

WHEN YOUR CLIENT WANTS THEIR BOOK PUBLISHED

Beth Jusino

www.bethjusino.com



There are a lot of ways to get where you're going.



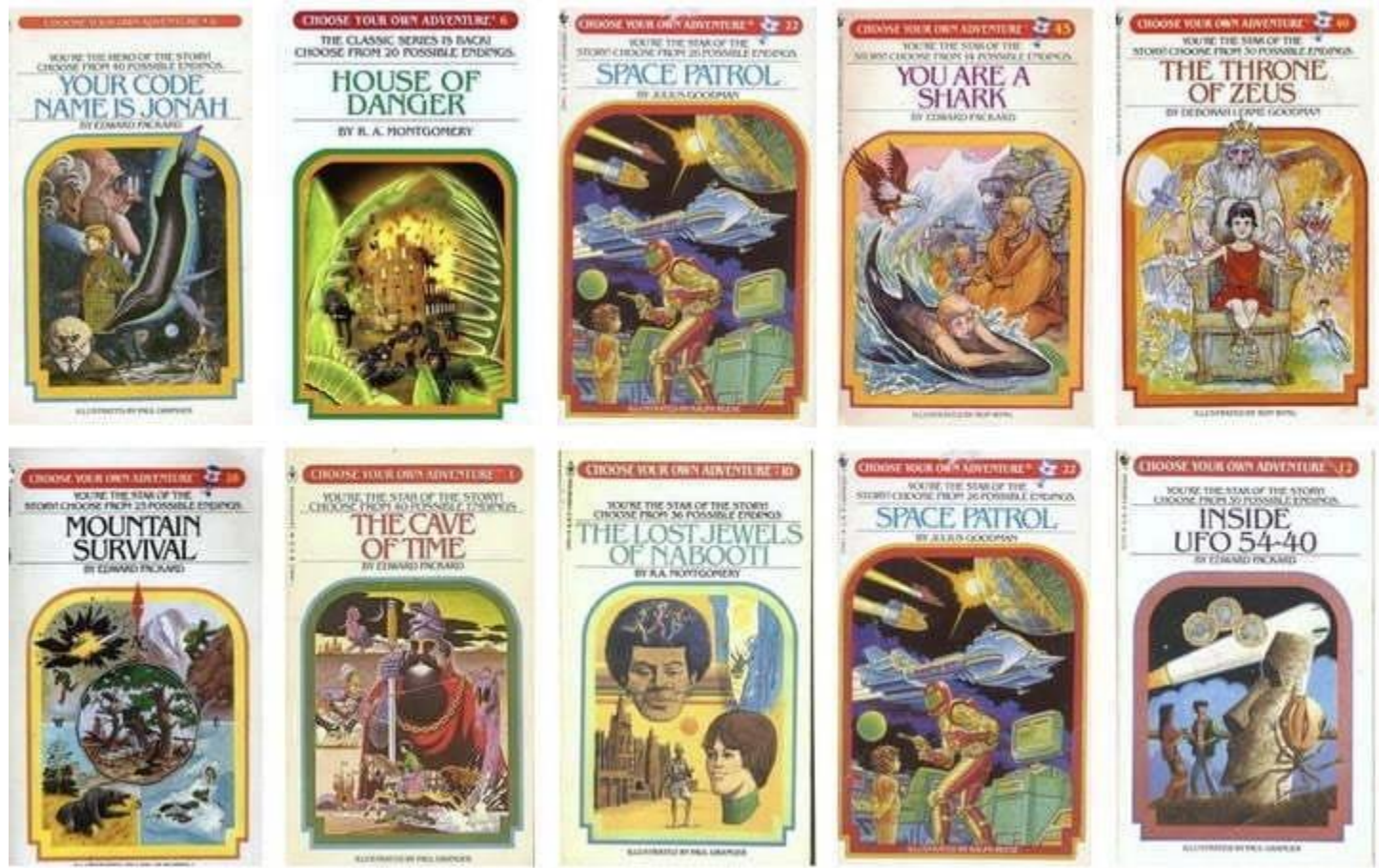
“WHY do you want to get published?”



