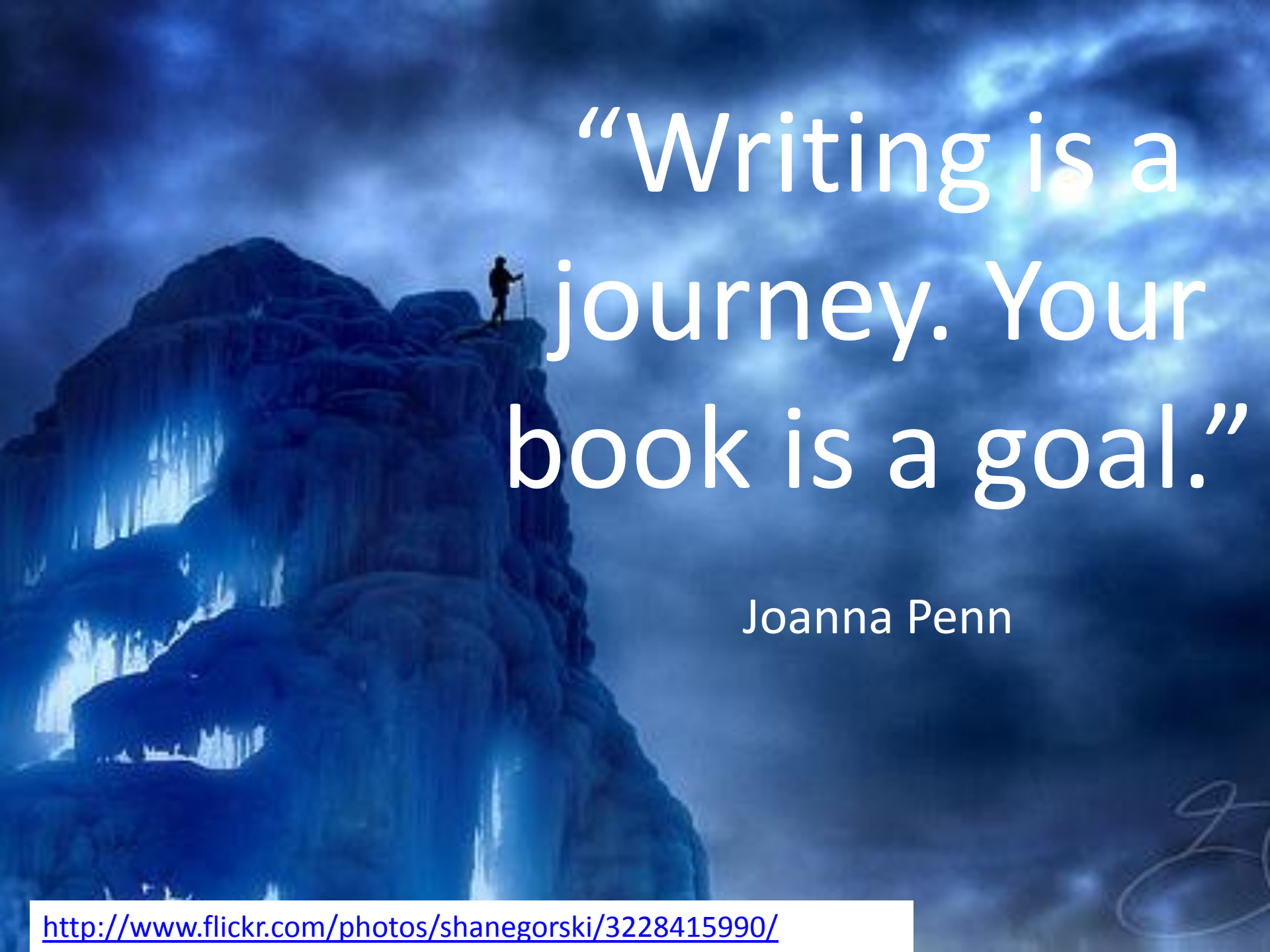


How to Publish a Book

<http://www.flickr.com/photos/khour/3960767699/>

A person is silhouetted against a bright blue sky, standing on the peak of a jagged, ice-covered mountain. The mountain is covered in thick, white snow and icicles, with a waterfall of ice hanging down its side. The sky is filled with soft, white clouds, and a bright sun or moon is visible in the upper right. The overall scene is one of a challenging and beautiful journey.

“Writing is a
journey. Your
book is a goal.”

Joanna Penn





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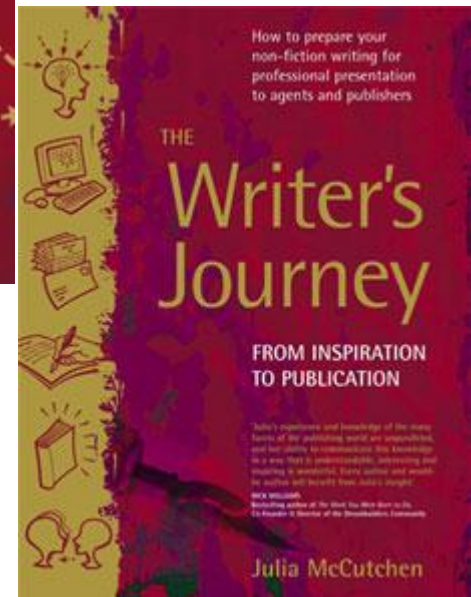
<http://www.juliamccutchen.com/>



Julia McCutchen has years of experience in the publishing industry, having helped hundreds of authors to achieve publishing success. She is an **intuitive writers coach and mentor, an author and publishing consultant** based in the UK. Her own book is "The Writer's Journey: From Inspiration to Publication".

