

SELF-PUBLISHING:

RISKS, REWARDS & REALITIES

Jana Oliver
www.JanaOliver.com



YOU'VE GOT CHOICES

- Traditional Publishing

- Small Press
- “Medium” Press
- Big Five
 - Hachette
 - HarperCollins
 - Macmillan
 - Penguin Random House
 - Simon & Schuster

- Self/Indie Publishing

- MageSpell Press
 - Nevermore Books
 - Prism Books
 - SteeleRomance

Traditional Publisher



Advance
Against
Earnings



Editorial
&
Cover
Expertise



Publicity
&
Marketing



Placement
in
Bricks
&
Mortar
Stores

Indie Publishing



Higher
Royalty
Rates



Control
Over Entire
Publishing
Process



Responsible
for all
Publicity &
Marketing



Must Pay for
Editorial,
Typesetting,
Formatting &
Cover
Expenses

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E-Books – Traditional vs. Self-Pub

Most traditional publishers pay 25% of Net
(based on retail price minus Amazon's 30% cut)
which comes out to about **17.5% of the retail price** to the author.

In English, that means a \$9.99 e-book
earns the author about \$1.75

E-Book Income Comparison

Traditionally Published e-book
(Amazon US) earns:

\$1.99 = \$.17 (35%)

\$2.99 = \$0.52 (70%)

\$3.99 = \$0.69

\$4.99 = \$0.87

\$5.99 = \$1.04

\$6.99 = \$1.22

\$7.99 = \$1.40

\$8.99 = \$1.57

\$9.99 = \$1.75

Self-Published e-book
(Amazon US) earns:

\$1.99 = \$.70 (35%)

\$2.99 = \$2.10 (70%)

\$3.99 = \$2.80

\$4.99 = \$3.50

\$5.99 = \$4.20

\$6.99 = \$4.90

\$7.99 = \$5.60

\$8.99 = \$6.30

\$9.99 = \$7.00

Subsidiary Rights (Sub-rights)

A book may be offered in many different forms.
Each of these subsidiary rights may be licensed to interested parties,
both domestic *and international*.

- Foreign Translation Rights
 - Movie & Theater Rights
 - Audio & E-Book Rights
- Large Print, Graphic Novel & Book Club Rights
 - Merchandising Rights
 - Gaming Rights





REALITIES

QUESTIONS TO ASK YOURSELF

About your personality:

Do you prefer to be in control or ...

Does the idea of having to oversee a book's "birth" make you freak out?

About your personal responsibilities:

Do you have enough free time to commit to this process or ...

Do you already have too much on your plate (work, family)

About your financial situation:

Do you have enough "disposable" cash to finance the book's production or ...

Is your financial situation such that DIY publishing is big risk?

WHAT IT MEANS TO BE YOUR OWN BOSS

- Forming your own company
 - Sole Proprietor, LLC, Corporation?
 - Tax I.D. (State & Fed)
 - County or Local Business License?
 - Bank Accounts/Credit Cards
 - Accountant & Attorney?
 - Literary and/or Foreign Rights Agent?

Before uploading your print and e-books to online retailers

- Create accounts with each vendor
 - Amazon
 - Barnes & Noble
 - iTunes
 - Kobo
 - GooglePlay
 - CreateSpace (now part of KDP)
- Or work with a service that does all this for you for a reoccurring fee (SmashWords & Draft2Digital)

THE PROCESS

75K Manuscript (300 pgs @ 250 words/pg)

- Editorial
 - Developmental
 - In-depth analysis of plot, characterization, story arc etc.
 - 1-5 pgs/hr @ \$45-55/hr*
 - 1.9 – 2 cents/word**
 - Copy Editing
 - Spelling, grammar, style & consistency
 - 5-10 pgs/hr @ \$30-40/hr*
 - 1.4 cents/word**

