

# Self-Publishing vs. Mainstream Publishing

## Report

with **Barany Consulting**

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## Description of Types of Publishing Models

### Traditional or Mainstream Publishers

These companies publish a limited number of books each year and take care of all the cost and the risk. They tend to be household names. If you want to be published by a traditional publisher, you need to follow their process, which normally involves finding an agent, sending a proposal, getting into a commercial discussion before arriving at a book deal. Traditional publishers sometimes pay an advance to the author, which is simply an advance payment based on projected future royalties. In general, the author signs over all rights to the book to the publisher for the duration of the contract.

### Self-Publishing

This is where the author organizes the entire publishing project, finding a designer and a company to print the books. You need to get an ISBN number, register the book with the British Library, Library of Congress and/or other libraries, wholesalers and other sales channels. The author retains all rights and control of the entire project, including final book design and cover design, sales and marketing strategies and everything else to do with the book.

### Cooperative or Hybrid Publishing

Approximately fifteen years old, the cooperative or hybrid publishing industry came about around the same time as the Internet became popular. Publishing companies who work in this way take a fee from the author, organize the design, print, registration and distribution of the book and sometimes marketing. They tend to print books only as needed (print on demand) which keeps the investment lower than a print run.

Companies include, but are by no means limited to:

- ★ Happy About: <http://quick2publish.com/about.html>
- ★ Wyatt-Macenzie Publishing Group, Inc.: <http://www.wymacpublishing.com>

(I've spoken to both of these companies, so if you do talk to them, let them know I sent you.)

[Adapted from Mindy Gibbins-Klein, [www.bookmidwife.com](http://www.bookmidwife.com).]

See page 2 for a table breaking down more specific differences between the first two models. See page 5 for a worksheet to help you work out your publishing goals.



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**Table: Break out of Rights and Responsibilities**

Self-Publishing	Traditional Publishing
<ol style="list-style-type: none"> <li>1. The Author writes the book</li> <li>2. The Author gets his/her own ISBN number</li> <li>3. The Author designs the cover and the inside pages, or pays someone to do so</li> <li>4. The Author pays someone to edit the book</li> <li>5. The Author pays someone to print the book</li> <li>6. The Author builds his/her own website or pays for someone else to do so</li> <li>7. The Author does his/her own promotions</li> <li>8. The Author takes home most of the profit</li> </ol>	<ol style="list-style-type: none"> <li>1. The Author writes the book</li> <li>2. The Publisher owns the ISBN number</li> <li>3. The Publisher designs the cover and the inside pages, or pays someone to do so</li> <li>4. The Publisher pays someone to edit the book</li> <li>5. The Publisher prints the book or pays someone to print the book</li> <li>6. The Author builds his/her own website or pays for someone else to do so</li> <li>7. The Author and Publisher jointly promote the book</li> <li>8. The Author takes home an advance and a royalty of 5 to 15% (a royalty only is the book earns back the advance)</li> <li>9. The Publisher keeps most of the profits, if any.</li> </ol>
<p>For the author, all the risk and the reward.</p> <p>For the publisher, same as the author, because the author is the publisher.</p>	<p>For the author, little, less reward than the publisher.</p> <p>For the publisher, lots of risk and lots of potential reward. The publisher acts like a venture capitalist by investing in the book.</p>
<p>Will be published</p>	<p>No guarantee; 4% of books pitched get published</p>
<p>Sales and distribution: not covered.</p>	<p>Publisher handles distribution and sales.</p>

Estimated cost breakouts can be delivered upon request.

**For Hybrid or Cooperative Publishers, rights and responsibilities vary greatly. Be informed!**

Adapted from <http://www.typepad.com/t/trackback/725493/4248934>

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Photo by Caramia Photography

**About Barany Consulting**

We are a consulting firm that specializes in book creation, consulting and marketing for organizations and busy professionals.