In this podcast you will learn:

<http://www.thecreativepenn.com/2009/09/19/podcast-julia-mccutchen-book-proposals-traditional-publishing/>



Decide who to pitch

curtis
brown

<http://www.curtisbrown.com.au/>

Curtis Brown is Australia's oldest and largest literary agency and represents a diverse range of Australian and New Zealand writers.

On this site you will find information about our agency, how we operate, [how to submit material](#) to us, and selected [clients](#) and Estates represented.

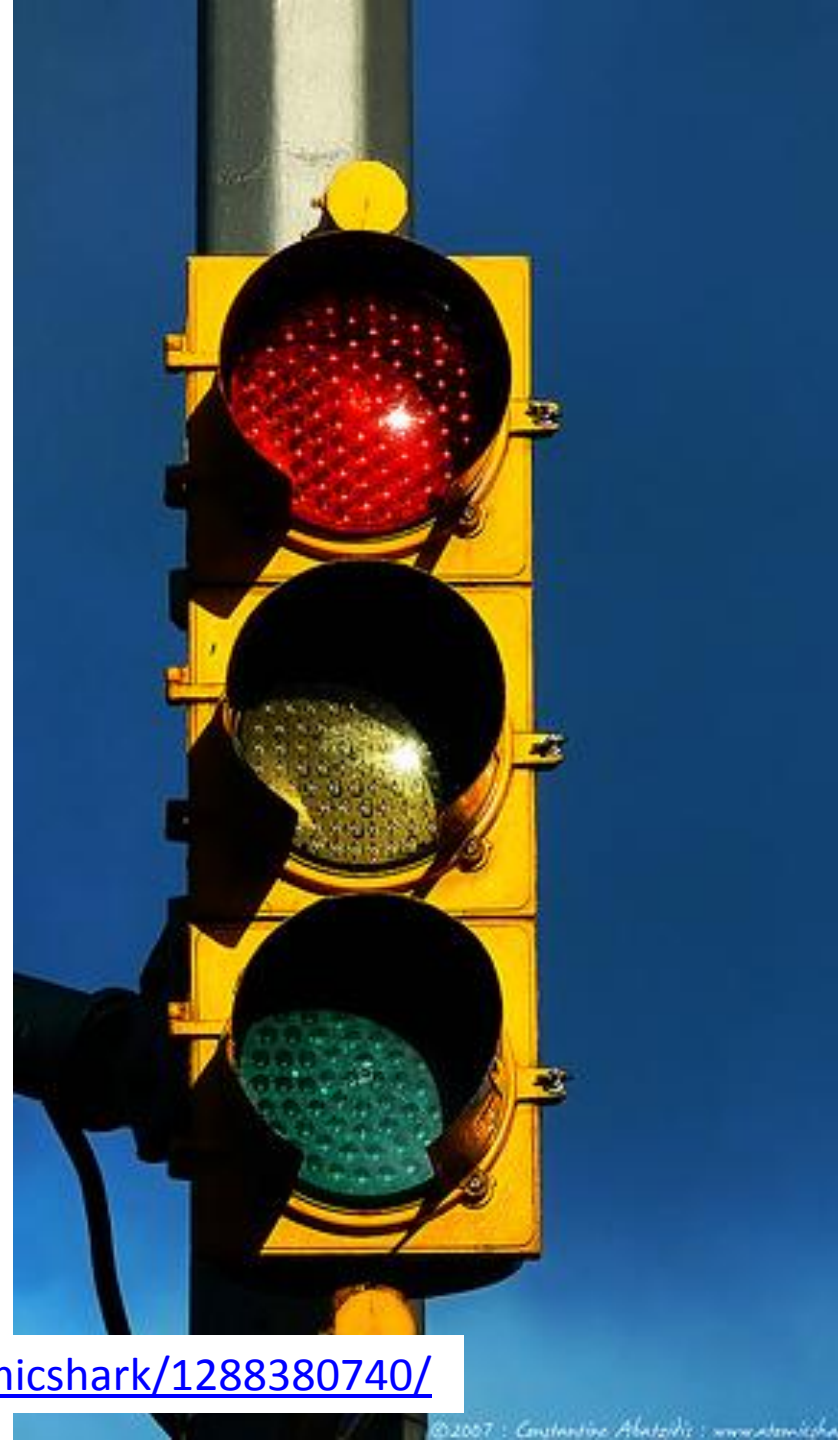
the australian
WRITER'S marketplace

<http://awmonline.com.au/>

Obey the rules.
Do exactly what they
ask for.

Query email/letter first.

Submission Pack e.g.
Print black, single-sided
A4 double line spacing.
Plain font.



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Cover Letter including publishing experience, your platform and marketing, target market

Synopsis and chapter summaries

First 3 Chapters

Non-fiction: Book proposal



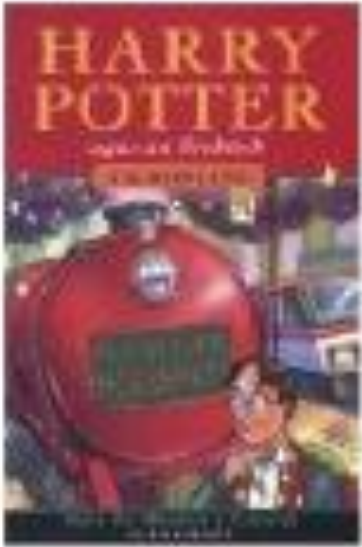
Beware the slush pile!



