

Choosing Your Publishing Path

When considering your Publishing path, you need to ask, what is my purpose for writing it? Besides a sense of humor and some patience, your goals for your book, as well as your vision for what the book can do for your life, your business, and the world, are the most important things to consider.

Read each question below and circle the answer in the corresponding column. This will help you move closer to deciding which Publishing path is the best fit for you.

Features	Traditional Publishing	Self Publishing	Hybrid Publishing
How soon do you want your book to be available for sale?	I can wait... 12 - 24 months from time of acceptance of proposal is OK!	<3 months	3 - 6 months from final manuscript submission
What percentage of book sales revenue do you expect to keep? (I.e.: royalty payments)	4% - 15%	20% - 100%	20%
Are you hoping to get an advance?	Definitely!	Not a chance...	No - I am realistic about today's book market
How much artistic input do you want to have in the final product?	Hopefully some???	All	A lot
What if you were told you had to make some changes to the book that you didn't really want to make?	I would be ok with that.	This wouldn't happen, that's why I am self-publishing.	I know it's a team effort and the team will give me input - but I can ultimately make the final choice.

Features	Traditional Publishing	Self Publishing	Hybrid Publishing
How important is it to have your book on brick and mortar bookstore shelves (versus online retailers only)?	It has to be on shelves!	I'm not attached to it being in bookstores – I will sell it online.	It's important to me that it's on shelves! And I want online distribution, too. And, I don't want to figure out how to get it there.
Are you willing to take the time to write a fully researched and polished book proposal?	Yes – I LIVE for writing a proposal!	No	Yes – at least a mini proposal.
Are you a do-it-your-self-er? Or do you like working with a team?	I'd rather have input but not the ultimate say.	I'm a do-it-my-self-er.	I like collaboration!
Are you willing to pay publishing expenses?	No	Yes	I am willing to buy and sell some of my own books.
How important is the name of a Publishing house to you? (And does it matter in your industry?)	It's very important! And, it's a lifelong dream.	Doesn't matter	Matters a bit
What is your plan for marketing the book?	Using my already large online platform, speaking engagements, offer to clients, my mailing list...	Spouse, mom, dad, brother, sister, cousins, best friend, oh, and my dog...	Using my online platform, speaking engagements, offer to clients, my mailing list...