WHEN YOUR CLIENT WANTS THEIR BOOK PUBLISHED

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There are a lot of ways to get where you’re going.
“WHY do you want to get published?”
From then...
To 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

[Logos of Amazon, KDP, IngramSpark, Nook, Kobo, 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

help!
Subsidy Publishing Businesses
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
Hachette Book Group
More Than 100 Books/Year

SCHOLASTIC

Houghton Mifflin Harcourt

Tyndale

amazon books
Large Publishers

- Bring scale and reach
Large Publishers

- Bring scale and reach
- Bottom line focus
Large Publishers

- Bring scale and reach
- 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
Large Publishers

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- Staff and internal change is common
Large Publishers

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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

Tin House Books

Quirk Books
Expect the Unexpected
Small Press Publishing

- Follows traditional publishing practices
Small Press Publishing

- Follows traditional publishing practices
- Targets specific audiences
Small Press Publishing

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- Targets specific audiences
- More flexible about timing, agents
Small Press Publishing

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

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.

http://bit.ly/2GxVZxz
Hybrid Publisher

- Author–subsidized business model
Hybrid Publisher

- Author–subsidized business model
- Selective criteria
Hybrid Publisher

- Author–subsidized business model
- Selective criteria
- Clear mission and audience
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.
http://bethjusino.com

(Click Resources for link to this slideshow)

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