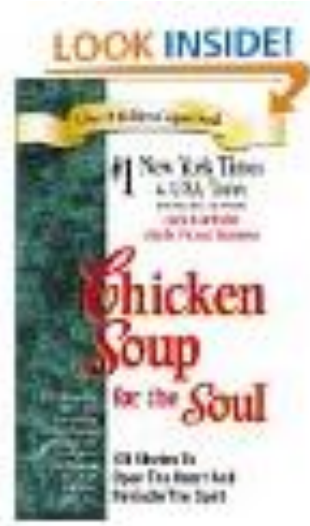
Rejection is part of
the publishing
process.



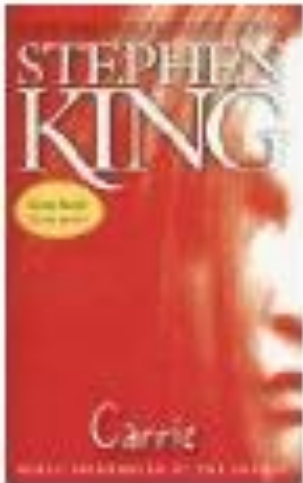
Don't take it personally!



Rejected 12x now with sales of over 100 million books




Rejected over 100x now with sales of over 112 million books



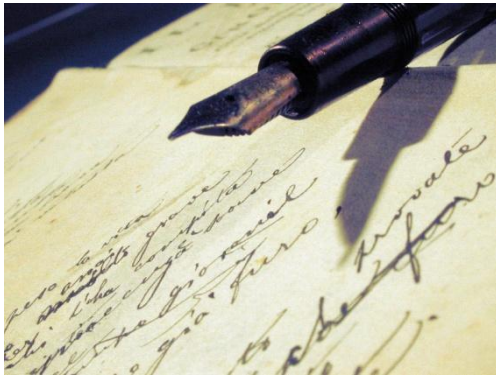
Rejected 30x before launching Stephen King's career



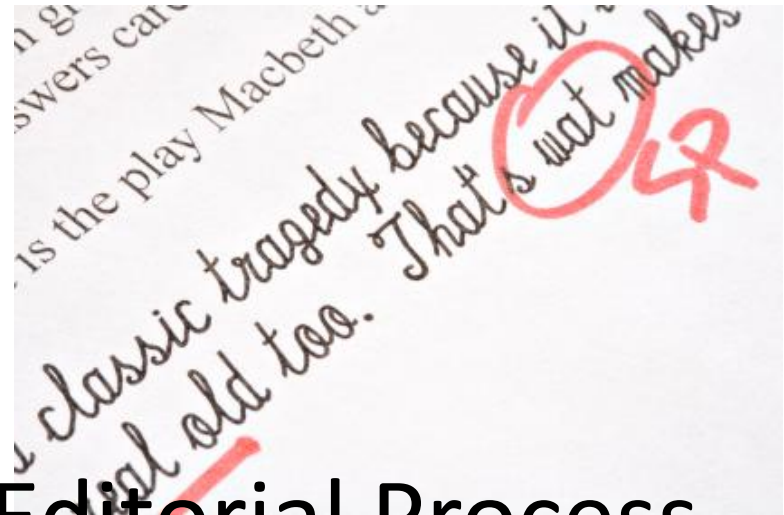
A close-up photograph of a hand holding a pen, signing a document. The document has some faint text and a signature. The background is blurred.

Sign a
contract for
your book.

It now
belongs to
the publisher.



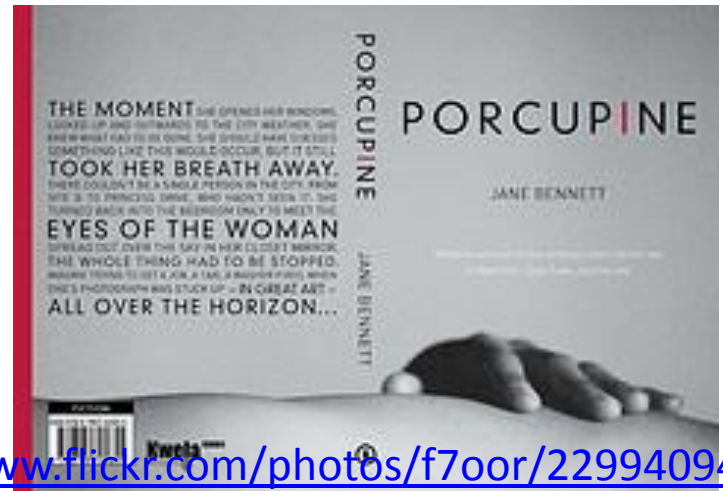
Write



Editorial Process

Read and Edit

Cover Design



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<http://editorialass.blogspot.com/2009/05/and-you-thought-royalty-involved-crown.html>

The Advance

What does "advance" mean: It's money "advanced" to you against royalties, meaning it's a loan the publisher gives you in a lump sum under the assumption that your book will make enough money for said publisher that the advance will be recouped. This means that you will start earning royalties when and only if your book makes enough money that your publisher's advance to you is paid back, using your negotiated royalty percentage as a marker.

