



Getting Published

The Faster, Surer Way to Publication

© 2008 Dan Poynter, CSP - Mr Publishing ParaPub.com

You & Publishing


Thank you for investing your

- Time
- Money

Thank You

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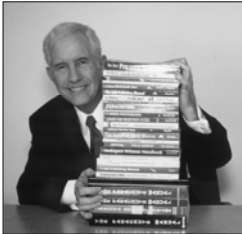
We do not Compete



- Authors & publishers are collegial
- Conspirators not competitors
- Each book is unique
- We brainstorm each other's promotion plans


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My Mission




Making sure people don't die with a book still inside them

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Your Book will Provide



- Credibility-You are the expert
- Prestige
 - Author-ity
- Exposure-Notoriety
- Another profit center-Income
 - Not hourly work
 - Passive income
- Membership in a great industry
- More business
 - Other product sales
 - Speaking
 - Seminars
 - Consulting
 - For higher fees



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“Your book is a brochure —
that other people pay for.”

—Jack Canfield, November 2006

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“A book is a lead generation device.”

—Mark Victor Hansen

Atlanta, March 2004 & July 2006

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You . . .

Are a leader in your field
Your book will validate your expertise



Write what you know &
do what you love



For example, I have written 7 books
on parachutes & skydiving

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Come With Me



Be a “Participant” in *Your Field*

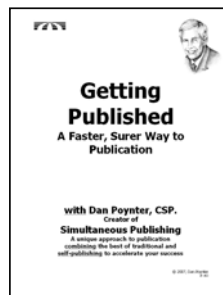
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What is in the Handout?

📖 Slides

- 📖 Lots of detail on slides
- 📖 Take notes on a separate sheet
- 📖 “Surprise slides” not included

📖 Resources



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Poll

Help me to tailor this presentation
to your needs

What stage are you in your book project?
(If you have more than one project,
you will raise your hand more than once.)

1. Thinking & Planning
2. Writing
3. Production (setting type or going to press)
4. Promotion (the book is out)

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The Book is Written, Now What?

- 📖 Approach an agent
- 📖 Find a Publisher
- 📖 Publish yourself

Why not do all three?

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How to Find

- 📖 The *Right* Agent
 - 📖 Determine specialty (track record)
 - 📖 See book's Acknowledgements for address or call the author and ask for Agent contact info
 - 📖 Writers' conference approach: Request referral.
- 📖 The *Right* Publisher
 - 📖 Determine specialty
 - 📖 See Copyright page for address

Match your book to the agent &/or publisher

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If you are Turned Down

- 📖 No one can "get it" all
 - 📖 195,000 titles/year
 - 📖 A million manuscripts

Do not take a rejection personally

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Simultaneous Publishing

A combination of traditional and self-publishing

- Print 500 copies
 - 📖 Send 3 to selected agents
 - 📖 Send 3 to selected publishers
 - 📖 Send 400 for review. See Mailing Lists—142
 - 📖 Send 5 to book clubs. See *LMP*
 - 📖 Send 10-15 to foreign publishers. See *ILMP*
 - 📖 Send 25 to opinion molders in your field
 - 📖 Autograph book to get it past the secretary



Test the Market

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Finding Magazines

<http://ParaPublishing.com>

- 📖 90+ categories
 - 📖 820 Business
 - 📖 81 Managers
 - 📖 126 Parenting
 - 📖 296 Cooking
 - 📖 55 Horses
 - 📖 59 Real Estate
 - 📖 565 Health
 - 📖 247 Seniors
 - 📖 Etc.



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Changing the Approach

(80%) (20%)
Book Proposal → Agent → Publisher → Published Book
Traditional Way

Published Book → Agent &/or Publisher
The New (Book Model) Way : Simultaneous Publishing

"Lacking celebrity status or a proven track record, the chances of landing a book contract with a major publishing house are slim to none; ditto finding a literary agent." –The Washington Post, July 15, 2003

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Publishers Want to Make Money

📖 They will buy existing books if people are buying them.

