

Taking Your Publishing Dreams To Reality

“The person or group of individuals who invest in the book is the publisher”

What all Publishers are looking for:

1. Following or platform for publicity
2. Relevant topic
3. Book that has sold at least 7500 copies in 90 days

Which Route Is Best For You?

Traditional Publishing

How it works...

- Submit proposal and Marketing plan
- Literary agent
- 8-16 months
- Wait
- Advance + 15% royalty
- Publisher owns product
- Production control and cost up to publisher

Who does marketing?
Author

Hybrid Publisher

How it works...

- Submit marketing plan
- 2-3 chapters
- Brief overview
- 20% royalty
- Expenses shared
- Speed to market
- Distribution chains in place

Who does marketing?
Author

Author Publisher

How it works...

- Your plan
- Your schedule
- Your production cost
- Your approval
- 100% royalty
- Author owns product
- Large quantity sales. Amazon

Who does marketing?
Author

“One of the biggest misconceptions in traditional publishing is that the publisher will take care of all of the promotion. Publishers actually do little promoting, and, by the time the author figures this out, the book is not new and promotional efforts are too late. “

~Dan Poynter

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