*Editorial Freelance Assoc. Rates:
www.the-efa.org/rates/

**www.MollieTraver.com

- E-Book Formatting
 - DIY vs. Professional
 - Marie Force's Formatting Fairies:
 - \$50 – 30 chpts/350 pages double spaced TNR 12 pt.
 - \$20 customization fee *for each* retailer: Amazon, B&N, Kobo, GooglePlay & iBooks
- Typesetting for Print Edition
 - DIY vs. Professional
 - Marie Force's Formatting Fairies:
 - \$150/75K + \$20 ea. additional 10K

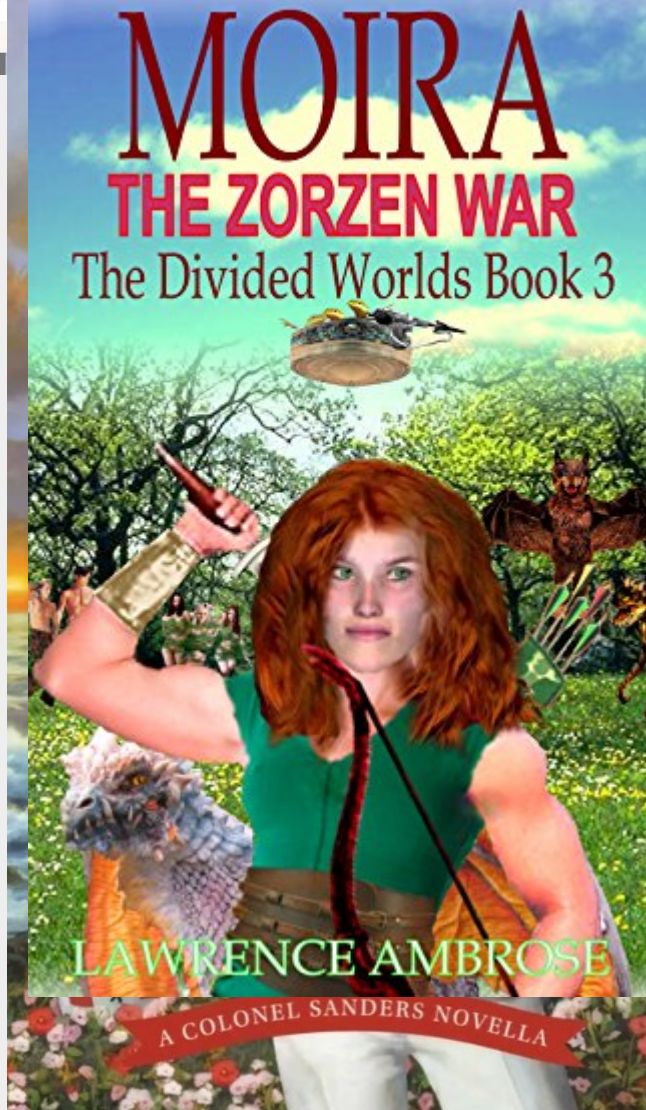
- Cover Design
 - DIY vs. Professional
 - \$50++
 - Yocla Designs: \$299 - \$429/cover PLUS
 - Options may include FB banners, audio book cover, print, multiple changes & stock photos

Cost Projections - 75K Word Book			
Editing		Specifics	Source
Content/Developmental	\$ 1,500.00	Indepth analysis of plot, characters, story arc etc.	www.MollieTraver.com
Copy Editing	\$ 1,050.00	Spelling, grammar, style & consistency	
E-Book Formatting			
Initial Format	\$ 50.00		www.marieforce.com/fairies/
Customization x 5	\$ 100.00	Amazon, B&N, Kobo, iBooks, GooglePlay @ \$20 each	Marie Force's Formatting Fairies
Typesetting	\$ 150.00		Marie Force's Formatting Fairies
Cover Design	\$ 349.00	1-2 mockups, up to 10 revisions, unlimited stock photos, e & print	Yocla Designs
ISBN	\$ 29.50	Based on buying a block of ten - \$295.00 * Single ISBN is \$125	MyIdentifiers.com (Bowker) www.myidentifiers.com/get-your-isbn-now
Barcode	\$ -	Free through CreateSpace	
Copyright	\$ 35.00	Online application	US Copyright Office www.copyright.gov
TOTAL	\$ 3,263.50		
Without Dev Edit	\$ 1,614.50		



