

# **AUTHOR of CHANGE**

## **Transformational Coaching Program**

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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



***Author of Change***  
Transformational Programs

# How to Get Your Book Traditionally Published

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- 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

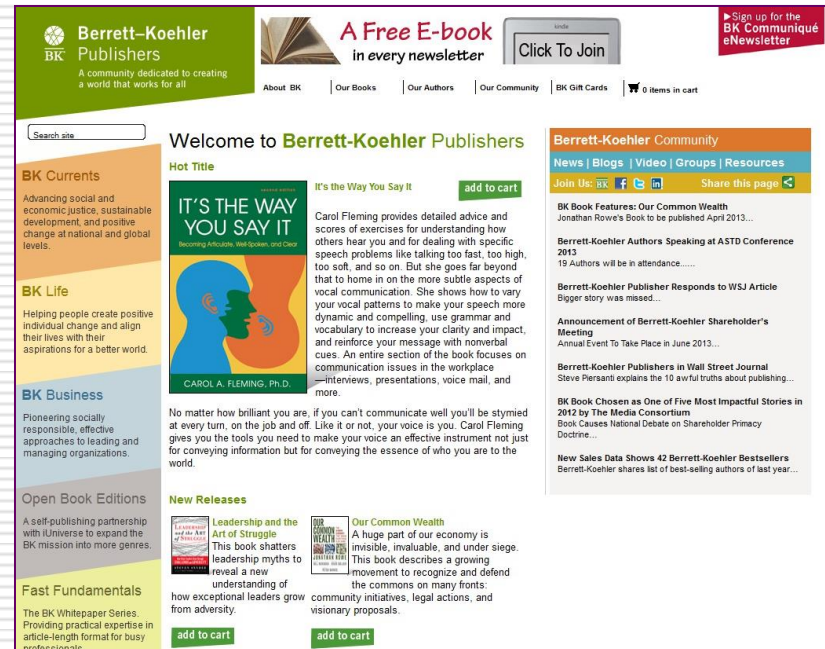
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- You don't want to be a "project manager."
- You don't want to invest your own money in your project.
- You want broader distribution for your book.
- You want credibility or authority in your field.

# Types of Traditional Publishers

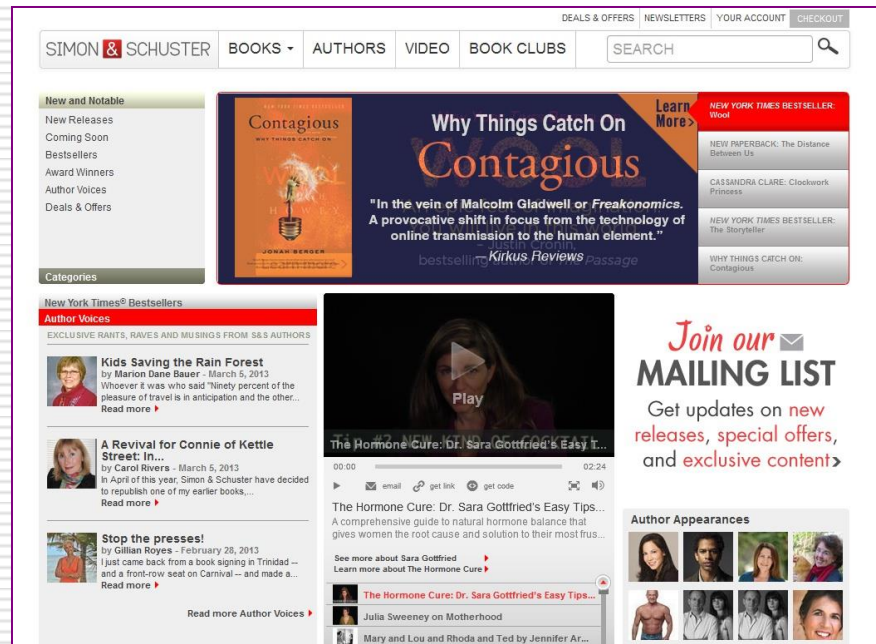
- Independent Publishers
  - Small
  - More personal
  - More accessible
  - May not require an agent
    - Hampton Roads
    - New World Library
    - Berrett-Koehler
    - Red Wheel/ Weiser/Conari
    - Hay House



# 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?

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- 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

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- 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

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- 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?