Reserve against returns: This is the reason you won't have gotten every royalty dollar you were due during a period. Your publisher has a right to retain up to a certain percentage of your royalties--the actual percentage varies on your contract and on

The Royalties:

What are typical royalty percentages: Standard royalties for new books are as follows: 10% for hardcover, 7% (or sometimes 7.5%) for trade paperback, and 5% for mass market. Often, publishers will agree to incentive escalators (usually only on hardcovers). Here's a very typical hardcover example:

Rights sales:

How they get dived: You'll earn different percentages of dollar figures depending on who retained the rights and who made the deal. I've listed some more complicated scenarios below, but



<http://www.publetariat.com/sell/reality-times-bestseller>

The Reality Of A Times Bestseller

This article, by author Lynn Viehl, originally appeared on [GenReality](#). In it, Lynn crunches the numbers on her novel, [Twilight Fall](#), which debuted at #19 on The New York Times Bestseller List and went on to sell nearly 75,000 copies in its first 5 months of release. It will come as a shock to most aspiring authors that Lynn has netted \$0 to date on the book.

Kudos and prestige

Editorial support plus
cover design (professional)

Distribution

Possibly marketing help

All depends on the
publisher



Time to market

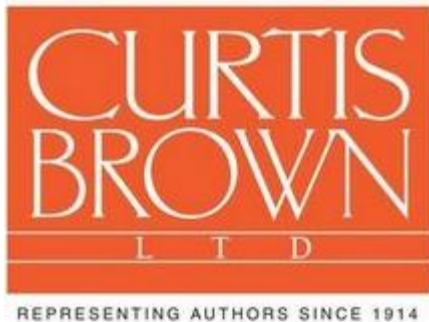
Lack of control

Loss of rights

Beware the pulping
meeting! What happens
if you don't sell?



For success in traditional publishing, do your homework.



**NATHAN BRANSFORD -
LITERARY AGENT**

<http://blog.nathanbransford.com/>



Rachelle Gardner, Literary Agent

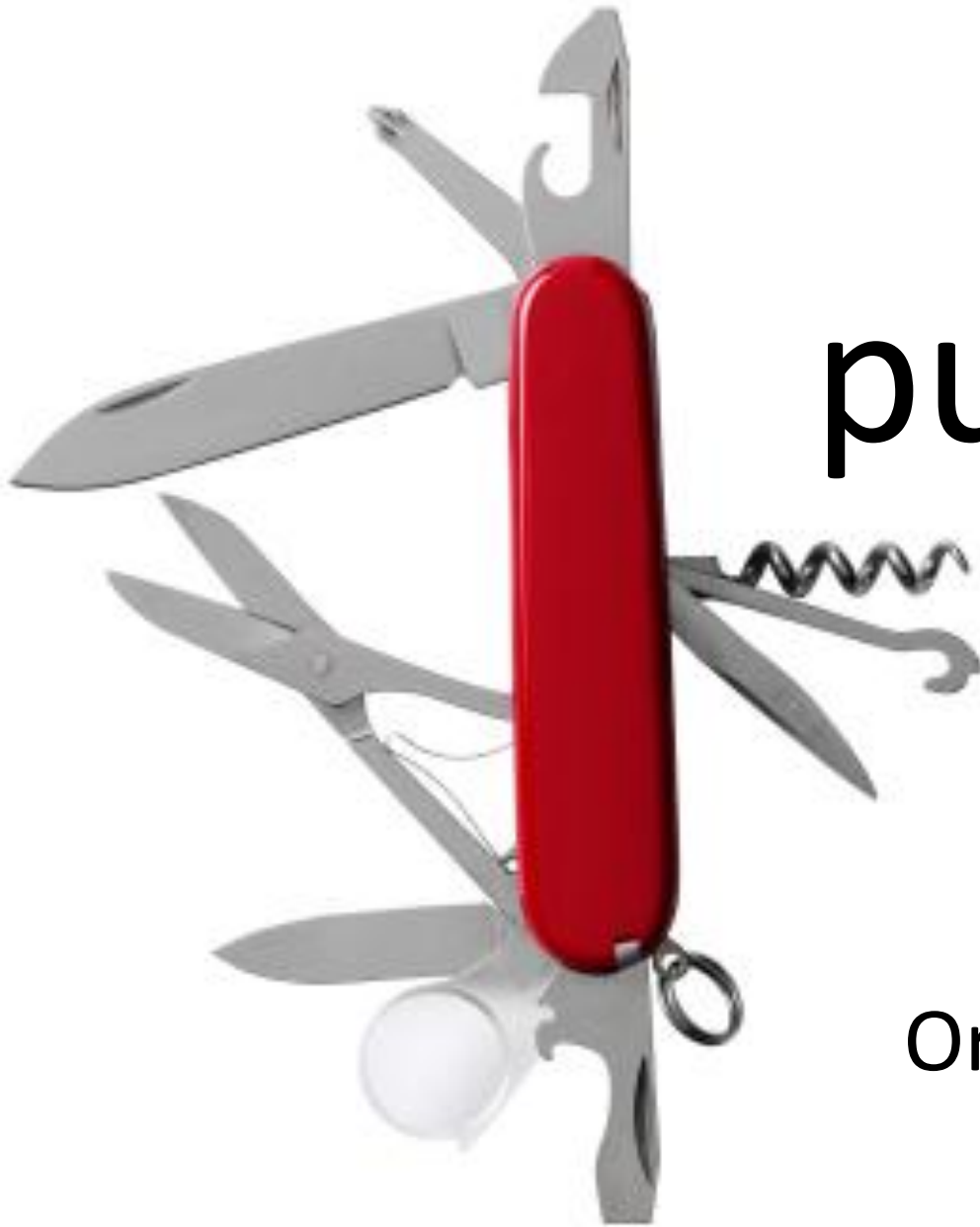
<http://cba-ramblings.blogspot.com/>

<http://journal.neilgaiman.com/2005/01/everything-you-wanted-to-know-about.asp>

The Secrets to Publishing Success (Jane's 2009 Tough Love Guide)

