

EDUCARE PUBLICATIONS PRESENTS

ARE YOU READY TO START YOUR JOURNEY AS A SELF-PUBLISHER TODAY?

Learn how to turn your publishing dreams into reality on your own time and schedule.



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INTRODUCTION TO SELF PUBLISHING



Self-publishing a book for the first time is exciting, time-consuming, and even terrifying. Writing a book is complex and releasing the book you worked so hard on into the world can be frightening, but don't worry; we are here to help you.

WHAT IS SELF PUBLISHING



Self-publishing refers to an author who completes the entire publishing process independently or with their own resources, including printing, editing, proofreading, formatting, cover design, and book marketing. This is accomplished without the assistance of a typical publishing house or publisher.

WHAT IS TRADITIONAL PUBLISHING?

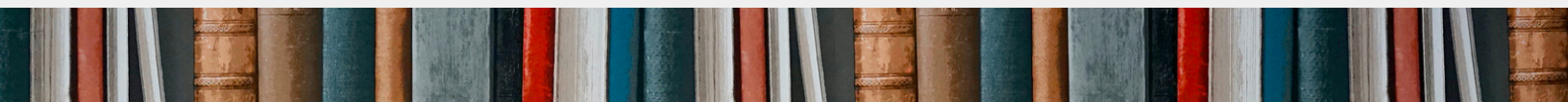


Traditional publishing is more of a commercial deal than a collaboration between the writer and the publisher. In that case, the sensible author will take the time to comprehend the contract's rights and benefits thoroughly.

You finish your work and compose a proposal, then send them to a publishing house in traditional publishing (or, if possible, have an agent do it for you). It is read by an editor to decide whether it is appropriate for that publishing house and whether it should be rejected or published. An interested editor may return a manuscript for revisions in some instances. If a publishing business wants to publish your novel, it usually buys the rights from you.

ADDITIONAL INFORMATION ON TRADITIONAL PUBLISHING

- On average, traditional publishers provide a royalty rate of 10% to 15%. Some offer a portion of the publisher's net revenue, while others offer a percentage of the cover price. It's critical to comprehend precisely what's being presented.
- In most cases, traditional publishers retain complete control over the title and cover art. It's critical to include this in the contract if the author has strong opinions about the title or cover design.
- Traditional publishers have the power to demand modifications in the editing process or to refuse to publish.
- Publishers, in the traditional sense, guarantee marketing or advertising. The nature and scope of the publisher's promotional commitment must be clearly stated. Some publishers do a fantastic job promoting their books, while others don't.



- Traditional publishers may not be interested in expanding an author's fan base to increase future sales. Even if the causes for decreased sales can be traced back to publishing decisions, an author's future titles may be rejected if sales do not increase with each new title.
- Whether or not the book is still on the market, traditional publishers retain rights to the content, and potential future uses. With some publishers, re-assigning rights to the author are difficult, if not impossible.
- In extreme situations, traditional publishers can take an unusually long time to publish a book, up to 18 months.

THE ADVANTAGES OF SELF-PUBLISHING



Whether you are writing a novel, a collection of short stories, or a nonfiction book, self-publishing gives you complete creative control. It allows you to keep a more significant portion of the revenues. Consider the following benefits of self-publishing while writing your next book:

1. Authors Have Complete Creative Control:

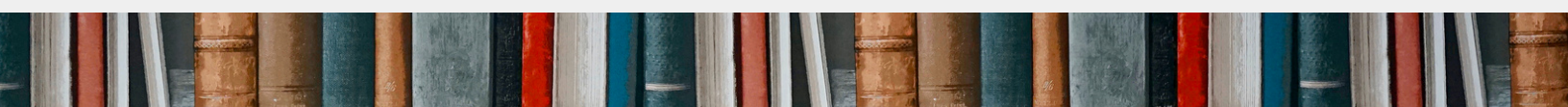
One of the advantages of pursuing the self-publishing path is the chance to keep complete creative control over your book. Traditional publishing houses have strict manuscript criteria, some of which may jeopardize the author's original vision. You can have ultimate control over your new books with indie publishing. If you hire a specific cover designer or format your book specifically, you won't be told differently by a traditional publishing house. Self-publishing might be an enticing choice for folks who seek complete control over their literary career.

2. Maximize Profits from Book Sales:

Royalty rates in traditional publishing deals typically range from 7 to 25%. For self-published authors, the figure is closer to 70%. If you have the same number of book sales, you can potentially make more money through self-publishing than you might through traditional publishing.

3. Quicker Publishing and Less Waiting:

When compared to major publishing houses, self-publishing is also a faster way to get your work into the hands of people. It can take months or years to query, find an agent, and get recognized by a publishing house. On the other hand, self-publishing is a significantly faster process, with the amount of time the writer devotes to the project determining the length of time it takes. All that remains is to hit Publish once the final work is completed. Being your boss also means you get to choose the publication date, which may be as soon as tomorrow or as long in the future as you like, depending on how ready your manuscript is.



4. Less Marketing and Promotion Support:

You do not often find a traditionally published author who believes their publisher has done enough to promote and sell their book, and many believe that they could do more by self-publishing. However, to accomplish such, the author needs to learn about distribution methods, pricing, and the types of advertising and public relations tactics that will attract buyers. The author must assume control of the book-selling process. It might be a steep learning curve, or it can be a significant financial outlay if you opt to hire someone to do it for you.

WHAT IS AN INDEPENDENT "INDIE" PUBLISHER?



An indie publisher is an author who approaches book publication as a business rather than a hobby. The author is the founder and CEO of their own independent publishing house, which produces the book. The indie publisher researches the book industry and genre, positioning the book to succeed in the marketplace. Indie publishers understand that their name is a brand, and they want it to be linked with a high-quality product. They understand customers will not tolerate that poor-quality product design.

ARE YOU READY TO START YOUR JOURNEY AS A SELF PUBLISHER TODAY?

Now that you have been introduced to the concept of self-publishing and what the work entails; you have gained sufficient knowledge to make an informed decision to start your journey as a self-publisher today. However, there is more to learn. Many aspiring writers are uncertain about where to start in the book writing process and publish a book successfully. To prevent these stumbling blocks from transpiring further, we have developed two e-courses that will be your step-by-step guide on the book writing and publishing process: **The Essentials of Writing & Publishing a Book & The Essentials of Writing & Publishing a Children's Book.**

Each course is self-paced and includes lectures, hands-on learning activities, assignments, and contextualizing learning to propel you to write and publish within a year or less. Most importantly, our e-courses meet the needs of all learners.