The Telegraph

HOME



The Zillionaire Vampire Cowboy's Secret Werewolf Babies

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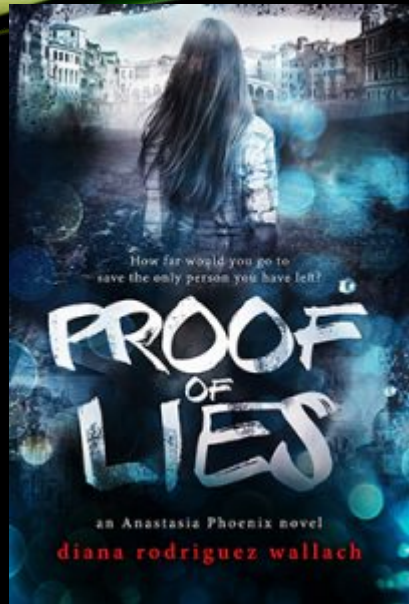
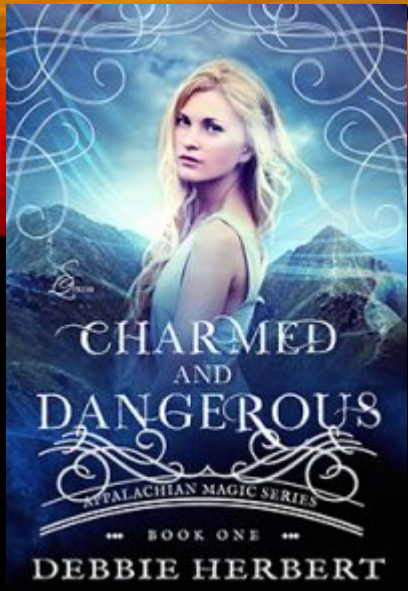
"Theirs was a love that nature never intended. Bigger than Texas. Hotter than Hades. Weirder than...a lot of other things you might have read about up until now. Self-made zillionaire Rock Fangworthy is your typical Texas cowboy...well, sort of. Typical in that the only thing this lethally sexy lady-charmer with the hair trigger temper loves more than his horse is his ranch, The Double Fang. Or maybe his boots. Less typical in the fact he's also a four hundred year old vampire with a shocking secret—he can't stand the sight of blood."

proofreaders, illustrators and designers have been

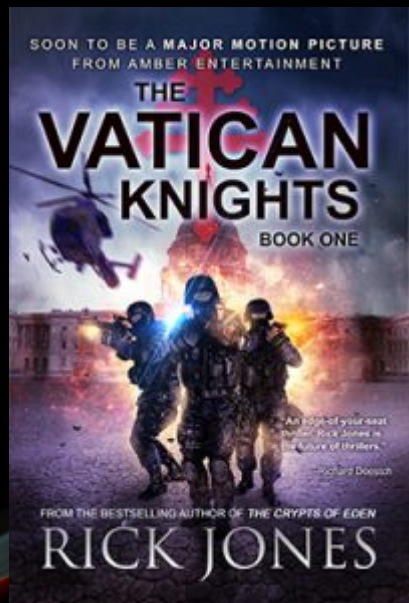
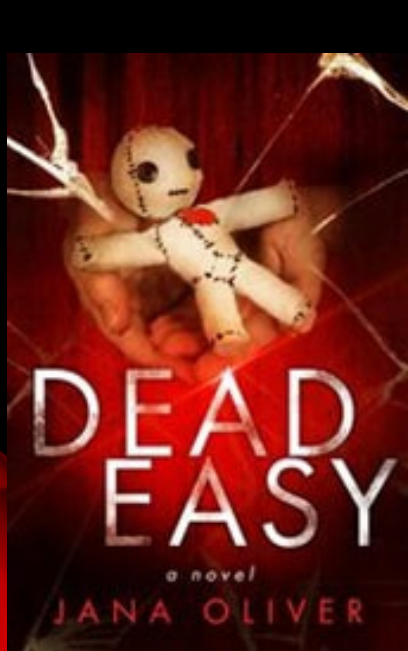


Theirs was a love that nature never intended. Bigger than Texas. Hotter than Hades. Weirder than...a lot of other things you might have read about up until now.

