

# How to Find YOUR PUBLISHING STYLE



A beginners guide to  
understanding the three different  
approaches to publishing

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# From Writer to Published Author

So you wrote your manuscript. Now what? It's time to publish. If you're anything like me, I'll bet you didn't have any idea that there were three different types of publishing. In this guide, we'll explore each of them. While there is no "right" way to publish, there may be a "right" fit for you and your book.



*important tip*

Before you begin, consider your

**WHY.**

**WHY** did you write a book?

**WHY** do you want to publish a book?

**WHY** this book? **WHY** now?

The answers to these questions will help you determine which method of publication is the right fit for you.

On the following pages, we'll look at what sets each approach to publishing apart. We'll also consider the pros and cons of each.

Let's check it out!

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# The Three Main Types of Publishing:

- 1. TRADITIONAL PUBLISHING:**

Find a traditional publishing house to help you publish your book. This will be the most hands-off approach, they will do everything for you. They will edit, illustrate, design, market, launch, print, and distribute. It takes about 2-3 years after signing the contract to see the result.
- 2. SELF PUBLISHING:**

You create your book from start to finish. This is the most hands-on approach. You can set a budget and hire each element, editor, illustrator, and book designer. Or you can learn to do it yourself.
- 3. HYBRID PUBLISHING:**

The creative third option. You get a team to help you create and publish your book. This one combines the positives of both in order to give your work the best chance. You get skilled professionals to help you along your journey, but you have full say.



# pros vs cons

## TRADITIONAL PUBLISHING

You get an entire team to help you



It's selective and more competitive

Full distribution to all kinds of online and retail locations



It can take years to get a book deal

They help you get reviews, and build a marketing and sales plan



You may receive a lot of rejection letters

There's no cost



Because they don't charge, they control the storyline for marketing



Lowest margin for royalties



You may not have complete control over your book, or aspects of it.

# pros vs cons

## SELF-PUBLISHING

You decide what every page will look like



It's all on you

It's faster, you print in the time it takes you to develop it



It can be overwhelming to figure everything out alone

You earn more money per book



If it doesn't sell, it's on you

You can get a similar distribution range



Fear can hold you back, there's no one to hold you accountable



It can cost more when you add up all the individual parts

# pros vs cons

## HYBRID PUBLISHING

- You get a team to help you with full support

➤

Not all Hybrids are created equal
- You have the final say, you get veto power

➤

There is an upfront investment
- Team approach, so you're not left to deal with all the problems alone

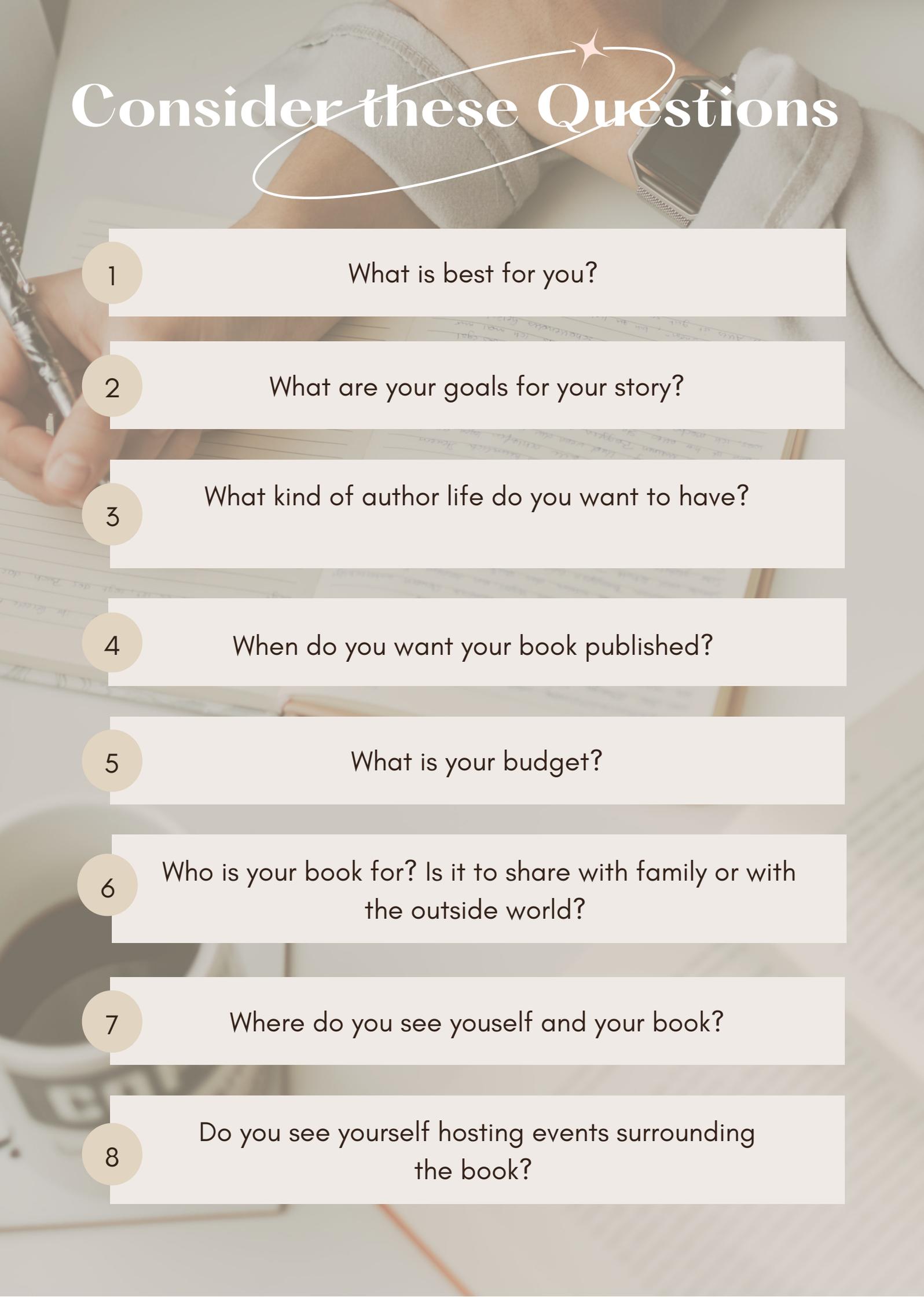
➤

Each Hybrid offers different services at different price points
- Faster process, no need to wait for submissions to process

➤
- You make an investment and therefore yield higher royalties

➤
- You get to decide the timeline

➤



# Consider these Questions

1

What is best for you?

2

What are your goals for your story?

3

What kind of author life do you want to have?

4

When do you want your book published?

5

What is your budget?

6

Who is your book for? Is it to share with family or with the outside world?

7

Where do you see yourself and your book?

8

Do you see yourself hosting events surrounding the book?

## Want to publish your book but feel overwhelmed by the process?

Both traditional and self-publishing approaches can make you feel alone and unsupported. In one way, someone may do everything for you, but at the cost of your autonomy and the very DNA, you threaded through your story. In another way, you are left to your own, compromising your sanity in order to release the work you love.

Hybrid publishing may be the right approach for you if you desire to collaborate in a creative team setting where you have full say over your work while enjoying the comfort of trusting professionals to finesse the rest of the details.



*Thank you!*

Schedule a Discovery Call now and find out how your words can become a hand-held reality!

All the best,  
Katie Zeliger



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