



## Different Types of Publishing

After writing a manuscript, an author will be faced with a decision of what to do with their work. How best to publish it?

Summarized below are the different types of publishing and their pros and cons.

### 1. Traditional Publishing:

An author writes a book and then the publishing company “buys” the book. (There may or may not be an agent). It then belongs to the publisher. They do the work needed to get it printed, and even publicize it. Then, the publishing company pays the author a percentage of money made from books sold.

Pros: authors can focus only on writing and submitting. No money required from author. Higher quality usually and edited more. More publicity.

Cons: really hard to get an accepted manuscript and the profit margin per book is small. You also give up control once they own it, and depending on the company, might need to change some aspects of your work.

### 2. Self-Publishing:

This is the opposite of traditional publishing. The author usually controls every step of the process, from writing to choosing illustrations, to binding and printing, to advertising and distributing.

Pros: all the profit goes to author. They can start the process themselves. They control everything and can do anything how they feel is best. It is much quicker to do.

Cons: the books are usually not edited by enough people. No guidance: Authors might be beginners and so might make mistakes. Quality might not be as high due to high cost of printing. Author must pay all fees themselves and take all responsibility/risk. They do their marketing themselves- so a lot of time/effort needed.

### 3. Hybrid Publisher:

These publishers have a system already in place for publishing. They don't own your book (you are in control), but help you do everything needed to get the book made.

Pros: you have control and make majority of profit. More guidance given. More editing done. Easier for first-time authors.

Cons: since publishers don't own the book, they don't have a high stake, and so may decide to be cheap with publishing to make more profit on their end. Author fronts a lot of money to publisher. Still need to market yourself.

Hope these help!