<http://blog.writersdigest.com/norules/2009/10/06/TheSecretsToPublishingSuccessJanes2009ToughLoveGuide.aspx>





Self publishing is DIY

Or find someone to
do it for you!

Quicker time to market

Total control and choice

Sell by any means as you retain the rights

Niche markets perfect

More money per book

Get into the game! Test the market and then approach a publisher with evidence of sales

Time and effort into sales and marketing, not chasing agents and publishers



You need to do it all yourself, or find professionals to help

May cost you money upfront

Hard to get distribution into physical bookshops

You might not sell as many books

Less prestige than being 'published' but the stigma is lessening



“I’m still self-publishing. Because you’ve got more control and I know the process, backwards, frontwards, sideways. I know it in and out. I know what it takes”

Rachael Bermingham, co-author of ‘4 Ingredients’, still self-publishing with 4 versions of the book and a TV show



<http://www.4ingredients.com.au/>



<http://www.lulu.com/>

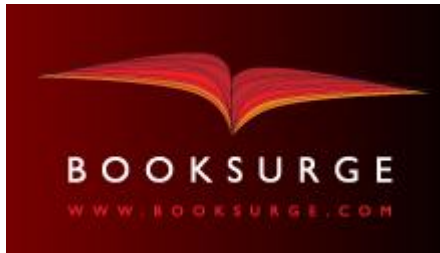


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<https://www.createspace.com/>



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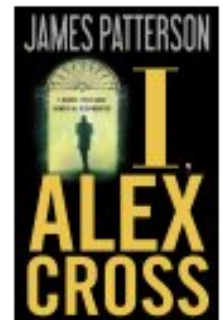
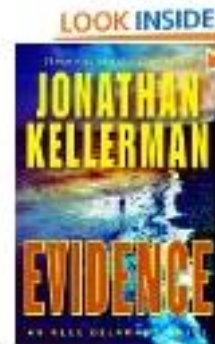
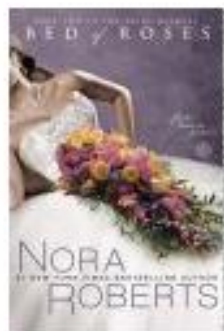
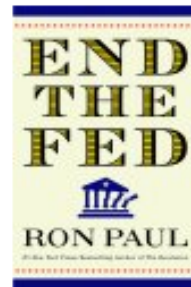
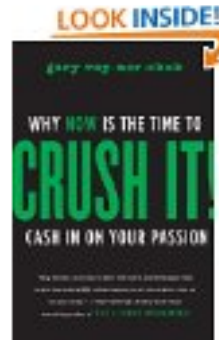
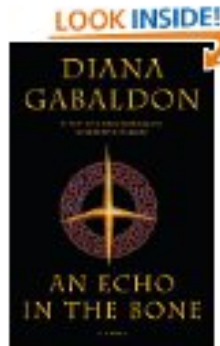
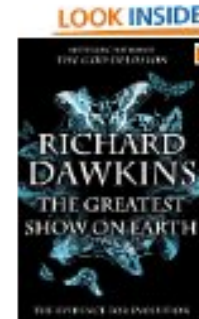
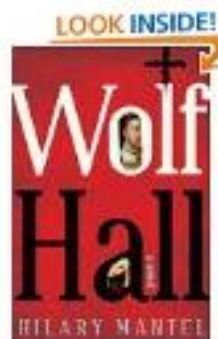
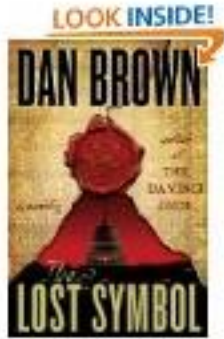


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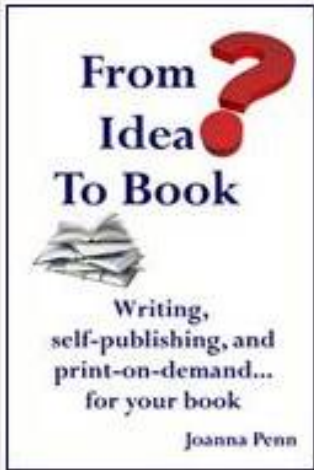
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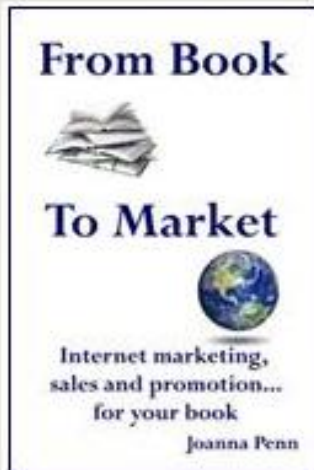
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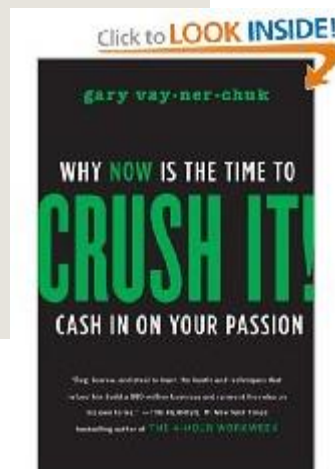
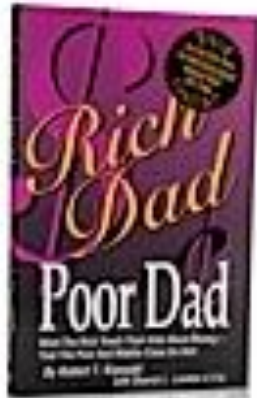
Joanna Penn