20th Century Publishing

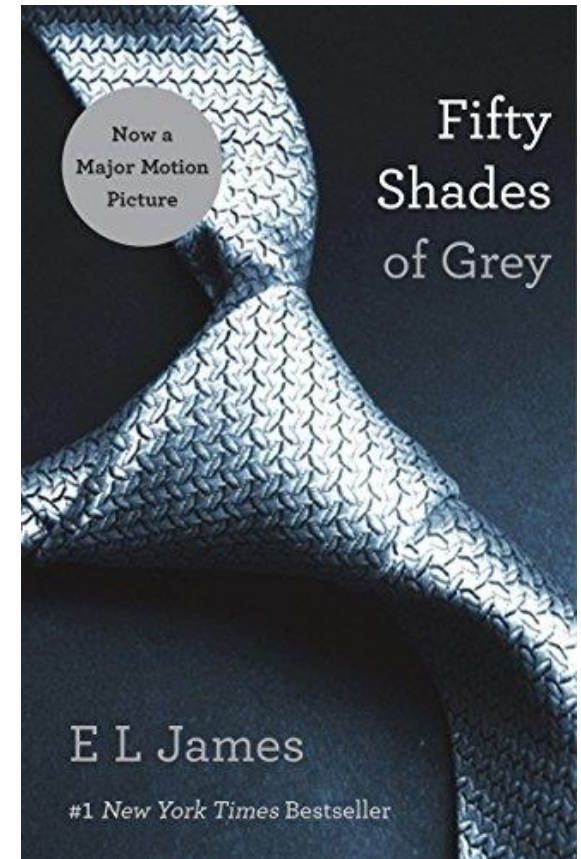
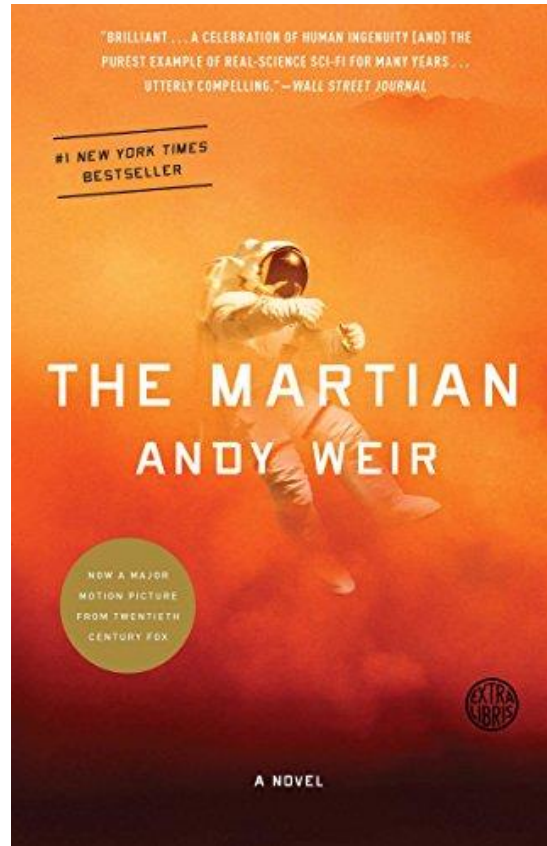
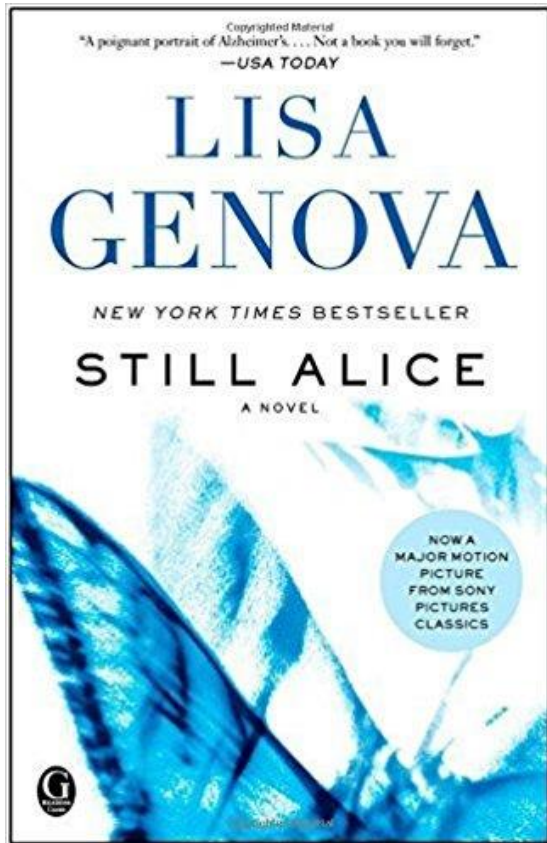


