



DION COMMUNICATION
THE RIGHT WORDS
AT THE RIGHT TIME

If there is a book that you want to read and it hasn't been written yet, then you must write it.
 – Toni Morrison

Publishing Options

	Self publishing on your own	Self publishing with a vanity press	Traditional Publisher
How it works	You do everything: printing, editing, graphics/cover design, ISBN, copyright, distribution sales	They do all or most of the distribution, obtaining ISBN, printing, cover design, etc.	You write the book and assist with the editing process, they do the rest
Pros	You keep all the money, editorial control and rights to your book, you can create your own success, anyone (with the money) can do it, book never goes out of print	Faster to market, you still have a lot of control, can do a short run inventory, great for new writers to get published	Instant credibility, they warehouse, distribute, cover all the costs, will help with some marketing, will find reviews, book doesn't need to be complete
Cons	Inexperience (check references of people you hire) can be overwhelming, learning curve, full-time job to do it right, no book store sales, must store books, must mail books and do all the marketing or hire a publicist	Usually no book store sales, scam artists are out there (do your homework and see enclosure), typically no book reviews or marketing budget	Can take up to two years, must write proposal, they have more literary and design control and some (or all) rights to the book, your great book may not find a publisher, a lot of competition
The money	You decide how much to charge for your book, you keep 100% of the profits, must invest money up front – anywhere from \$1000-\$100,000	Pays higher royalties than traditional publishers, no advance, you pay them to publish the book, ranges from \$300-\$30,000	Advances against royalties, royalties 5-15% usually, no money from you up front, will pay for travel, book tours, etc.