

**AUTHOR of CHANGE**

**Transformational Coaching Program**

Step 3

***Author of a Change-Inspiring Book***

 **How to Traditionally Publish Your Book**

 **How to Self-Publish Your Book**

with

Nina Amir and Deborah Levine Herman

**How to Get Your Book Traditionally**



**Published**

 A traditional publisher serves as a venture capital partner

 This is where your evaluation comes into play.

 Unique and necessary idea?

 Big market or niche market?

 Strong platform and promotion plan?

 You need to be a good publishing partner

 Evaluate your readiness: Are you a good candidate?

Why Seek a



Traditional Publisher

 You don’t want to be a

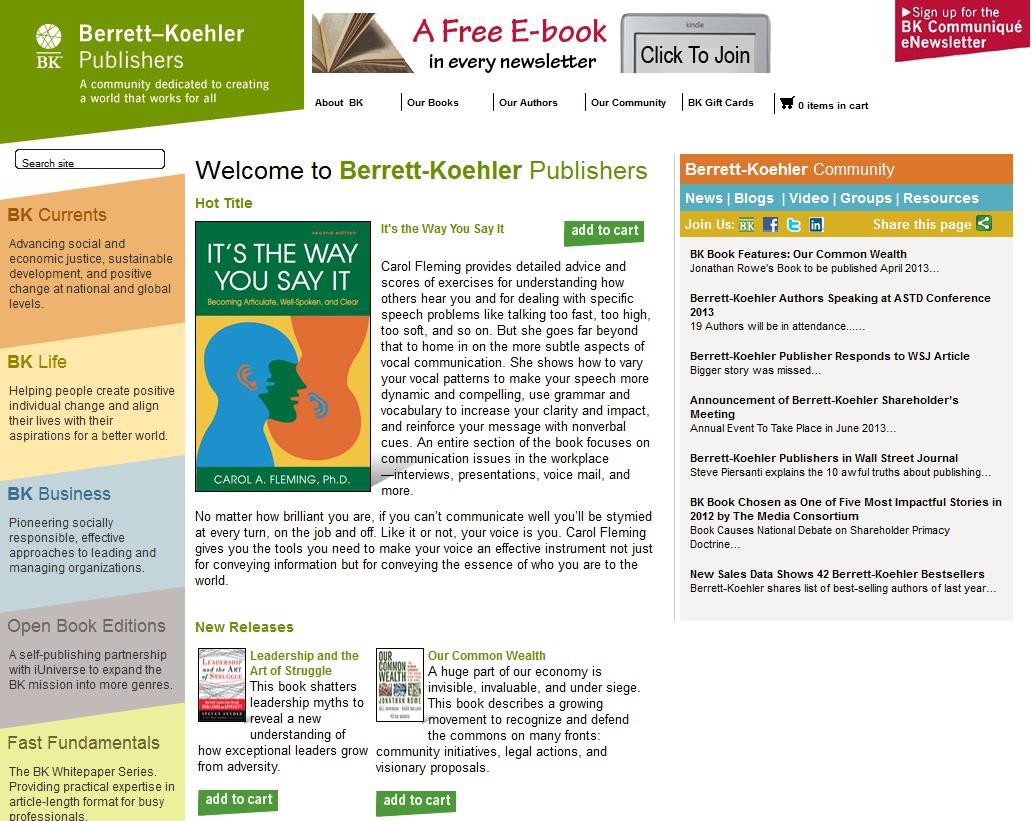
“project manager.”

 You don’t want to invest

your own money in your project.

 You want broader distribution for your book.

 You want credibility or authority in your field.