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Internet marketing,
sales and promotion...
for your book

Joanna Penn



It doesn't have to be fancy or complicated!

Ideas:

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<http://nytimesbooks.blogspot.com/>

<http://bookcoverarchive.com/>

Cover as brand – like Kiyosaki purple on multiple books, or For Dummies range.

Dan Poynter's ParaPublishing.com



Book Cover Worksheet. Paint-by-the-numbers instructions on how to write the sales copy and lay out your covers. Follow this outline; make your cover sell your book.
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How to create a book cover using the new Lulu Cover Wizard

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From Idea To Book

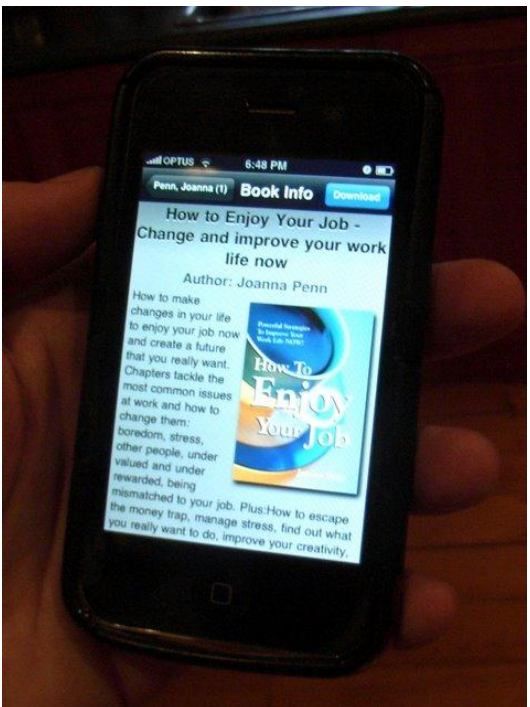
Writing, self-publishing, and print-on-demand... for your book

