

Book Publishing Options for the Writer

Types of Book Publishing in Chronological Order of Introduction into Industry

	TRADITIONAL ACQUISITIONS PUBLISHER	VANITY PUBLISHER (Vantage, Dorance, etc)	INDEPENDENT or SELF-PUBLISHER	POD (Print on Demand)
INVESTMENT	<ul style="list-style-type: none"> •Publisher Pays author an advance •Advance based on % of expected book sales •(5-15% of wholesale price) 	Author pays cost to produce + fee to publish. Generally runs 30% higher than Self-Publishing	Author pays Cost of production PLUS inventory storage, marketing/PR or other service charges	\$500-\$2,000 usually includes 10 -25 books produced NO inventory - books are produced when ordered
HOW IS AUTHOR PAID?	See Above	Author receives 40% of retail amount of sold books Publisher sets price of book (generally higher than market will bear) Publisher controls rights to the book	Author receives 100% of book sales	Author buys books for 60% (nets 40% per sold book)
CREATIVE & PRODUCTION RESPONSIBILITIES	Publisher has all Creative Control including editing & proofing, cover & text design	Presses do some, all, or none of these tasks: administrative duties, editing, text layout, cover design Varies from company to company	Author has complete Creative Control (author does work or subcontract it out)	Author has responsibility to send camera ready work. Additional costs if not camera ready - or - printed as is
MARKETING RESPONSIBILITIES	All Marketing & Distribution AND review galleys & marketing/PR. Dollars spent depend on author & book viability Book dies unless author does the promoting	In most cases, marketing/PR & distribution are done by the author	All Marketing Control Author invests what the budget & time allow on marketing/PR	Author controls marketing. Company promises a great deal, but the only real marketing benefit is listing in their database & in Books in Print

	TRADITIONAL PUBLISHER	VANITY PUBLISHER	SELF-PUBLISHER	POD (Print on Demand)
ONGOING COSTS	Discounts used as purchaser incentives (reduced royalty)	Buy inventory as needed at 60% or more of the inflated retail book price	Whatever you spend for marketing and distribution	Buy inventory as needed, typically at 60% of jacket price. If you discount your book, you still pay 60% of jacket price. Author pays for ongoing marketing and promotion.
THE POSITIVE	PRESTIGE of being a REAL author. Receiving an advance on sales	none	Receive 100% of each book sale. Retain rights to the book and retain creative, marketing and pricing control	Lower Start-Up costs no inventory to store
THE NEGATIVE	MOST AUTHORS must still market & promote at your own expense unless you are a major author including travel expenses	NO Credibility in Publishing Industry Significant investment up front with mediocre product quality & little or no help with distribution & marketing	Significant investment up front of money, time & administrative duties	Higher Per Unit Cost (for POD) significant investment of time and admin duties and investment requirements for marketing MOST Bookstores will not stock a POD book