21st Century Publishing

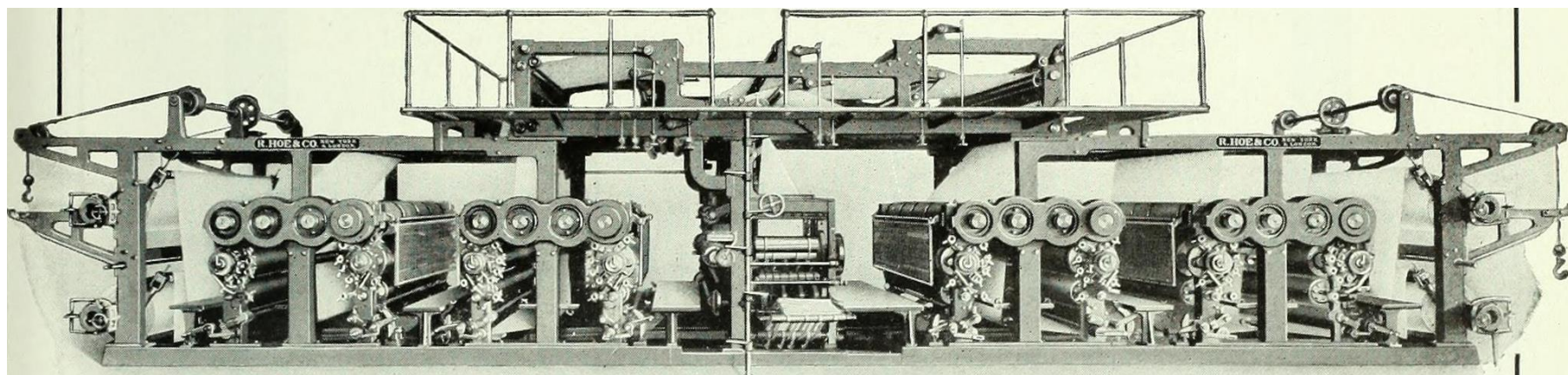


1. INDEPENDENT SELF PUBLISHING

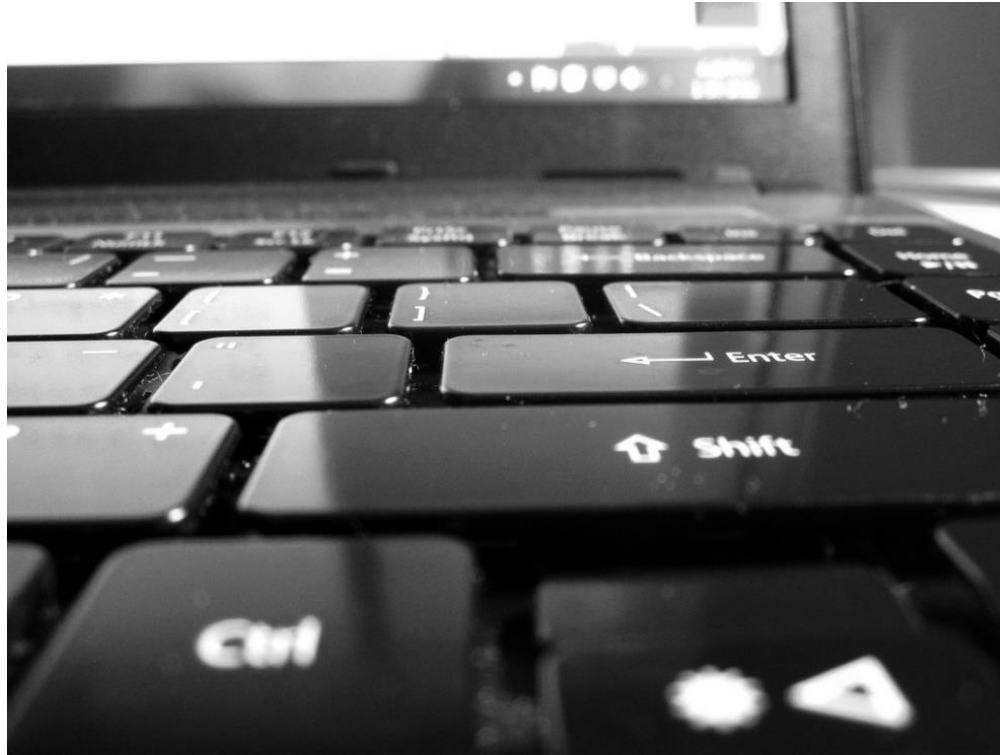




From then...



To Now.



[Click Here To Buy Now](#)

2018: more than 1 million new self-published books released in the US.



Independent Self Publishers:

1. Hire contractors for editing and design



