

T&J
PUBLISHERS
SELF
PUBLISHING
GUIDE

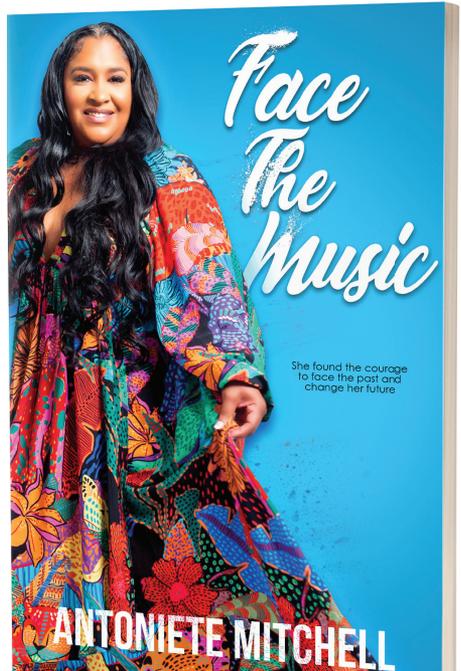
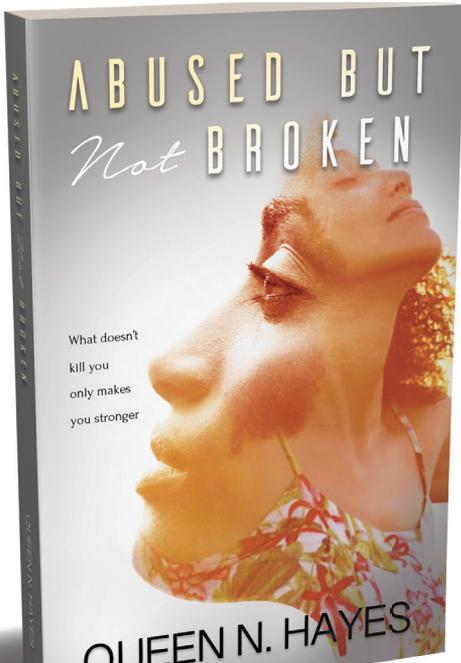
TABLE OF CONTENTS

Should I Self-Publish or Take
The Traditional Route?.....3

Can Self-Published Authors Succeed?.....7

Writing A Compelling Story.....10

I've Written My Book, Now What?.....14

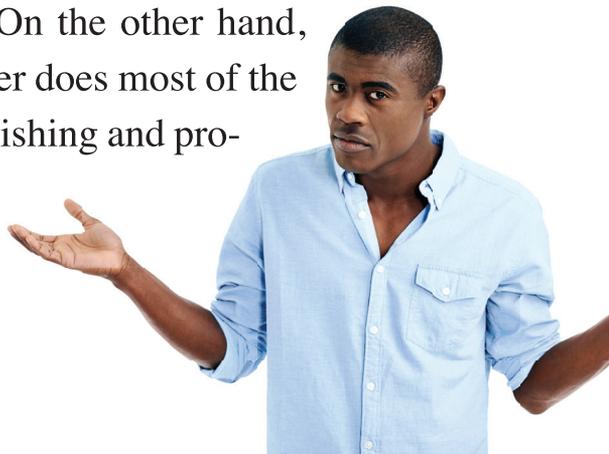


SHOULD I SELF-PUBLISH OR TAKE THE TRADITIONAL ROUTE?

This is one of the main questions asked by aspiring authors. Both the self-publishing and traditional publishing road have pros and cons. I will go over these in a moment. But first, I need to ensure you understand the fundamental difference between a self-publisher and a traditional publisher.

The difference between a self-publisher and a traditional publisher is a self-publisher absorbs the bulk of the work concerning publishing and promoting their book. On the other hand, a traditional publisher does most of the work regarding publishing and promoting their book.