Self-made zillionaire Rock Fangsworthy is your typical Texas cowboy...well, sort of. Typical in that the only thing this lethally sexy lady-charmer with the hair trigger temper loves more than his horse is his ranch, The Double Fang. Or maybe his boots. Less typical in the fact he's also a four hundred year old vampire with a shocking secret—he can't stand the sight of blood.



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SERVICE PROVIDER	ALLI WATCHDOG RATING	AREAS OF CONCERN
Nancy Yeoman Proofreading	 ★ Partner Member	
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New Century Publishing	 Watchdog Advisory	Legal, Value, Communication, Service, Marketing, Practices
See Writer Beware's coverage of legal action against NCP by the Indiana Attorney General and more than 40 authors.		
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New Writers Interface	 ★ Partner Member	
Nielsen ISBN	 ✓ Recommended	
As with other ISBN registrars, be wary of unnecessary add-on services.		
Nikki Busch Editing	 ★ Partner Member	
NOOK Press	 Mixed	Value
Review available.		
A Novel Connection	 Caution	Practices
Use of this service appears to violate KDP Select's rules on exclusivity.		
Novel Publicity	 ★ Partner Member	
Novel Thinking	 ✓ Recommended	
Novel Websites	 ★ Partner Member	



RESOURCES



Discover how to write, publish, and market your book.
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Welcome To The Creative Penn

... where you will find resources to help you write, publish and market your book, as well as make a living with your writing.