Independent Self Publishers:

2. Create accounts with POD or printer, print and ebook distribution



iBooks

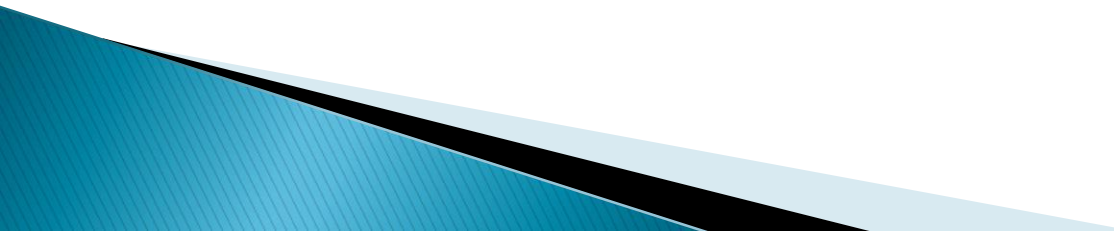
Independent Self Publishing Benefits:

- ▶ Highest return per book sold
- ▶ Total control of process

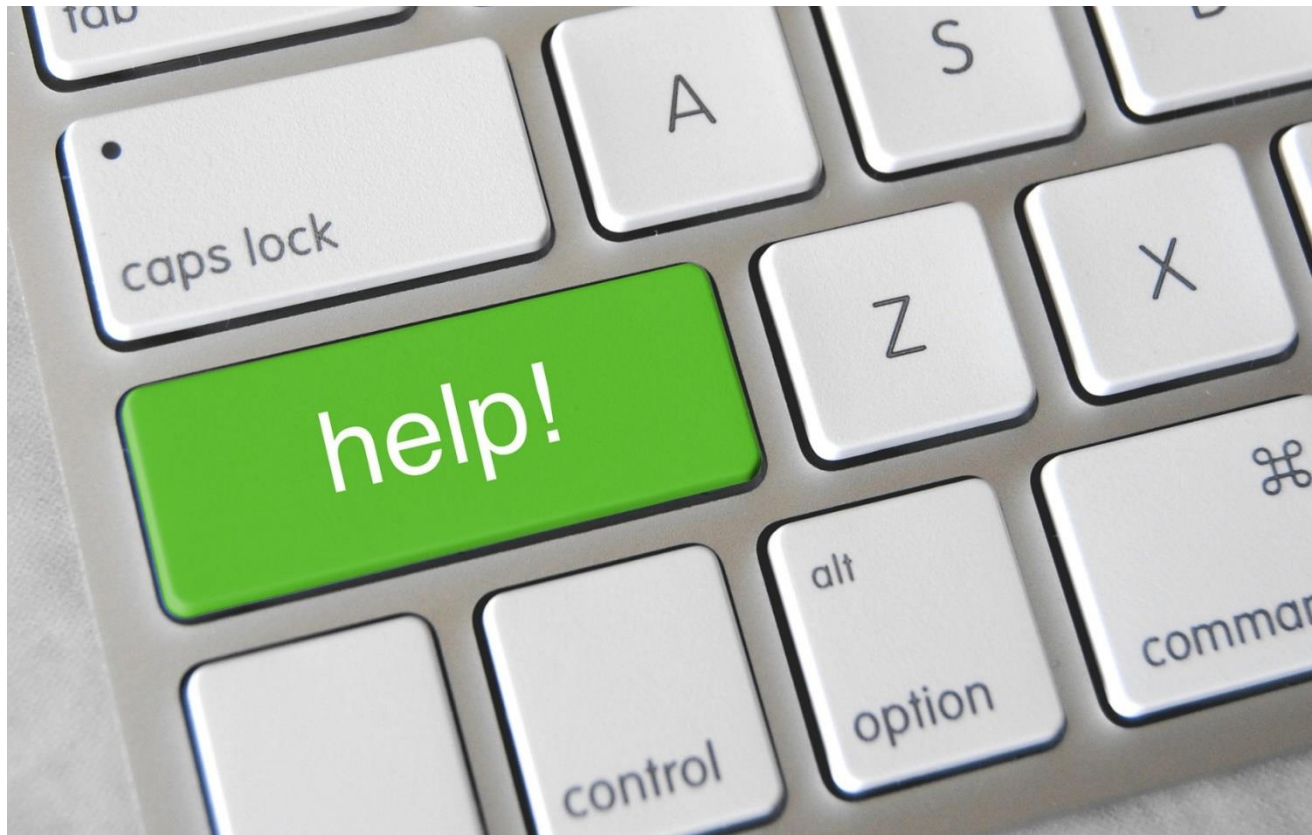
Independent Self Publishing Challenges:

- ▶ Steep learning curve, lots of work
- ▶ Quality varies
- ▶ Still some stigma

Help Your Client:

- ▶ Guide them with front and back matter creation
 - ▶ Remind them of citations and permissions
 - ▶ Encourage professionalism in design
- 

2. SUBSIDY PRESS SELF PUBLISHING



Subsidy Publishing Businesses



AUTHOR
SOLUTIONS



dog ear
PUBLISHING

MILLCITY
PRESS



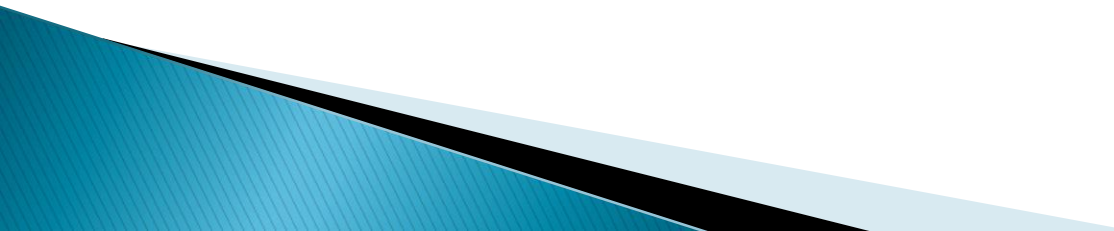
iUniverse™

outskirtspress
write.publish.market

The Author Is the Customer



Help Your Client:

- ▶ Remind them to **GOOGLE EVERYONE!**
 - ▶ Encourage them to shop around and compare prices.
 - ▶ Help them (if you're comfortable) reading and understanding contracts
- 