Also, the process is



very different between self-publishing and publishing with a traditional publisher. For example, with a traditional publisher, the author must write their manuscript and submit it to the publishing house along with a query letter or proposal. In most cases, the writer would need the assistance of a literary agent to get their book into the right hands at the publishing house). Afterwards, an editor will review the manuscript and decide whether or not it will be a good fit for the publishing house. This process alone may take weeks or even months. Suppose the manuscript is accepted by the publishing house. In that case, the publishing house will then purchase the rights to the manuscript from the author/writer and then pay them an advance on future royalties. After acquiring the rights to the book, the publisher will then put up the money to produce it fully: design a cover, copyright it, etc. The publisher will also put up the money to promote the book.

A self-publisher must get a cover done, copyright the book, design the book's interior, and promote the book.

Now, on the pros and cons of both options:

Traditional Publishing pros

- Traditional publishing companies do all the work after you've written your manuscript.
- Traditional publishing companies are usually well-funded and well-connected; therefore, they are very good at promoting published titles.

Traditional Publishing cons

- Traditional publishing companies may take weeks or even months before deciding whether or not to publish a book that has been submitted to them.
- Since they own the rights to their authors' manuscripts, traditional publishing companies maintain complete creative control over their books. As a result, the author loses creative control over their own book.
- Traditional publishing companies generally pay authors much lower royalties than self-published authors pay themselves.

Self-publishing pros

- Self-publishers maintain complete creative control over their manuscripts and keep their rights to them.
- Self-publishers receive higher royalties from the sale of their books.
- Self-publishers have a 100% guarantee of publishing their books since they publish them themselves.
- Self-publishers can publish their books quickly and as soon as possible without waiting weeks or months for a traditional publisher to publish their works.

Self-publishing cons

- Self-publishers have to do all the work themselves or put up the money to have the work done on their books, from producing a cover to copy editing.
- Self-publishers have to put up the money to promote their books.

Consider these differences when deciding whether or not to self-publish or take the traditional route.

CAN SELF-PUBLISHED AUTHORS SUCCEED?

The misconception many people have is that the only way to succeed as an author is to get picked up by a big-name traditional publishing company. This isn't true. Just because a traditional publishing company picks up an author's manuscript doesn't guarantee that author will sell thousands and even millions of copies of their book. Likewise, just because an author self-published their book doesn't mean their book won't be successful. Let's look at a few self-published success stories:

50 Shades of Grey. This novel has sold millions of copies worldwide, but few know it was initially a self-published project. It developed an enormous fan base before being picked up by a traditional publisher and adapted to the big screen.

Still Alice. This critically acclaimed novel by Lisa Genova was a self-published title. It gained a substantial fan following before later being picked up by Simon & Schuster and published by Gallery Books in 2009. The book was translated into twenty different languages and sat on the New York Times Best Seller List for 40+ weeks before being adapted to the big screen.

The Celestine Prophecy. This book by James Redfield spent 165 weeks on the New York Times Best Seller List and was adapted to the big screen, but it originally started out as a self-published novel. James sold over 100,000 copies of the book out of the trunk of his car before a traditional printer even noticed it and acquired it.

Mark Dawson was paid \$450,000 by Amazon for his series of crime thrillers which he self-published.

There are plenty more self-published success stories that provide proof that a truly motivated self-published author can succeed. And if a traditional publisher turns you down and tells you that

your manuscript isn't good enough to be published, remember this is only one person's opinion. Often, people can be wrong. Just ask Stephen King. His first novel, *Carrie*, was rejected over 40 times by multiple publishers before finally being picked up by one. And we know what happened after that. The rest is history, as the old saying goes.

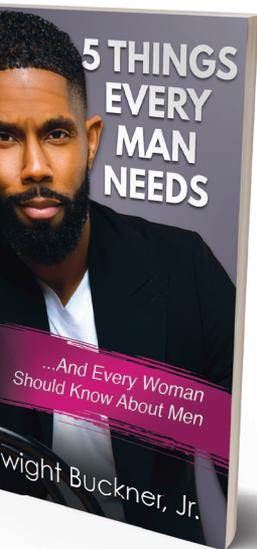
So, if you believe in your book, you can make it a success.





DO I NEED A COMPELLING STORY?

Short answer: Yes! You need a compelling story. More importantly, you need to tell your story in a compelling way.



