**Understanding the Publishing Options Landscape**

**by Cheri Cowell**

**Author and Publisher**

**The Big Shift**

**My Story**

**Advantages/Disadvantages of Traditional Publishing**

**Advantages/Disadvantages of Independent Publishing**

**Two Types**

* Off-Set printing
* POD (print on demand)

**Publishers/Distributors**

* **Ingram-Lightning /Source**
* **Baker and Taylor**
* **Anchor**
* **KDP**
* **IngramSpark**
* **Barnes & Noble**
* **Smashwords**
* **iBooks**
* **Kobo**
* **Draft2Digital**
* **Social Publishing**

**Is Self-Publishing Right for You?**

Questions to Ponder:

**Not All Are Created Equal**