**Making that Big Decision**

**Common misconceptions about being published:**

If I get a publisher, I’ll be rich.

*Statistics say that less than 5% of authors make a living off their writing.*

If I get a publisher, I won’t have to market or build a platform.

*These days, publishers are looking for authors who already have a following and*

*social media platform and who will work to market their own books along with the publisher.*

If I get a publisher, I’ll be set for future books.

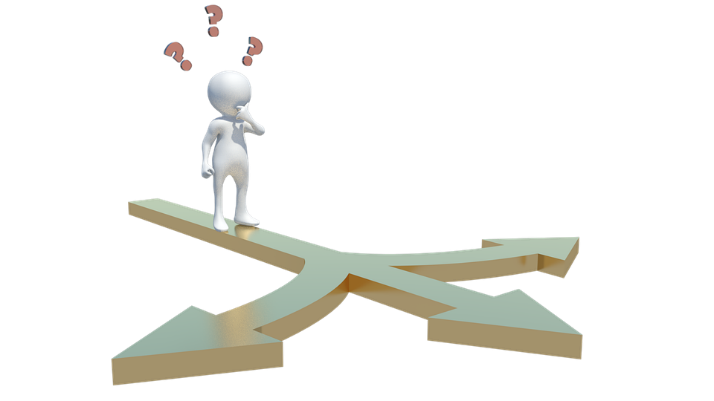
*Even some of the biggest authors have different publishers for different books.*

*A contract today doesn’t guarantee contracts in the future.*

If I get a publisher, I’ll be a “real” author.

*Many of us want the validation of being accepted by a name everyone recognizes.*

*However, being rejected by a big-name publisher does not mean you’re not a great writer.*

*Think of it like the Olympics. In the US, there are thousands of good gymna* *sts, and hundreds of elite gymnasts, but only a handful get to go to the Olympics. Does that mean all the rest were not good? Of course not. It was a matter of only having a few slots, and having to choose who would fit those slots best.*

**Questions to Help You Consider Your Options:**

**What is your main purpose in writing?**

Ministry

*If you go traditional, you might find more people in your target audience through the publisher’s established market.*

*If you self-pub, you have the option of giving away your book in multiple formats. With a publisher, they have the rights and you can typically only give away copies you’ve bought at the author rate.*

Personal

*If it’s a memoir for your family get-together, or a very personal story with a select niche audience, print-on-demand is an option authors have not had until previously, but works perfectly for these kinds of books.*

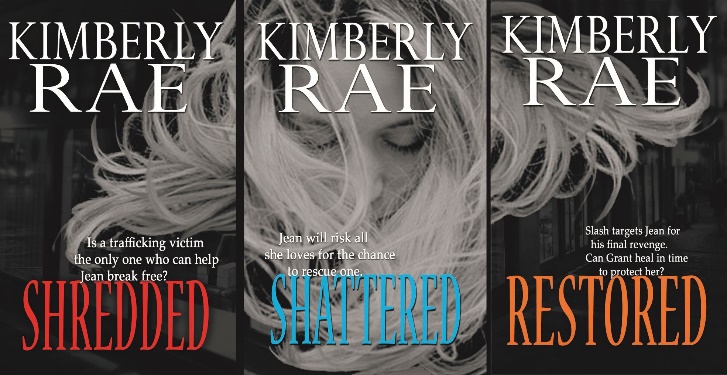
Make Money

*With a traditional publisher, you might get a hefty advance, and if your books does well, royalties once your advance earns out. Their larger platform would normally result in many more sales.*

*Self-pubbing means you are 100% responsible to sell your book. However, if it sells well, you receive a much higher percentage of the profits. Some big-name authors are turning to self-pubbing because they already have their audience, so why not make more money doing it themselves?*

**If you had a book, would you rather:**

1. Possibly sell less copies, but make more profit on them? *(Self-pubbing)*
2. Possibly sell more copies, but make less profit on them? *(Traditional Publishing)*
3. Not be responsible for creating and selling your book - but it’s not one that would be accepted by a large publisher? *(Small Publisher)*



**How much control do you want on**

Future manuscript changes?

Cover design?

Back matter, front matter?

Future books in the series (content)?

*If none: Traditional Publishing*

*If some: Small Publisher or Hired Help with Self-Pubbing*

*If much or all: Self-Pub*

*There is still of course the issue of needing to create a high-quality, well-edited book with a great cover, so if you don’t have interest in finding editors or designing your own covers or hiring someone to do so, traditional publishing would be the way to go.*

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