Writing is an art form. Good writers are artists and word smiths; they are master storytellers. Good writers specialize in producing enjoyable books—even addictive ones. Many authors are visionaries with goals and stories they'd like to tell. But being a visionary and being a good writer are two different things. That is why an author must invest to ensure that their book is packaged beautifully and written masterfully. Unfortunately, many authors make the mistake of producing books that aren't enjoyable. If a book

isn't enjoyable, it will run the risk of receiving bad reviews, which can be a devastating thing.

Like anything, becoming a good writer takes time and practice. Most people who make good money from writing do only that: write. Writing is their livelihood; it's their passion. Good writers don't write as a hobby. They take the time to nurture their talent. So, if you know that you aren't the most skilled writer, don't let that put you off from writing a book. Just know it's worth the investment to find someone gifted in writing and let them communicate your ideas onto paper for you. It's still your vision, your book. Don't make the mistake as a self-publisher of producing a book that no one will enjoy reading.

Remember: it's not about the story you tell; it's about how you tell it. The difference between a good writer and everyone else is that a good writer knows how to tell her story extraordinarily to captivate readers. Because of this compelling story-telling ability, novels like *50 Shades of Grey* and *The Celestine Prophecy* could sell hundreds of thousands and even millions of copies without

the big-budget marketing of traditional publishing companies. When your book is entertaining and enjoyable, it will receive the best marketing around word-of-mouth marketing. There is no substitute for genuine enjoyment and satisfaction. When people like your product, they will tell others about it, which will set off a wildfire of excitement around your product, bringing the success you crave.

Traditional publishing companies have historically benefited from being able to pay top dollar to hire the best editors in the industry. Traditional publishers are willing to pay these editors tens of thousands of dollars just for their expertise crafting an enjoyable read. These editors will arrange the wording and content in such a way as to ensure that the book is enjoyable to readers; they know what makes readers tick. But as we have seen in self-publishing, talented storytellers are everywhere. In addition, some ghostwriters specialize in producing manuscripts that are guaranteed to be enjoyable and gain rave reviews. Many of the services that were once exclusive to big traditional publishers are now available to anyone willing to

make the financial investment to secure them. A good ghostwriter and a good editor may cost you, but a bad one or not having one will cost you way more.

Good writers value their time and talent. But unfortunately, the market rate fees for ghostwriters usually run between \$100-\$250 per page. As industry analysts pointed out, only a few people possess the talent and skill to write a 50,000 to 80,000-word book that keeps readers captivated from beginning to end. This is a rare talent, one deserving of wages. Generally, those ghostwriters who charge around \$250 per page have placed a book or two on the New York Times Bestseller List.

T&J Publishers provides competitive rates on ghostwriting services. Our ghostwriting clients will tell you we deliver quality results. We write page-turners that keep readers reading from cover to cover and asking for more. The reviews our clients have received speak for themselves.

I'VE WRITTEN MY BOOK, NOW WHAT?

So you've written a masterpiece. You took all your knowledge and passion and poured it onto paper. But now you're left wondering what to do next. Well, here are the next steps:

- Get the manuscript edited professionally
- Create a book cover
- Get an ISBN/barcode for the book
- Have your book formatted
- Get your book printed and distributed

Editing is a must for every author. Even bestselling authors like Stephen King rely upon editors for their books. But good editors aren't cheap. Editing is very time-consuming. And depending on the

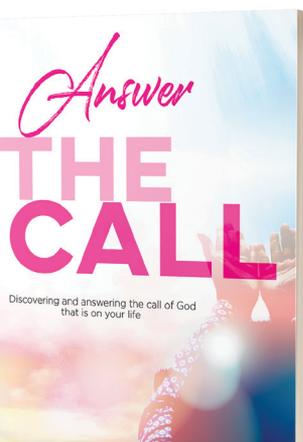
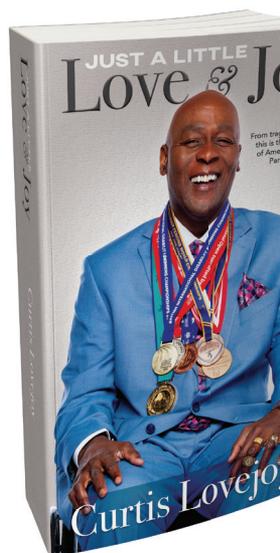


manuscript, it can be very arduous. So they deserve their pay.

