

## PATHS TO PUBLISHING

# Which Path is Right for You?

	OUR MODEL	TRADITIONAL	SELF-PUB	VANITY
TIME TO MARKET	90 DAYS OR LESS	2 - 3 YEARS	WKS - MONTHS	WKS - MONTHS
COST TO AUTHOR	\$3,500 - \$6,500+	COSTLY - EARN OUT	\$1,000 - \$10,000+	\$5,000- \$25,000+
ROYALTY SPLITS	80% DIGITAL 90% PRINT	7% - 15% EST.	100% NET	LOW OR NONE
INTELLECTUAL PROPERTY	AUTHOR RETAINS	PUBLISHER RETAINS	AUTHOR RETAINS	VARIES/PUBLISHER
QUALITY	HIGH (SELECTIVE)	HIGH (SELECTIVE)	VARIES WIDELY	OFTEN LOW
CREATIVE CONTROL	HIGH (Collaborative)	LIMITED	HIGH (Collaborative)	LIMITED
DISTRIBUTION	WIDE GLOBAL + LTD Bookstores	WIDE GLOBAL + Bookstores	WIDE GLOBAL Mostly Online	LIMITED Or None
MARKETING SUPPORT	AUTHOR/PUBLISHER	LTD TOP TIER AUTHORS	AUTHOR-LED	LTD OR NONE