



TRADITIONAL PUBLISHING, SELF-PUBLISHING or INDEPENDENT PRESS? What's Best for Me?

So you want to author a book, and you may not be sure what path to go down to get it published. With the birth of digital and on-demand printing, traditional, independent and print-on-demand options are now open for authors to explore. Traditional publishers offer many advantages for broad distribution if your agent is lucky enough to get you signed. If not, you may want to consider an Independent Press such as Coz Branding Press, which can offer some of the best features of both Traditional and Self Publishing.

Before you start, ask yourself some basic questions:

- Do I have an internal audience who knows me and is waiting to purchase my book already, because of my name/reputation/knowledge of topic? (if YES – consider Self or Independent Press)
- Do I have built in audiences because of the work I do (professional speaking engagements for example) where I can include the cost of the book in my fees, or sell books at my events? (if YES – consider Self or Independent Press)
- Am I willing, and/or have the skills, to work through all the pre-production phase myself (i.e. develop the table of contents, write manuscript, research all references, get all permissions/citations, write in proper format, secure images and obtain rights for use, copyediting of manuscript, proofreading, indexing, cover design, ISBN registration, etc)? (if YES consider Self, if NOT ENTIRELY consider an Independent Press, if you never want to hear these words again, consider Traditional)
- Do I know where to find the appropriate and qualified professionals to help me complete my manuscript and print ready pages, cover design, find a book printer, work through fulfillment? (if YES consider Self)
- Am I looking for an advance (money paid to me upfront)? (if YES consider Traditional)
- Do I want to be widely distributed in street front bookstores? Libraries? Academic institutions? Internationally? (if YES consider Traditional)
- Do I want/need control over all aspects of my book (cover design, title, all content, length, etc) (if YES consider Self or Independent Press)
- Do I want/need for my book to be published quickly? (if YES consider Independent Press)

Based on your answers to these questions, you may be able to determine fairly quickly which path you may want to explore: Traditional Publisher, Self publish, or work with an Independent Press. 2

TRADITIONAL

- ✓ No or small internal audience ready to buy but large potential audience because of topic
- ✓ Have an agent to rep you
- ✓ Write manuscript and turn copyedit and production over to publisher
- ✓ No budget or upfront costs
- ✓ Receive advance \$\$ and royalties for all sales
- ✓ I want to be in bookstores, libraries, and markets I do not currently reach, including international
- ✓ Publishers will market and sell
- ✓ I'll have limited control over production and design
- ✓ Long lead times before published (can be a year or two)
- ✓ Larger print runs, traditional hardcover and paperback production options at the publisher's discretion

If you decide to take the TRADITIONAL PUBLISHING path you will either need to send your draft manuscript and Table of Contents to acquisition editors or find a literary agent who will rep you.

For those interested in finding a literary agent here is good article on how to get started. Note – look for an agent that won't charge you to read your manuscript!

<https://www.writersstore.com/how-to-research-literary-agents/>

SELF

- ✓ Significant internal audience ready to buy, or you only want to distribute to small group
- ✓ May not want to sell book, but to give to family, clients, business
- ✓ Willing to manage and/or contract for all editorial, production, design, manufacturing, shipping myself, including finding professionals I may need to help me
- ✓ Budget \$\$ needed for editorial and production costs
- ✓ No advance \$\$ but larger % royalties (sometime significant)
- ✓ Main audience is individuals who purchase online or at my events or my internal audience
- ✓ I will market, sell and fulfill
- ✓ Complete control over production
- ✓ Quick to market
- ✓ Can do short runs of hardback (in some cases) and print on demand of paperback

If you decide to take the SELF-PUBLISHING path – Buyer Beware! There are some good self-printing options out there but also many scams. You should not have to pay for more than your printing costs if you do all the production yourself

For those interested in self-publishing, we recommend you use the following resource:

<https://www.allianceindependentauthors.org/?affid=88>

INDEPENDENT PRESS – an independent press can sometimes offer you the best of both

- ✓ Small or moderate internal audience ready to buy but potential audience because of topic
- ✓ Significantly higher margins per book that traditional publisher royalty
- ✓ Write manuscript and you can determine how much or little you want to do yourself to save costs, and what you want to contract for to professionalize your product
- ✓ Be assigned an ISBN so your book can be registered and made available through Amazon and other services. Can have Library of Congress registration, and retain all copyright.
- ✓ Hands on approval of cover design, paper stock, production
- ✓ Short or Larger print runs, traditional hardcover offerings with a variety of linens, foil stamp, dust jackets, cover designs and paperback production
- ✓ Can choose whether you want to sell books, give them away, include as speaker fees or give as gifts to family, clients, business
- ✓ Keep a large percentage of your sale price, more than royalties paid from traditional publishers
- ✓ You can market and sell your books
- ✓ Quick to market – depending on the complexity of the manuscript, books can be ready for sale in as little as a few months.
- ✓ Can do very short runs of hardback (in some cases) special editions, limited paperback and print on demand of paperback options.
- ✓ Can set up so print on demand are shipped direct to customer from online sales
- ✓ Can custom design slip covers for hardback titles for specific audiences and drop ship to locations of events and speaking engagements
- ✓ A one-on-one relationship with your publishing representative, who will bring book samples, paper stock, cover designs to you!



If you think you might be interested in working with us, Coz Branding Press is an independent press with offices in Atlanta, GA and Sydney, NSW, Australia.

Contact us at info@cozbranding.com to learn more to meet with our reps!

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