Joanna Penn

From Book To Market

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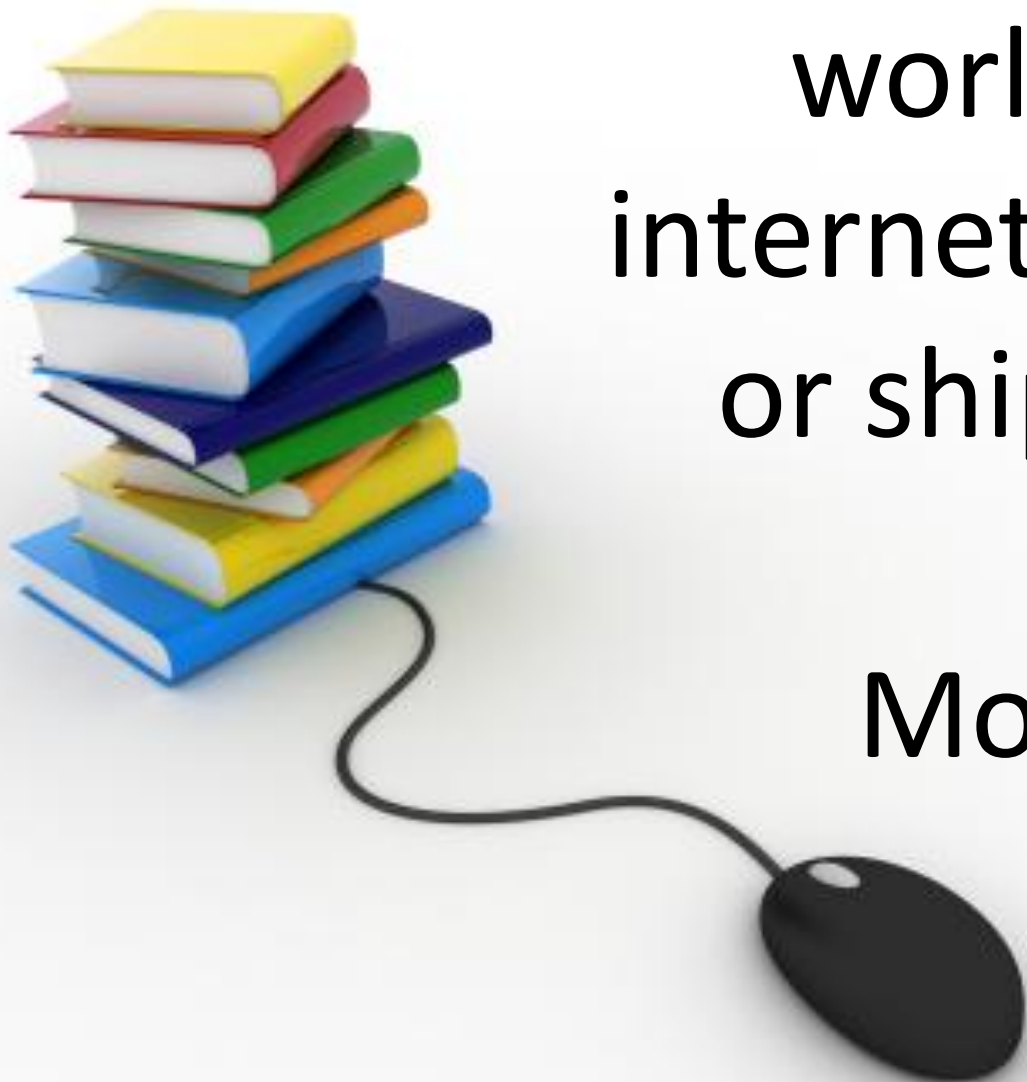
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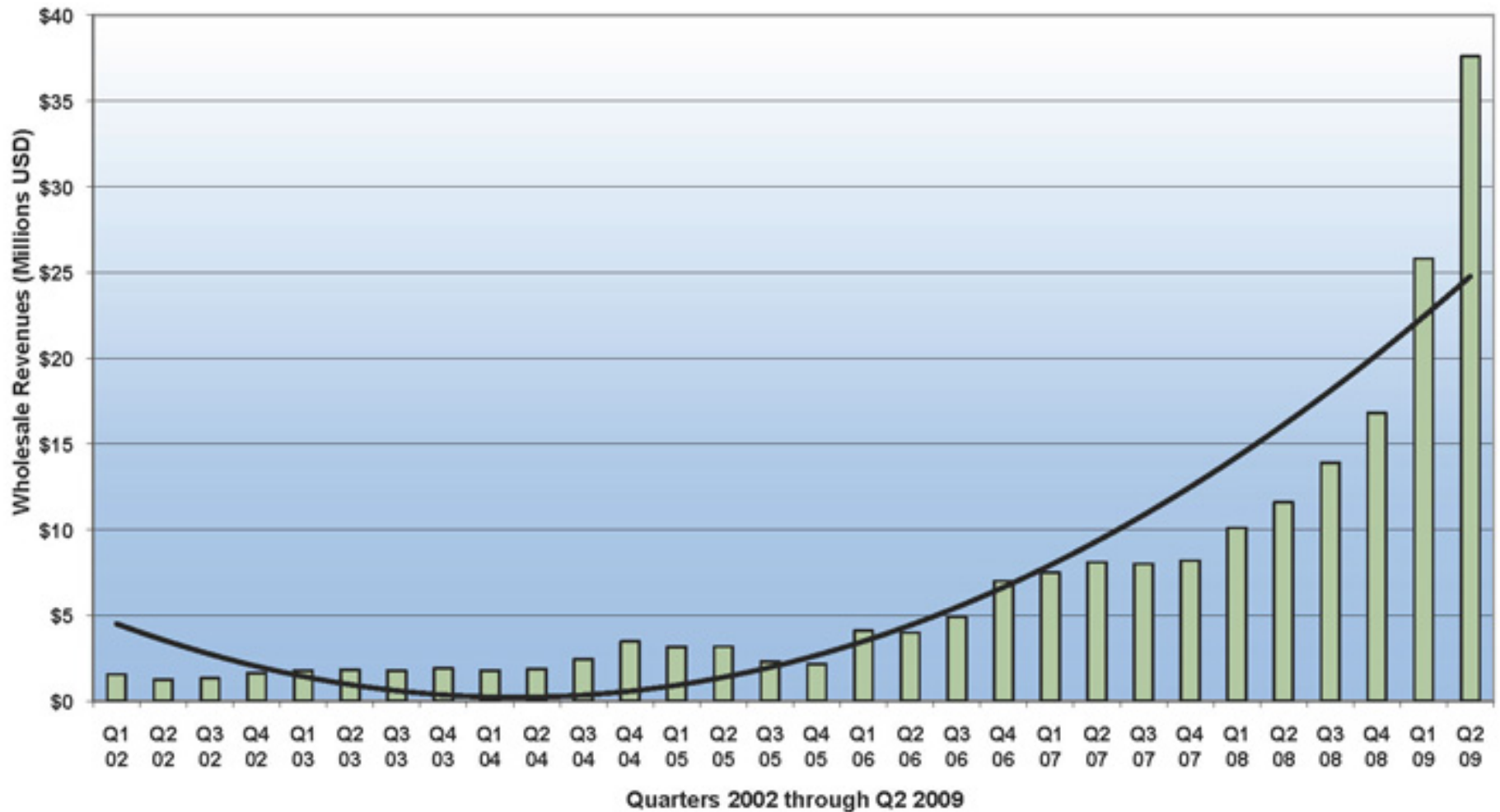
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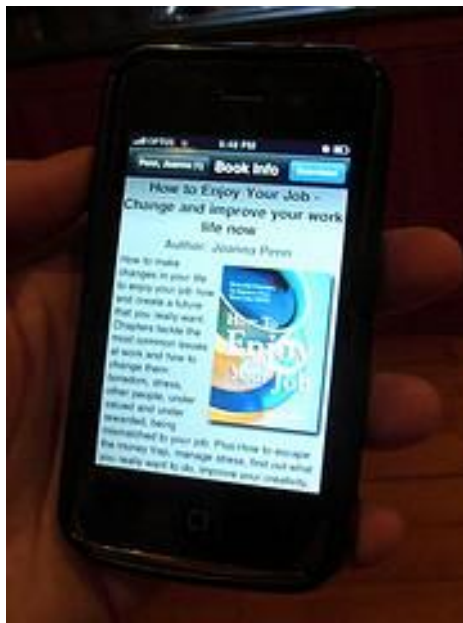
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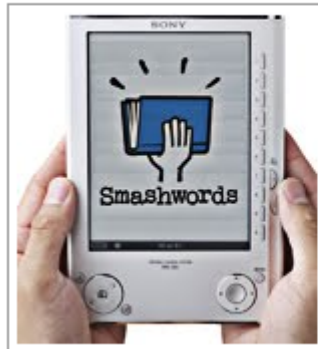
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Th Barnes & Noble to Distribute Smashwords Ebooks