Types of Traditional Publishers

 Independent Publishers

 Small

 More personal

 More accessible

 May not require an agent

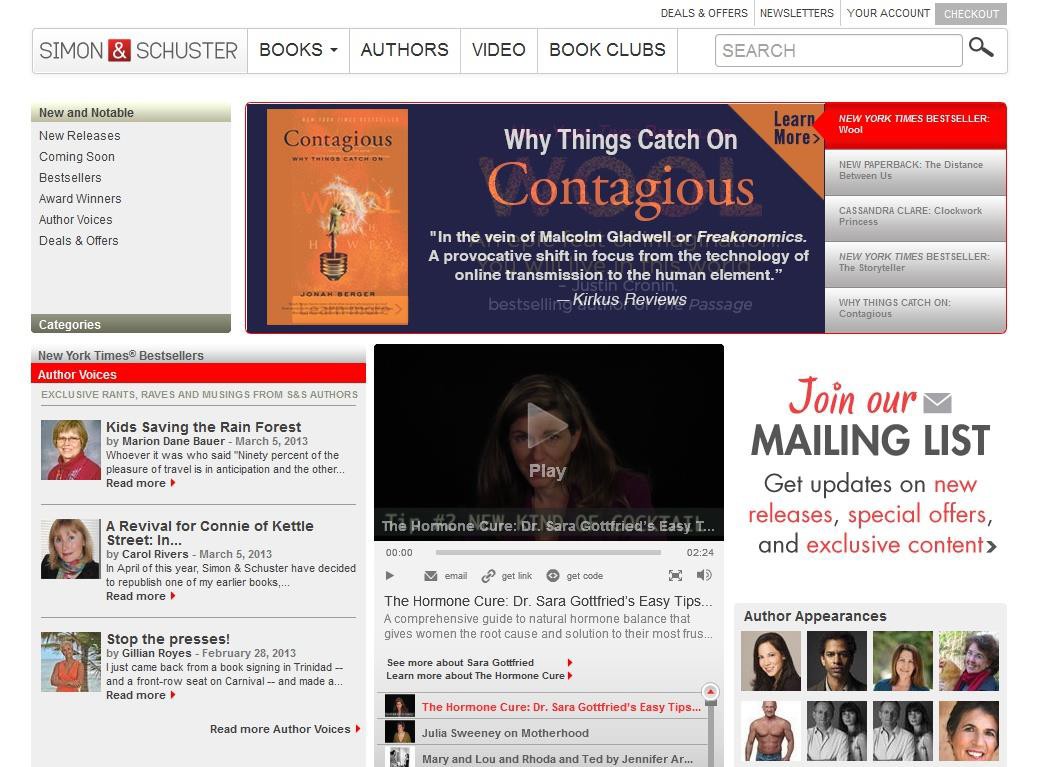
 Hampton Roads

 New World Library

 Berrett-Koehler

 Red Wheel/ Weiser/Conari

 Hay House



Types of Traditional Publishers

 Large and Mid-Sized Houses

 More risk adverse

 Higher standards

 More emphasis on

platform

 Must have an agent

 Random House

 Simon & Schuster

How Does a Book Get Sold



to a Traditional Publisher?

 What is a literary agent?

 Door opener

 Creative consultant

 Contract negotiator

 What is an acquisitions editor?

 Publisher’s representative

 Creative consultant

 Advocate for a book

 What is a Pub Board, Editorial or Marketing Meeting?

 Where your book idea (proposal) gets discussed



Why You Need an Agent

 Agents:

1. Provide publishing contacts

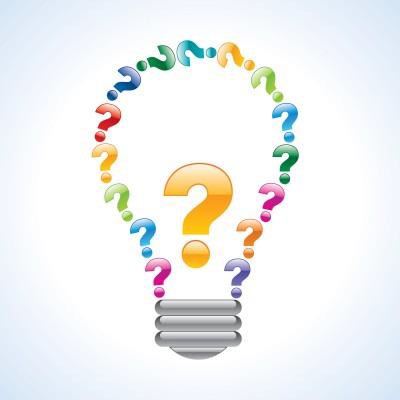
2. Pitch to appropriate publishers

3. Negotiate contract terms

4. May help with book proposal development

5. Offer career planning

Queries & Proposals Sell



Books to Agents & Publishers

 What goes into a query

 Why you, why this book, why now.

 Compelling lead paragraph with pitch

 Paragraph describing the benefits of the book

 Paragraph on why you are the best person to write the book.



What Goes into a Nonfiction Proposal?

 **Introduction**

 Overview

 *Markets*

 *Spin-offs*

 *Promotion*

 *Competing Titles*

 *Complementary Titles*

 *About the Author*

 *Mission Statement*

 *Author’s Platform*



What Goes into a Proposal?