3. BIG TRADITIONAL PUBLISHER



Big 5 Publishers

Penguin
Random
House

 HarperCollins *Publishers*

 **MACMILLAN**



**SIMON &
SCHUSTER**

A CBS COMPANY

 **hachette**
BOOK GROUP

More Than 100 Books/Year



SCHOLASTIC



Houghton
Mifflin
Harcourt



Tyndale

amazon books

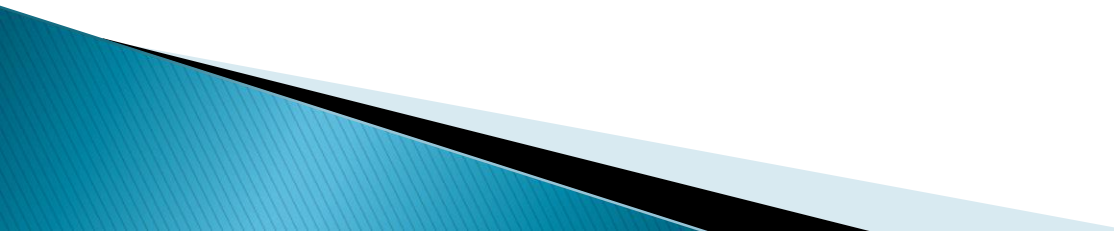
Large Publishers

- ▶ Bring scale and reach

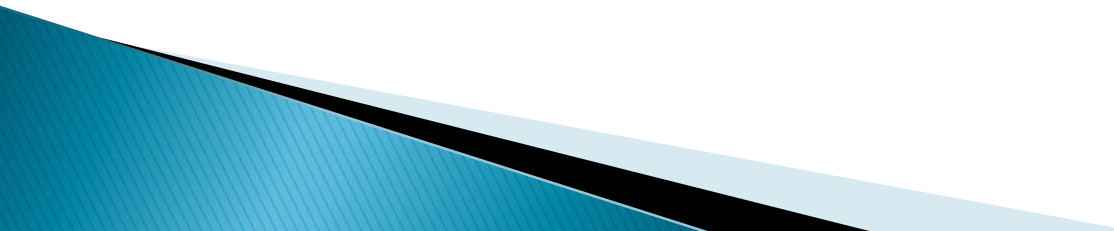
Large Publishers

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- ▶ Bottom line focus

Large Publishers

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 - ▶ Bottom line focus
 - ▶ Very selective
- 

Large Publishers

- ▶ Bring scale and reach
 - ▶ Bottom line focus
 - ▶ Very selective
 - ▶ Looking for author platforms
 - ▶ Require literary agents
- 

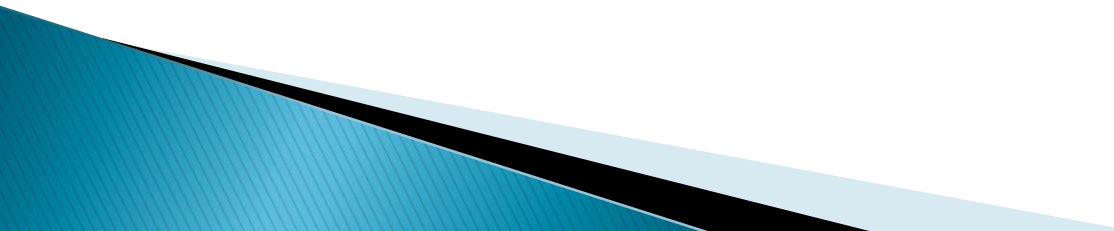
Large Publishers

- ▶ 12–18 months to publication

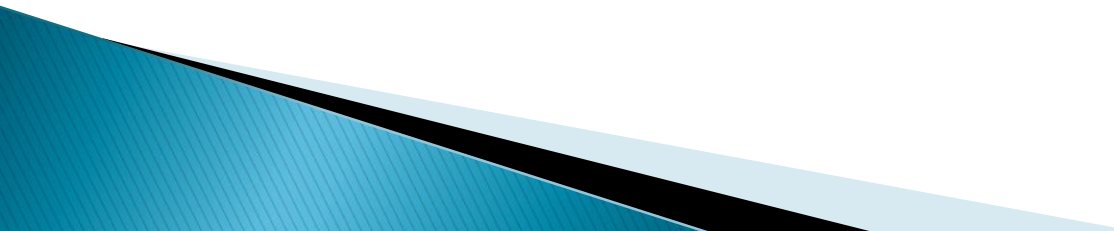
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 - ▶ Makes all packaging and publishing decisions
- 

Large Publishers

- ▶ 12–18 months to publication
 - ▶ Staff and internal change is common
 - ▶ Makes all packaging and publishing decisions
 - ▶ Low risk
- 

