

# Self-Publishing Guide



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A practical guide to the  
business

Blackcurrant Press Company

## The publishing business

This is a practical guide to a complicated business – publishing.

It is broken down into three parts:

- A. What are the different types of publishing?
- B. What will I need in order to self – publish?
- C. How do I sell my book?



A.

What are the different types of publishing?

- 
1. Traditional
  2. Vanity Press
  3. Self-Publishing
- 



# Types of Publishing



## PICK ONE

**Traditional:** You write an outstanding novel, story, what-have-you. You submit your work by query letter yourself or you get a literary agent to submit it to one of the major or small press publishing houses. They review it and love it! They make you an offer. Their deal usually includes some kind of pay upfront for you. They get an editor for you. They design the cover. They print the book. They sell the book; you get a piece of the profits called royalties. Hopefully, either you or your attorney think beyond national book sales to radio, television, movies, book tours, etc. The good news is that you have not had to shell out any money and now a reputable company represents you. The bad news is that this process does not always go so smoothly. Hundreds of publishers may reject your book before one of them accepts it. In addition, finding a literary agent to represent you is equally laborious. This is due in large part because they are paying for everything and tend to be very selective. <sup>1</sup>Commercial publishers derive their profit from sales of the book, and must therefore be cautious and deliberate in choosing to publish works that will sell, particularly as they must recoup their investment in the book (such as an advance payment and royalties to the author, editorial guidance, promotion, marketing, or advertising).

<sup>1</sup>From Wikipedia, the free encyclopedia

Examples: *Random House, Double Day, Simon & Schuster, etc.*

**Vanity Press:** You write an outstanding novel, story, what-have-you. You chose one out of hundreds of vanity press companies available. You pay them anywhere from \$0-\$1,500 more or less to print your book. They include your book on their website, and some others, i.e., Amazon. Depending on your contract with them, they will give you 1 – 20 free copies of your book. You still own the copyright, but you do not have any files by which you can go produce more copies of your book. You must order your book from them. This is how they make their money. <sup>1</sup>By definition, a vanity press is a publishing house that publishes books at the author's expense. While a commercial publisher's intended market is the general public, a vanity publisher's intended market is the author. A vanity press will generally agree to print and bind any author's work if the author is willing to pay for the service.

<sup>1</sup>From Wikipedia, the free encyclopedia

Examples: *AuthorHouse, tatepublishing.com, lulu.com, www.aeonix.com/vanity.htm, vantagepress.com, www.iuniverse.com, www.u-publish.com/vanity.htm, www.arborbooks.com, www.BookSurge.com*

**Self-publishing:** You do everything that a traditional or vanity press company would do YOURSELF and at YOUR COST!

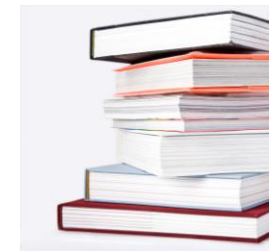
## B. What will I need in order to self-publish?

- write a good **book** (everything you need to do next rises and falls on whether the book is marketable)
- get a good **editor** (yourself or hire someone)
- get a **copyright** for it ([www.copyright.gov/forms](http://www.copyright.gov/forms) \$35.00 online, \$45.00 via regular mail)
- get a **ISBN-13** (International Standard Book Number) and bar code ([www.isbn.org](http://www.isbn.org) you can't sell the book commercially without it)
  - ISBNs price list:**
    - 10 ISBNs: \$275.00
    - 100 ISBNs: \$995.00
    - 1000 ISBNs: \$1,750.00, plus
  - Bar code price list:**
    - 1-5 bar codes: \$25 per bar code
    - 6-10 bar codes: \$23 per bar code
    - 11-100 bar codes: \$21 per bar code
- get it **printed** (Make sure the cover is as good as those on the market and get at least three price quotes from three different printers. It will cost you \$.50-\$12 *more or less* per book to print.)
- **market / sell** your book or hire someone to do it for you (marketing companies have different price packages to meet every budget.)

## C. How do I sell my book?

- out of the trunk of your car
- get a website
- partner with Amazon
- get a local paper to review your book
- get a local radio station to review it
- place an ad in a local paper
- partner with a company, school, church, bookstore that may be interested in the subject matter of your book

In other words, use your imagination!



### Additional notes:

- Create a budget for your self-publishing enterprise
- Write a one-paragraph bio on yourself
- Write a short blurb about the book for the back cover, marketing, etc.

We wish you much success! Write on!

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