 **Outline**

 *List of Chapters*

 *Chapter Summaries*

 *Sample Chapters*

 **What’s the difference**

**in a fiction proposal?**

The Traditional



Publishing Process

 Submit query to an agent.

 Submit proposal (or manuscript

+ proposal) to agent if requested.

 Agent pitch to acquisitions editors.

 Agent submits proposal to editors.

 Contract negotiations.

 You write the book on deadline.

 \**Difference with fiction*



**How to Self-Publish Your Book**

 You back your own project and become a project manager—a publisher

 This is where your evaluation comes into play.

 Unique and necessary idea?

 Big market or niche market?

 Strong platform and promotion plan?

 You need to be a good businessperson.

 YOU are the publisher.

Why Choose



Self-Publishing

 You want to be a “project

manager”—an indie

publisher.

 Manage editors, designers, accounts at printers.

 You want to invest your money in your project.

 You want more control of your work.

 You want to earn more money per book.



Types of Self-Publishing Companies

 Offset Printing

 You hire all the subcontractors

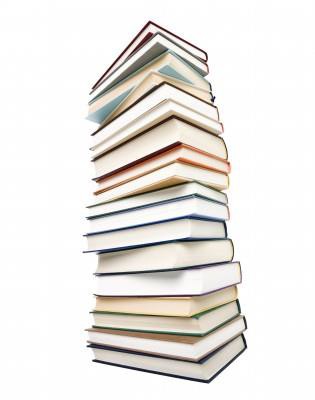
 Imprint of your own

 You purchase large

quantities of books

 True self-publishing

 DIY



Types of Self-Publishing Companies

 Subsidy Presses

 Provide a variety of services

(editing, design, promotion)

 Could provide offset printing,

POD and/or Ebook

 No imprint of your own

 Lulu

 Author House

 Balboa Press

 Morgan James

Types of Self-Publishing



Companies

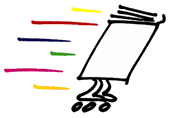
 Print on Demand

 One book printed per order

 Lightening Source

 CreateSpace

 Print books in stores with Espresso Book Machine



Types of Self-Publishing Companies

 Digital presses

 Great option for short runs, back-of-the-room sales or if you want control of distribution

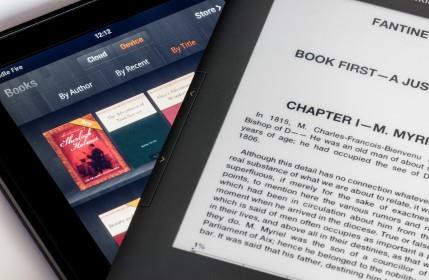
 Fast, high-quality printing

 Small quantities

 No distribution

 360Digital.com

 48hourbooks.com



Types of Self-Publishing Companies

 Ebook publishing

 Different services and distribution offered by each company

 Offthebookshelf.com

 Bookbaby.com

 Kindle.com

 Smashwords.com



The Self-Publishing Process (P-Book)

 Evaluate your book.

 Have your manuscript professionally edited.

 Have a cover professionally designed.

 Have your interior professionally designed.

 Create account with a printer.

 Purchase ISBN

 Upload artwork.



The Self-Publishing Process (E-Book)

 Evaluate your book.

 Have your manuscript professionally edited.

 Have a cover professionally designed.

 Have your manuscript converted.

 Create account with ebook distributor.

 Purchase ISBN

 Upload cover and manuscript.

You Are Ready to Be



Authors of Change!

 Fulfill your purpose

 Follow your passion

 Become a magnet for likeminded souls

 Write a good book

 Reach your audience

 Inspire change in the world.

***Author the change you wish to see in the world.***



Important Information

 Facebook Page

 [www.facebook.com/groups/ACTCoachingProgram/](http://www.facebook.com/groups/ACTCoachingProgram/)

 Nina’s Email

 [namir@copywrightcommunications.com](mailto:namir@copywrightcommunications.com)

 Deb’s Email

 [deborah@waenet.com](mailto:deborah@waenet.com)

 Hand in all homework by April 5th for feedback

 Premier Students: Schedule your consults by April 12th

 Premier Students: Platform teleseminar and workbook will be posted within the week.