



Publishing Nonfiction Books on Spirituality
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MODULE 5

COMPARISON BETWEEN TRADITIONAL AND INDEPENDENT PUBLISHING

Workbook G
Deciding Between Traditional and Self-Publishing

Not sure whether traditional or self-publishing is the route for you?

In the subsequent table, mark the box preceding each statement that rings true for you. Then tally up how many boxes you marked under the “Traditional Publishing” column and compare it to the number of boxes you marked under the “Self-Publishing” column.

The form of publishing with the most marks would probably be more suitable for you, given your responses. If you find that both columns bear an equal number of marks, then I would start the submissions process and query traditional publishers, give myself a full year to try to get the book accepted by a traditional publisher, and if that does not bear fruition, then consider self-publishing in the following year.



Traditional Publishing		Self-Publishing	
	You can accept losing some creative control over the design or presentation of your book.		You know how to format the layout of a book with your word processor <u>and</u> have a background in graphic design.
	You understand that a publishing contract means you will be giving up many of the legal and proprietary rights to your book.		It is important to you to retain all legal and proprietary rights to your book, and you do not want to share creative control with someone else.
	You have a primary source of steady, traditional income, so you're not counting on this nonfiction book to pay your mortgage.		You are an entrepreneur and the topic of your book is in line with the field of work that your venture is in.
	You work well under tight deadlines and know you will enjoy the collaborative nature of publisher and author book editing.		You do not work well when you are being told what to do and when you have to do it by. You have a control issue and need to be in charge.
	You prefer to focus all of your efforts on writing, and you do not want to get into the business of sales.		You possess a keen business sense and are willing to work as author, publisher, <u>and</u> bookseller.
	You can accept that you are not going to earn all the dollars you "deserve" and even if your book is a market success, you will be underpaid.		The dollar amount you pocket for yourself better reflect the market success of your book, or in your heart you will always feel the injustice.
	You have a clear, realistic understanding of the standard terms found in a publishing contract and through what foresight you have, you're confident that you will be okay with those terms.		The idea of possibly having to sign a non-compete clause, having little to no control over how your royalties are being calculated, or possibly having to put up a fight in the event the publisher lets your book go out of print scares you half to death.
	A case could be made that the topic of your book is of interest to a 20% segment of the public (or more) and you can cite at least three examples of the topic being referenced in recent news headlines or pop culture.		The topic of your book is "niche" and is probably relevant to only 19% of the public (or less). It makes more sense for you to focus your marketing on that niche segment than to cast too wide a net and risk overlooking that 19%.

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	You understand and you accept that your completed book won't be out in stores and available to the public for another year or so from the date you sign your contract. There may even be unforeseen delays in the book release.		You're anxious to get your completed book out on the market and available to the public as soon as possible. Now that you think about it, it's probably best if you were in complete control of the publication time table.
	The prominence and higher esteem that comes with being a traditionally published author is important to you.		Your target audience is mainly online. You know you can sell your book well through channels like Amazon.
	You're okay with taking the backseat and letting your publisher steer the course.		You have prior experience in marketing, advertising, publicity, and public relations.
Total Checkmarks:		Total Checkmarks:	
THE VERDICT:			