4. SMALL PRESS PUBLISHER



Small/Independent Presses



GRAYWOLF
PRESS

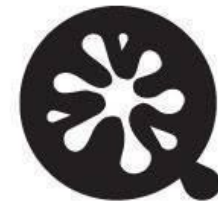


MOUNTAINEERS
BOOKS

**University of
Chicago Press**



TinHouse BOOKS



QUIRK
BOOKS

Expect the Unexpected



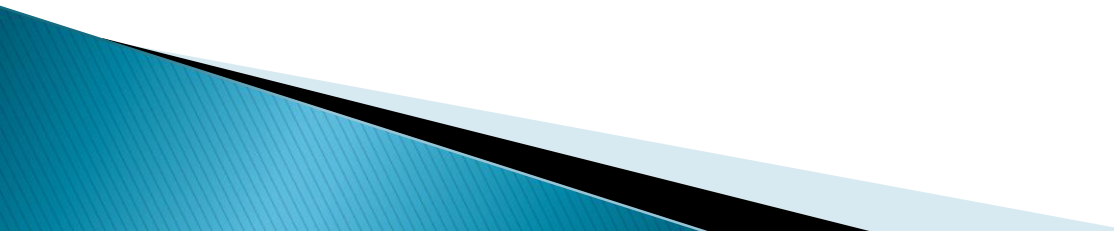
Small Press Publishing

- ▶ Follows traditional publishing practices

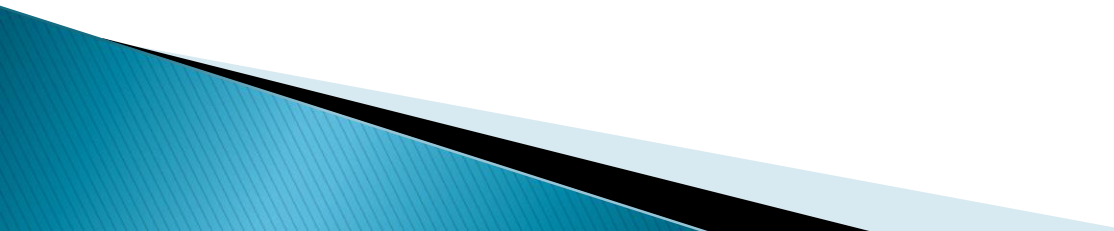
Small Press Publishing

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 - ▶ More flexible about timing, agents
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Small Press Publishing

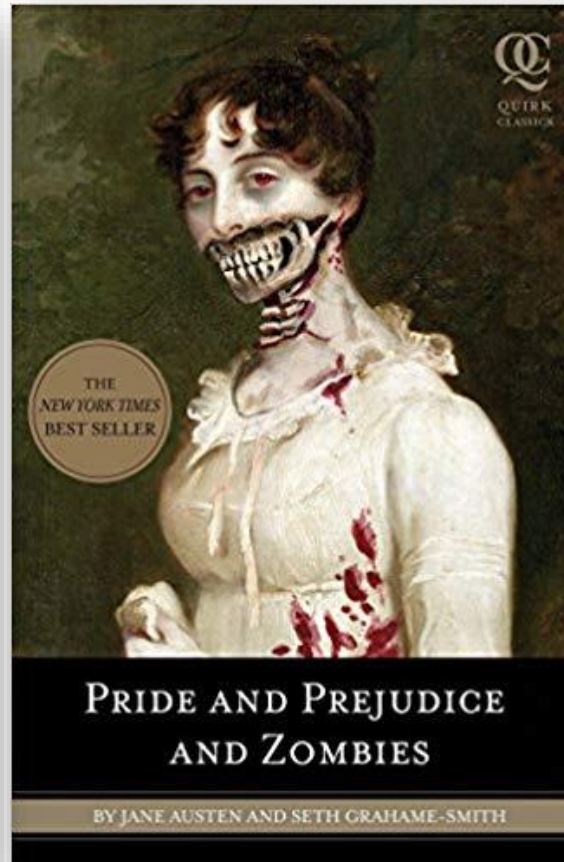
- ▶ Follows traditional publishing practices
 - ▶ Targets specific audiences
 - ▶ More flexible about timing, agents
 - ▶ Open to more risk
- 

"Tinkers is truly remarkable." -MARILYNNE ROBINSON



tinkers

Paul Harding



PRIDE AND PREJUDICE AND ZOMBIES

BY JANE AUSTEN AND SETH GRAHAME-SMITH

"A NECESSARY BOOK FOR ALL PEOPLE INVESTED IN SOCIETAL CHANGE." —CLAUDIA RANKINE

WHITE FRAGILITY




WHY IT'S SO HARD

FOR WHITE PEOPLE TO
TALK ABOUT RACISM

ROBIN DIANGELO

FOREWORD BY MICHAEL ERIC DYSON

Help Your Client:

