



# How to Publish a Book

Traditional Publishing vs. Self-Publishing Guide

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## How to Publish Your Book

Have you always wanted to write a book? Did you already write a book and want to know where to go from there?



Rest assured, this guide will help put your mind at ease and answer your questions. First, it is important to come up with content that others want to read. You need to research your niche. Is there a market for it? Is the topic something someone will pay for? Is your topic self-help, business, marketing, history? What will the reader get from your book?

Your next step includes creating an outline of your goals for your book. Some have success creating vision boards and envisioning their success as an author. You can create a vision board using large poster board and magazines for inspirational photos and quotes. If you don't want to buy poster board, glue, and scissors, digital vision boards can be created using sources such as [DreamItAlive](#) and [Make a Vision Board](#). Turn "I can't do" into "I can" with the right inspiration. If you are experiencing writer's block, you're not alone. Try going for a walk, listening to music, reading a book, or changing your scenery for some motivation and creative thoughts.



Still stuck? Try, [hubspot](#), an online site where you fill in several words in fields and an algorithm will produce writing topics. Start writing in a notebook or typing on the computer. Use your authentic voice while writing. Tell a story using emotion and imagery. People like stories, especially if they're real and relatable.

How-to-books are a great way to convey a skill: how to ski, how to fish, how to blog for money, how to fire your boss, how to cook and specify the cuisine, or how to cope with a chronic illness. Write about a specific topic and make it general. It could be a step-by-step guide. Options are endless.

Another item to consider is your publishing format. As a writer, it is tough to decide where to publish your content. Do you wait on a traditional publisher or self-publish? This quick guide will help you weigh your options and decide the best option for you.



## Traditional Publishing vs. Self-Publishing

Traditional publishers will publish your book for no cost, but they retain the rights to your book for a long time: the lifetime of the copyright, which is the life of the author plus 70 years. It's hard to sell books, especially if you don't have experience marketing. The traditional publisher will help here but expect you to be the face of the book and promote it on your social media handles within your network. The publisher may do little marketing, which means you will still have to do a lot of promotion. Your royalties may be small and you do not have a lot of control over changes.

On the other hand, with traditional publishing there is an advance on royalties so you are ensured the book has potential readership. You know the book's physical qualities will be good. The publisher will also handle distribution and sales.

With a traditional publisher, it's much easier to get your book displayed on bookshelves in a brick and mortar store such as Barnes & Noble.



With self-publishing, there are fewer restraints with how you market your book, but you pay an upfront cost, approximately \$1000, to have it published. You can do giveaways and engage with your audience. You are the face and marketer of your book. Creating an email list will help with promotion. An option that includes free publishing like traditional publishers is [Light Switch Press](#). Once you sell 100 e-books, your book becomes available in paperback format. Keep in mind you should budget for marketing and custom images if needed.

It is harder to get your books in actual stores but not impossible with self-publishing. If you keep track of your sales, you can offer the store manager a copy and negotiate the presence of your book in his or her stores. You also get to keep a higher percentage of

your royalty with the self-publishing option. You will be responsible for buying your books from the self-publishing company to sell at events. Your book will also be available online with stores such as Barnes & Noble and online with Amazon from the publisher. Internet promotion potential is huge with self-publishing from personal sites, Facebook, blogs and selling using sites like PayPal and Amazon.



Traditional publishers include editing, designing and some marketing, but the wait can be up to a year or more to get your book into stores and that doesn't include the time that you're waiting to hear back. It still doesn't hurt to try. Be aware that some publishers don't respond at all. Some traditional publishers do not accept unsolicited manuscripts, which means you will need to find an agent. Read submission guidelines

carefully. The following includes a list of several publishers who accept unsolicited manuscripts: [List of Publishers](#) and [List of Literary Agents](#). It's important for you to know that traditional publishing isn't your only option.

With self-publishing, you can publish your completed content in a matter of days directly as an e-book and use print-on-demand low cost platforms such as CreateSpace or Outskirts Press. Some of these sites remove the need for a graphic designer too.

Self-publishing gives you more autonomy over the process but requires you to wear many hats from writer to promoter. Whichever option you choose, it is imperative to have someone professionally edit your book. This process can appear to be intrusive but not something you should skip.

It's important to note that self-publishers have a bad reputation, but not all are bad. Do your research. Pick what works best for you. Make sure you hire a professional editor. Again, this step cannot be skipped because there is no assurance that the work is worthy of publishing with the self-publishing option.

## Preparing a Budget

Do you have an estimated amount that you would like to spend? There are many ways you can do this. Do you need editing and consulting (someone to guide you through the publishing process) or only editing? Have you decided with whom you will publish?

There are countless options: [CreateSpace](#), Amazon paperback, other self-publishing (Outskirts, Archway, etc.). There is also an app called Wattpad where you can begin writing and get feedback from thousands of readers before publishing. The author of *The Secret*, Natasha Preston, did just that.





Many authors self-publish with places like CreateSpace and Amazon paperback or use the e-book option. If you don't have many photos or need pictures to be created, the former are wonderful options. You can also find free stock images by doing a google search. Some examples are: [Pexels](#), [Pixabay](#), [Gratisography](#), [Unsplash](#), [Superfamous](#), and [Imcreator](#).

Customized pictures cost more but can be done. The budget can vary—the following includes a list of budget-conscious pricing for getting your book published.

## A Sample Budget

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| Cover design: \$0-\$100 You could get a \$5 cover designed by <a href="#">Fiverr</a> or create one using <a href="#">Canva</a> for free.  |
| Editing: \$200-\$400 This depends on word count, and whether it's a line edit or a developmental edit. This pricing is for a 25,000- to 30,000-word manuscript and varies.  |
| Formatting [e-book]: \$0-\$249 You can format it for free using Nook Press or Amazon or pay to have it formatted. The following site gives a list of options <a href="#">Sell ebooks</a> .  |
| Formatting [Print]: \$35-\$60   |
| Promo Sites / Events [Book Launch]: \$40-\$500 This price can include a book trailer of at least 60 seconds, book postcards, business cards, etc. (You can make your own using VistaPrint or have someone of Fiverr design it for a low cost. |
| Author Tools: Up to \$150 Blog, domain names, author webpage. Site hosting.   |
| Copyright Registration: Approximately \$35, if you do it yourself.  |
| If you go with a self-publishing company under Simon and Schuster, the lowest package is \$1999: <a href="#">Archway Publishing</a> .   |
| <sup>i</sup> <a href="#">Outskirts Press</a> is another self-publishing company. The cheapest option is \$899.  |

There you have it: your quick guide on traditional vs. self-publishing. If you have any further questions or want to work with me to get your book published, contact me at [bsrealtalk@gmail.com](mailto:bsrealtalk@gmail.com) or [www.bsrealtalk.com/contact](http://www.bsrealtalk.com/contact).

Happy writing! You can do it!

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