**About Beth Barany**

Beth Barany, Principal, has 15 years experience in writing, editing, teaching and book publishing industry, and serves in the role of Owner and Principal. She is a Certified Creativity Coach, writer/author, editor, and entrepreneur, and lives and works in Oakland, California.

An Artist Entrepreneur, Beth understands the needs of artists and busy working folk. A self-proclaimed dual-brain thinker (right- and left-brained), Beth coaches writers who have a message for the world and are passionate about delivering that message.

Beth Barany, a certified creativity coach, coaches, consults and teaches writers and those who want to write. She offers workshops, e-courses, and products to help writers enjoy the writing process AND to get their projects done. As a service to the writing community, Beth offers free support via her blog, [Writer's Fun Zone](http://www.writersfunzone.com), <http://www.writersfunzone.com>, and her [site](http://www.bethbarany.com), <http://www.bethbarany.com>.

Creator of the Writer's Adventure™ System, Beth Barany empowers writers to actualize their book writing dreams. Author of the e-book, *Overcome Writer's Block: 10 Writing Sparks to ignite Your Creativity*, the deck and guide, *The Writer's Adventure™ Deck*, and contributor to the anthology, *Writing Romance: The Ultimate Guide on Craft, Creation, and Industry Connections*, she has also been published in the *Psychic Reader*, the *Paris Free Voice*, *January Magazine* and *Creativity Calling: The Newsletter of the Creativity Coaching Association*.

After working in journalism for 15 years, and teaching ESL in the US and France, Beth switched her writing focus to fiction, and now writes young adult fantasy. Her young adult fantasy novel, *THE DRAGON STONE*, is under consideration by agents and editors.

Beth has a bachelor's degree from the University of California, Berkeley, and has started a Masters at the Université Paris VII in Paris History. Additionally, she's received an Advanced Certification in Teaching English as Foreign Language (TEFL), and is a Certified Creativity Coach and studied with Eric Maisel.



## Our Products



The Writer's Adventure™ course, based on *The Hero's Journey*, will help you:

- ★ forge a clear path from inspiration to completion
- ★ build confidence in your writing instincts
- ★ create more time and space to enjoy the book writing process
- ★ delight in the creative adventure, both its ups and its downs
- ★ complete your novel or creative nonfiction book, and more!

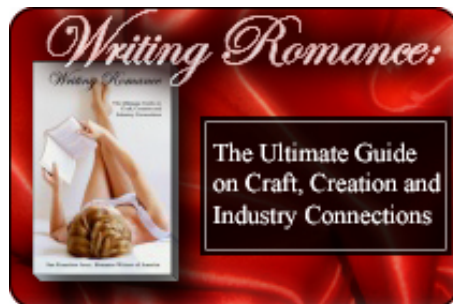
To learn more go to: [http://writersadventureguide.com/wag\\_01/index.html](http://writersadventureguide.com/wag_01/index.html)



This e-book, *Overcome Writer's Block: 10 Writing Sparks to Ignite Your Creativity* by Beth Barany is designed to:

- ★ get your pen moving across the page
- ★ excite the creative flow
- ★ help you manage your time and energy so you can write during your busy life

For more information go to: <http://www.overcomewritersblock.com>



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To order, go to: <http://www.sfarwa.com/chapterbook/>

## Worksheet: What are your publishing goals? (from Intake Assessment)

Full Intake Assessment available by Contacting Beth and Scheduling a Complimentary 1-hour consultation

14. Who is your audience(s) for this project?

15a. If you're writing nonfiction, what problem does your book solve? What need does it meet? What answers does it reveal? What gap does it fill? In which section of the bookstore, do you see your book/

15b. If you're writing fiction, what are your readers' expectations for your genre? How do you want your book to be similar to other books in the genre? Be different?

15c. Name a few other books that are similar to the one you want to write.

16. What are your publishing goals? Self-published/ mainstream publisher/ digital/ other?

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