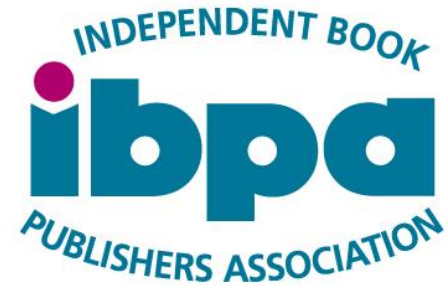
- ▶ Define their audience, and take a realistic look at their platform (and desired outcome...are they willing to wait?)
 - ▶ Understand comparative titles, and who publishes them.
 - ▶ Don't get so flattered they say yes to a publisher that's not a good fit.
 - ▶ Don't sign a contract they don't understand.
- 

5. HYBRID PUBLISHERS



Hybrid Publisher Criteria

<http://bit.ly/2GxVZxz>



- ▶ 1. Define a mission and vision for its publishing program.
- ▶ 2. Vet submissions.
- ▶ 3. Publish under its own imprint(s) and ISBNs.
- ▶ 4. Publish to industry standards.
- ▶ 5. Ensure editorial, design, and production quality.
- ▶ 6. Pursue and manage a range of publishing rights.
- ▶ 7. Provide distribution services.
- ▶ 8. Demonstrate respectable sales.
- ▶ 9. Pay authors a higher-than-standard royalty.

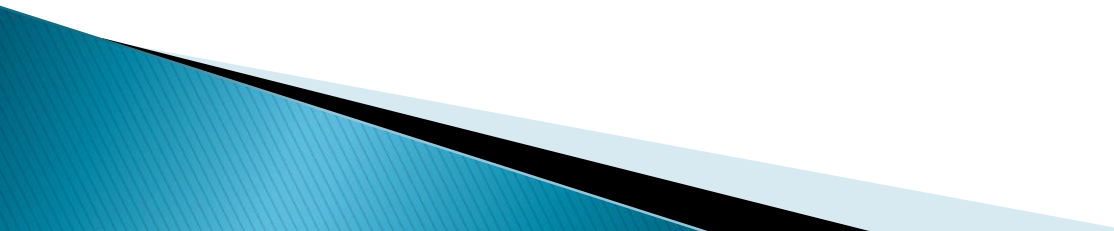
Hybrid Publisher

- ▶ Author-subsidized business model

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 - ▶ Selective criteria
 - ▶ Clear mission and audience
- 

Partner, Curated, Hybrid Presses

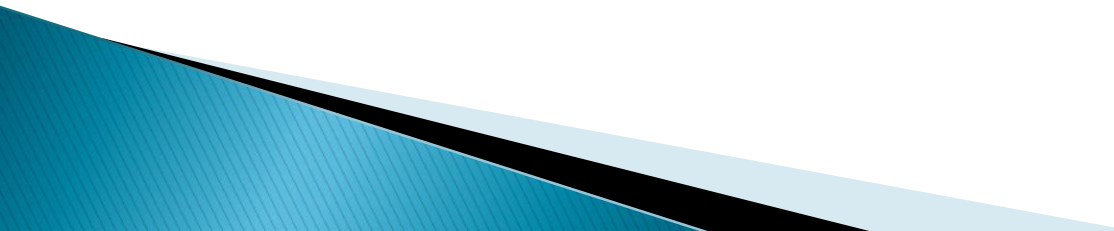
SHE **WRITES** PRESS

WIPF
and
STOCK **PUBLISHERS**

The logo for Greenleaf Publishing features a large, stylized, light green letter 'G' at the top. Below the 'G', the word 'Greenleaf' is written in a bold, dark green, sans-serif font. Underneath 'Greenleaf', the word 'PUBLISHING' is written in a smaller, dark green, all-caps, sans-serif font.

Greenleaf
PUBLISHING

Help Your Client:

- ▶ Understand where hybrid/partner publishing fits in the landscape, and what to expect
 - ▶ Review the IBPA guidelines to ensure a credible publisher
 - ▶ Remind them to read and understand their contracts.
- 

BETH JUSINO

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(Click Resources for link to this
slideshow)

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<https://unsplash.com/>