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## ➤ Introduction

- Overview
  - *Markets*
  - *Spin-offs*
  - *Promotion*
  - *Competing Titles*
  - *Complementary Titles*
- *About the Author*
  - *Mission Statement*
  - *Author's Platform*



# What Goes into a Proposal?

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## ➤ Outline

- *List of Chapters*
- *Chapter Summaries*
- *Sample Chapters*

## ➤ What's the difference in a fiction proposal?



# The Traditional Publishing Process

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- 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

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- 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

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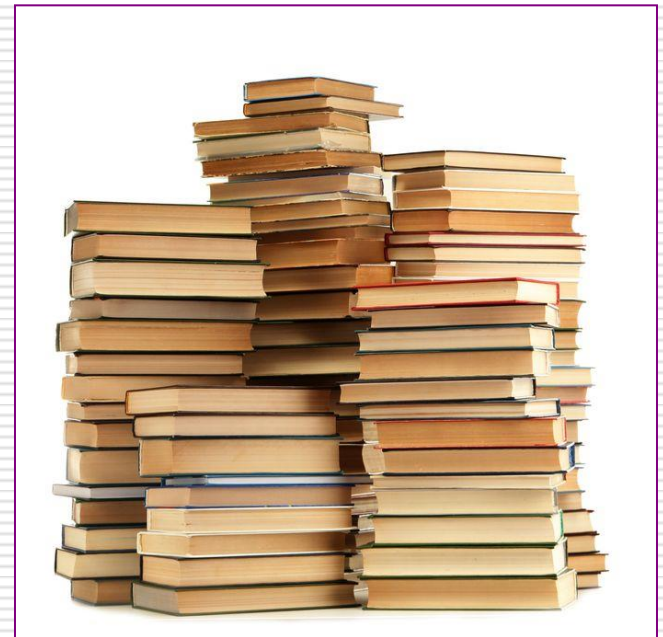


- You want to be a “project manager”—an indie publisher.
  - Manage editors, designers, accounts at printers.
- You want to invest your money in your project.
- You want more control of your work.
- You want to earn more money per book.

# Types of Self-Publishing Companies

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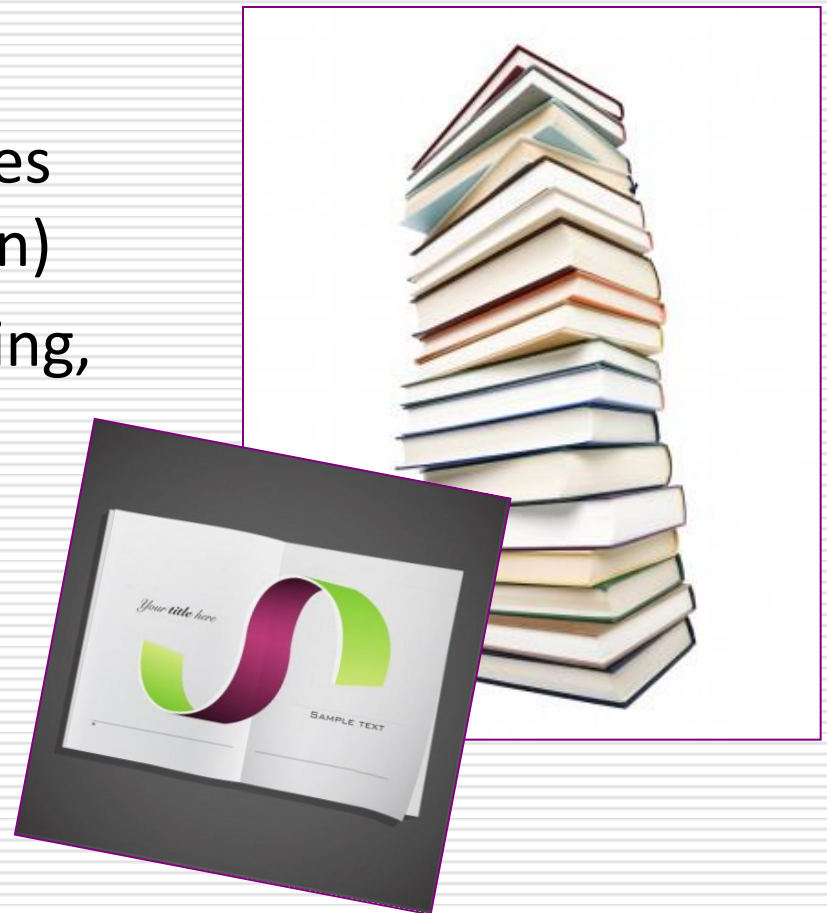
- Offset Printing
  - You hire all the subcontractors
  - Imprint of your own
  - You purchase large quantities of books
  - True self-publishing
  - DIY



