

Publishing Options and Pointers

Dawn Brotherton

Blue Dragon Publishing, LLC

BlueDragonPublishing.com

info@BlueDragonPublishing.com

In today's digital age, there are many options to be published, from self-publishing to hybrid to traditional. We will discuss the pros and cons of each and help you come up with the answer that is right for you as an author. Setting realistic goals is important for any venture. How much will it cost to produce a quality book? What should you expect whether you are self-publishing or going traditional?

Objectives:

- * Outline reasons to publish
- * Can distinguish between 4 types of publishers
- * Recognizing publishing as a business
- * Understand basic timelines involved for publishing

Different types of Publishing

- Vanity
- Traditional (Imprints)
- Self-Publishing
- Independent/Hybrid Press

break

Realistic Expectations

The Author Business

- Keep Good Records
- Receipts
- Mileage
- Delay Write-offs (ask Accountant)

Support

- Money
- Insurance
- Record Keeping
- Calendar
- Books
- Legal Status
- Professional Associations

Timelines

- No Matter What
 - After you finish final draft
 - Your edits (2 months)
 - Find an Editor (3 weeks)
 - Send through at least one editor (6 weeks)
- Traditional Publishing
 - Query Letter (1 week)
 - Synopsis (1 week)
 - Contact Agents (1-12 months)
 - Await Call Backs (6-12 months)
 - Agent Shops Publishers (1 year)
 - Publisher's Edits (1 month)
 - Publisher's Queue (1-2 years)
- Self-Publishing
 - Back Copy (1 week)
 - Find Cover Artist (1 month)
 - Find Graphic Designer (1 month)
 - Price quotes from 3 Printers (2 weeks)
 - Format Design (2 weeks)
 - Format eBook (1 week)
 - Set up Accounts (1 week)
 - Get Reviews (8 weeks)
 - Set up Warehouse (4 weeks)
 - Set up Distribution (4 Weeks)
 - Final Proof (2 weeks)
 - Print Run (6 weeks)
- Hybrid Publishing
 - Query Letter (1 week)
 - Await Call Backs (1-2 weeks)
 - Publisher's Edits (1-2 months)
 - Approve Cover Design
 - Awaiting Publisher Actions (1 month)
 - Final Proof (2 weeks)

- No Matter What
 - o Business License
 - o Publicist / Marketing
 - o Plan / Execute Book Launch
 - o Sell Your Book

A _____: Total Spent before printing

B _____: Printing cost per **C** _____ number of books

D _____: Sell price

Cost per book = What you spent total divided by number of books
 _____ (A+B)/C

Profit margin = Sell price minus your cost per book **P**
 _____ D-((A+B)/C)

Breakeven cost: Total spent divided by profit margin
 _____ (A+B) / P

Facebook and Instagram: Blue Dragon Publishing

FB Group: BDP Author Academy

The Road to Publishing by Dawn Brotherton