevedo is the author of the *God Awful Series of Books*, the tale of a not-so-likable Cupid who loses his place in Olympus and fights his way back - and into our hearts.

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