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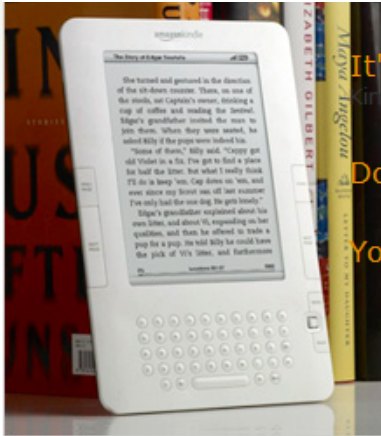
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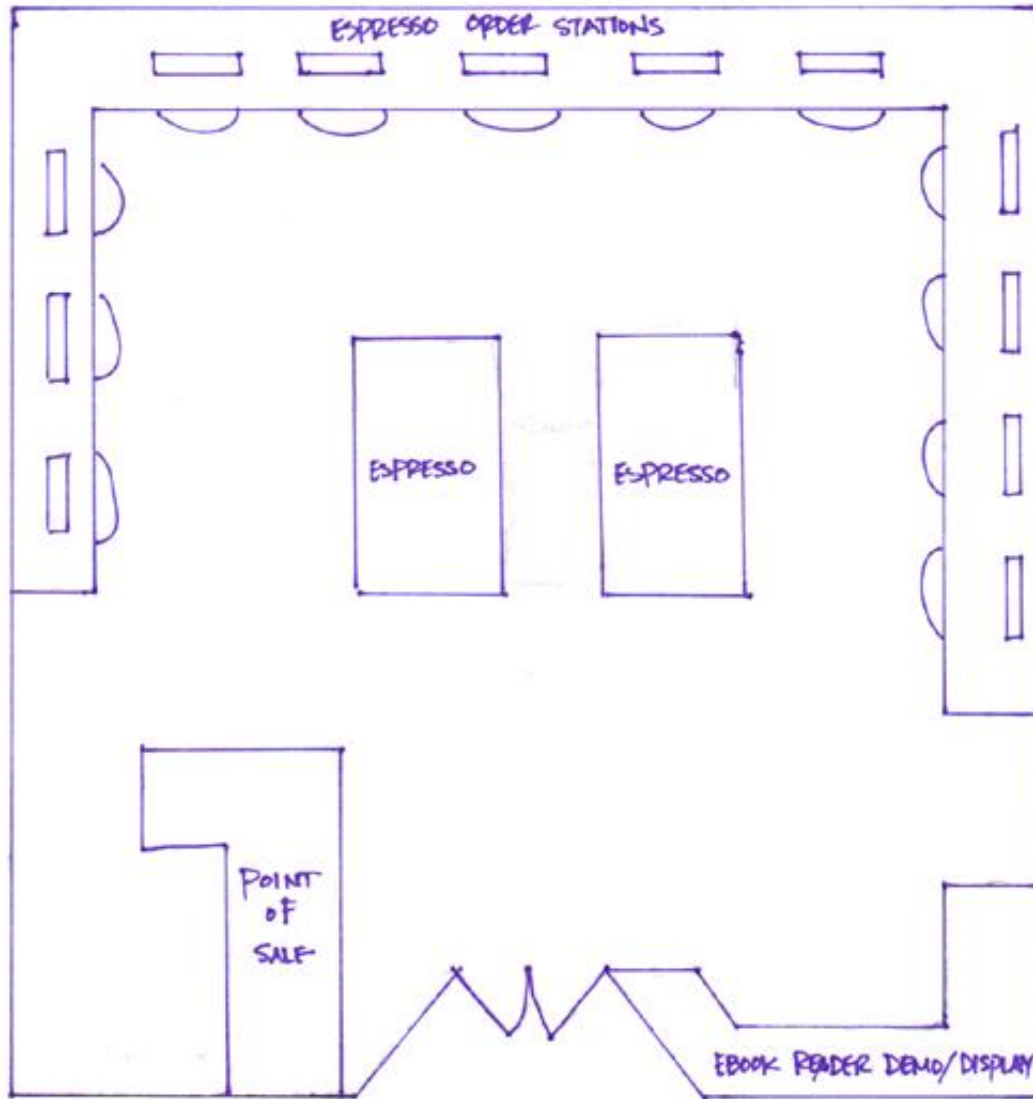
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