

Publishing options and their pros and cons

Traditional publishing

Pros:

1. Exposure
2. Advance (often)
3. Editing, etc
4. Marketing

Cons:

1. 6-18 months
2. They have the power
3. Not effective marketing
4. Paid twice a year
5. Royalty rates
6. Very hard to break into
7. You do not get to be involved in publication

Self-publishing/indie publishing

Pros:

1. Paid monthly
2. Control price
3. Almost instant publication (a few months)
4. Complete involvement-decisions are yours entirely
5. Royalty rates
6. Anyone can do it

Cons:

1. Nothing is free
2. Fewer sales
3. Potential for poorly written books
4. You pay them
5. Not sold or hard to get books in stores as "physical copies"

Hybrid publishing

What is hybrid publishing?

They do all that a traditional publisher would do but you are contractually obligated to buy a minimum number of books. This helps the company earn back a portion of their money if your book doesn't sell well.

Example-1000 books so if you sell yours for \$7.00 you pay them \$7,000.00.

Pros:

1. Professional
2. Payment plans
3. Do everything for you
4. Keep your say
5. Provides physical copies

Cons:

1. May not be recognized or considered as traditional
2. Money: You must purchase a designated number of books up front

I would not recommend hybrid publishing unless you do in depth research on the company.

A few things to look for when researching these companies.

1. The quality of books they publish. Are they well written or just terrible books?
2. The reviews of the books they publish.
3. The reviews of the company