Keep in mind, there are different types of editors. There are different types of editing, some more intense than others. At the top of the line is Developmental/Substantive Editing, which is where the editor examines the content as well as fix grammatical errors. Then there's Line Editing, which focuses primarily on syntax and grammar. And before a book goes to the printer, it usually passes through the hands of a proofreader for one last look. The proofreader ensures all typos and formatting issues have been corrected.

Next, it is crucial you get a professional cover done for your book. Many people have yet to learn just how dangerous it is

to have an unattractive book cover. For one, many retail stores will only allow your book on their shelves if the cover is up to standard. Also, lousy book covers often cause customers to be repelled



by the book. Your book can have the most interesting story in the world, but if the cover is ugly, no one will read it. The goal is to get customers to be attracted to your book first. From there, they'll be interested in seeing what's inside the book. The only way to accomplish this is to create an attractive cover.

Now, book covers can cost you. Some people have paid around \$25-\$100 for a book cover, but these are suspect. The truth is a professional book cover will cost you between \$500 and \$2,000. You've heard the saying: "You get what you pay for." Cheap stuff yields cheap results. So spend the extra money and go with the professionals.

Aside from a good book cover, you must also have an attractive interior design. The interior of a book consists of several things: font type, creative design, making sure there are no gap issues with the layout, and ensuring that the page number, copyright page, etc., are all done appropriately and in the right order. This takes time. The book's average interior design prices range from \$600 to \$2,500 from professional designers.

Other publishing elements include copyrighting and getting a barcode/ISBN. There are different types of ISBNs, and choosing the right one is crucial when self-publishing a book. The more expensive ISBNs enable authors to have their books sold in a wider market on a much bigger scale. Speaking with a professional book publisher about this and receiving guidance is important, as some self-publishers have purchased the wrong type of ISBN for their books.

What is an ISBN? It is an International Standard Book Number. Your ISBN identifies your book in stores and online.

It is vitally important that you develop a marketing plan for your book. This, too, costs money. But to make money, you must be willing to spend money. Every business knows this. So, to succeed as an author, you must think like a businessman. You must have a marketing budget.

Most self-publishing companies offer marketing services to their authors because they realize that a book isn't going to sell itself. It takes a marketer

to get your book out there and into the hands of the public. Doing this on your own can be fruitless, ineffective...as well as expensive.

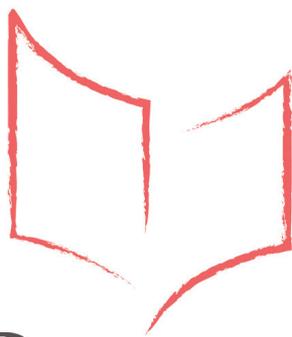
Next, you would need to find a distributor. With a distributor, you will have a chance to sell your book to the public. A distributor is responsible for placing your book in stores (Amazon, Barnes and Noble, Books-A-Million, etc.) so customers can purchase it. Unfortunately, many authors will get their books printed but still need to get their books distributed. This is a fatal mistake. Big retail stores will not do business with individual authors. They will only do business with distributors. So, if your book is not being represented by a distributor, it will not be accepted by major retail stores.

Lastly, you will need to sit down with a publisher and let them advise you on a marketing plan for your book. It is their job to identify target audiences and employ the marketing strategies that will work the best for your particular book. They would also be responsible for helping to develop the promotional materials (postcards, bookmarks, fliers, etc.) that you'll need for promoting your

book.

In today's world, social media has become a huge thing. As a result, some marketing specialists focus specifically on social media marketing techniques. Therefore, you will need to utilize their services. In addition, most big companies today have discovered the importance of having social media departments and hiring specialists. These specialists help them increase sales and gain even greater success in their businesses.

T&J Publishers offers publishing packages that provide everything you'll need as a self-publisher. We offer professional editing services at a competitive rate; attractive, eye-catching book covers; gorgeous interior formatting, ISBN/barcodes, and copyrighting services at a great price. We also work with a great distributor to get our clients' books in all major retail stores. We also offer great marketing services to authors. We understand the importance of publishing books for authors and developing a plan centered around their books that will generate sales and set them up for success.



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