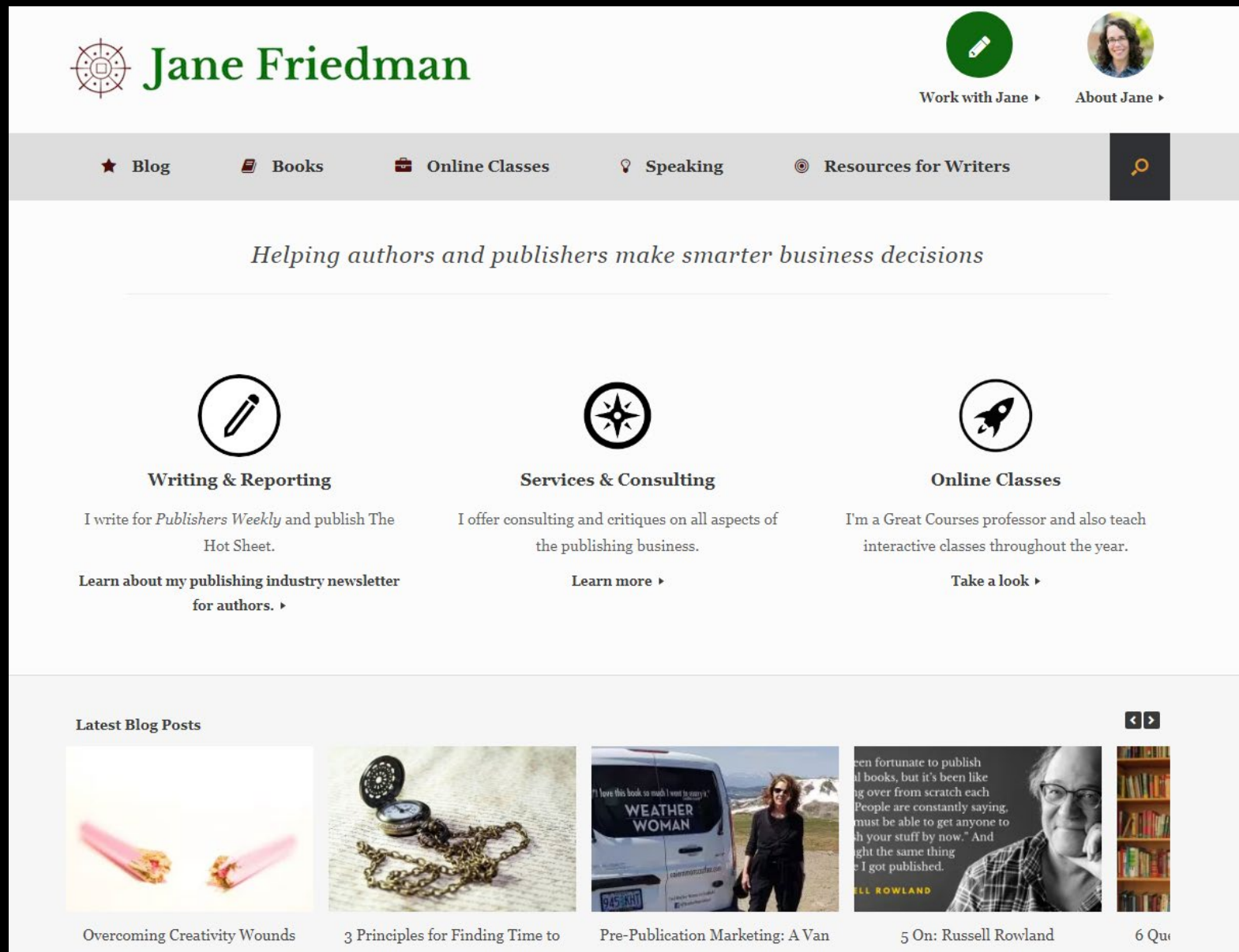


I'm Joanna Penn, Award-nominated, New York Times and USA Today bestselling author.


I'm an international speaker and award-winning creative entrepreneur. This site is regularly voted one of

Co-Founder of
Open Road
Media.

Former President
& CEO of Harper
Collins.




The screenshot shows the homepage of Jane Friedman's website. At the top left is the logo, a compass rose with a pencil, followed by the name "Jane Friedman" in green. To the right are two circular icons: a green one with a pencil and a profile picture of Jane Friedman. Below these are navigation links: "Work with Jane" and "About Jane". A grey navigation bar contains icons and text for "Blog", "Books", "Online Classes", "Speaking", "Resources for Writers", and a search icon. The main heading reads "Helping authors and publishers make smarter business decisions". Below this are three service cards: "Writing & Reporting" (pencil icon), "Services & Consulting" (compass icon), and "Online Classes" (rocket icon). Each card includes a brief description and a "Learn more" or "Take a look" link. At the bottom is a "Latest Blog Posts" section with five thumbnails: "Overcoming Creativity Wounds", "3 Principles for Finding Time to", "Pre-Publication Marketing: A Van", "5 On: Russell Rowland", and "6 Qu".

 **Jane Friedman**

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Helping authors and publishers make smarter business decisions

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Latest Blog Posts



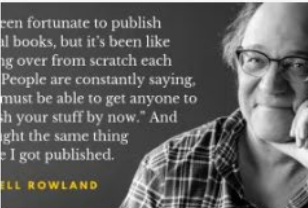
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SELF PUBLISHING
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ELITE Key Data Summary

Rank	ASIN	Category	Price	Reviews	Rating	Days on Market	Estimated Sales
1	B000APLH98	Kindle Store	9.99	1,000,000	4.5	10,000	100,000
2	B000APLH99	Kindle Store	9.99	1,000,000	4.5	10,000	100,000
3	B000APLH00	Kindle Store	9.99	1,000,000	4.5	10,000	100,000
4	B000APLH01	Kindle Store	9.99	1,000,000	4.5	10,000	100,000
5	B000APLH02	Kindle Store	9.99	1,000,000	4.5	10,000	100,000

Click the 'Play' button in the video



“SELF-PUBLISHING REQUIRES A
HIGH LEVEL
OF COMMITMENT:

THINK OF IT AS A NEW, SERIOUS,
ALL-CONSUMING HOBBY.”

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