# Types of Self-Publishing Companies

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- 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

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- Print on Demand
- One book printed per order
  - Lightning Source
  - CreateSpace
  - Print books in stores with Espresso Book Machine





# Types of Self-Publishing Companies

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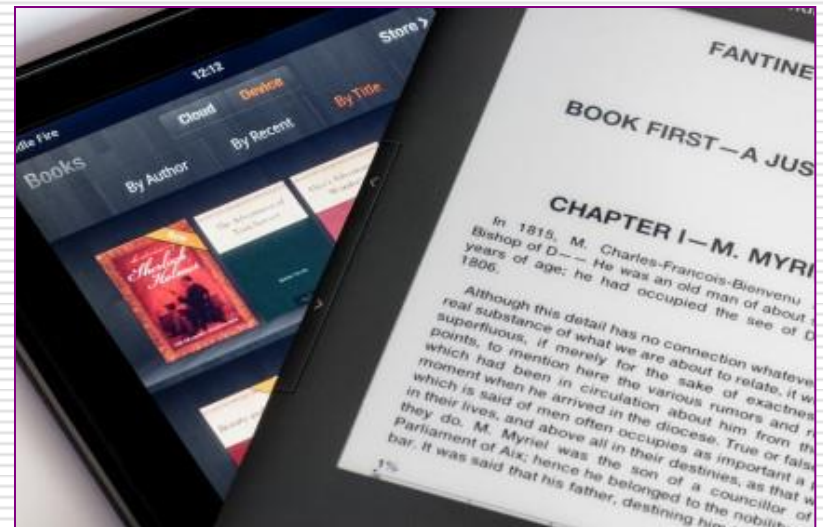
- Digital presses
- Great option for short runs, back-of-the-room sales or if you want control of distribution
  - Fast, high-quality printing
  - Small quantities
  - No distribution
  - 360Digital.com
  - 48hourbooks.com



# Types of Self-Publishing Companies

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- Ebook publishing
- Different services and distribution offered by each company
  - Offthebookshelf.com
  - Bookbaby.com
  - Kindle.com
  - Smashwords.com



# The Self-Publishing Process (P-Book)

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- 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.

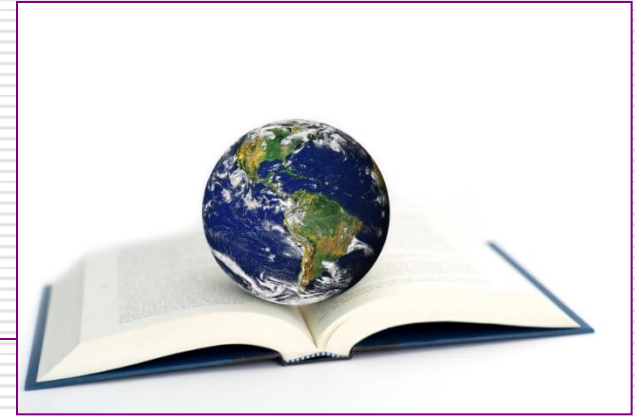
# The Self-Publishing Process (E-Book)

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- 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!

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- 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

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***Author of Change***  
Transformational Programs

- Facebook Page
    - [www.facebook.com/groups/ACTCoachingProgram/](http://www.facebook.com/groups/ACTCoachingProgram/)
  - Nina's Email
    - [namir@copyrightcommunications.com](mailto:namir@copyrightcommunications.com)
  - Deb's Email
    - [deborah@waenet.com](mailto:deborah@waenet.com)
  - Hand in all homework by April 5<sup>th</sup> for feedback
  - Premier Students: Schedule your consults by April 12<sup>th</sup>
  - Premier Students: Platform teleseminar and workbook will be posted within the week.
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