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It's OK to Publish First

"If a self-published book sells 1,200 copies per month for six months (7,200 copies), I am interested"

--Jillian Manus, Agent
MEGA, Atlanta, March 26, 2004



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And Then Sell Out

From PW:
Patrick Carman. Children's book trilogy:
The land of Elyon.
Readings in schools & stressing literacy.
Sold 10,000
Scholastic sales rep heard of him and contacted an agent.
6-figure preemptive offer.
Carman and his 2 daughters are on a 22-city tour.



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How will you be Treated?

- 📖 Proposal or manuscript = Writer
- 📖 Published book = Author
- 📖 Book with a track record = Company owner

What are you selling?

"Sell your own book well enough and the publishing powers that be just might come knocking at your door." —The Washington Post, July 15, 2003

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New York on Self-Publishing

"... every single publisher is on the lookout for self-publishers."

--Simon & Schuster

"We're always watching what's going on with self-publishers. We always ask our reps to keep their eyes open."

--Random House

"Now it's frequent for mainstream houses to go prospecting among self-published books to make them their own."

--The New York Times

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Self-Publishing has Arrived

"Self-publishing, previously viewed as a means of last resort, is increasingly seen as a first step."

-- Steve Riggio, the chief executive of Barnes & Noble.



"...self-publishing has a noble tradition behind it. Many writers might never have been discovered if it hadn't been for their own determination and motivation to get their work in print. Self-published or not, quality work speaks for itself."

--Jane Friedman, Managing Editor, Writer's Digest



Don't just take my word for it

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Four Stages of a Book

Stage:	<u>Writing</u>	<u>Producing</u>	<u>Distributing</u>	<u>Promoting</u>
Responsibility:	Author	Publisher	Publisher	Author
Subcontract:		Printer	Distributor	


The Playing Field is Level

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Publishers do not Promote Books



"Thinking your publisher is going to make you rich and famous (and promote your book) is like giving birth and thinking your obstetrician is going to raise your kid. It ain't gonna happen. Difficult as it is to realize, authors must take full responsibility for the promotion of their own books."

--Kathryn Hall, Publicist.

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Promotion Budgets

"Authors often assume, logically, that a book for which a publisher has paid a high advance is a book that a publisher will later pay to promote.

Sadly, of course, it often does not work out that way."

--Sara Nelson, Editor, Publishers Weekly.



Others are saying what I am saying

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Simultaneous Publishing

Covering all the bases—at the same time

-  Agents
-  Publishers
-  Self-Publishing





"Sophisticated computer and desktop software allows one's book to be produced at a fraction of what it once cost, without diminishing the odds of it becoming a bestseller. That's why do-it-yourselfers comprise the fastest-growing segment of the publishing industry."

—The Washington Post, July 15, 2003

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The Contract

-  Don't sign it
-  Negotiate it

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DIY or Sell Out?

0 _____ 5 _____ 10
Control Delegate

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3 Reasons to Self-Publish

- 📖 Make more money
 - 📖 5000 books x \$19.95 x 6% of list price (12% of net) = <\$6,000
- 📖 Get to press sooner
 - 📖 18 months v 2 weeks
- 📖 Keep control of your work
 - 📖 Quality

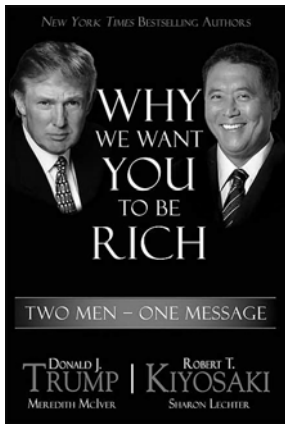
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Who Has Published Simultaneously?

- 📖 *What Color is Your Parachute* by Episcopal clergymen Richard Nelson Bolles. 22 editions, 6 million copies, Now published by Ten Speed Press.
- 📖 *The Beanie Baby Handbook* by Lee and Sue Fox sold three million copies in two years
- 📖 *In Search of Excellence* by Tom Peters. Over 25,000 copies were sold directly to consumers in its first year. Then it was sold to Warner and the publisher sold 10 million more.
- 📖 *The Celestine Prophecy* by James Redfield. He started by selling copies out of the trunk of his Honda—over 100,000 of them. He subsequently sold out to Warner
- 📖 *The One-Minute Manager* by Ken Blanchard and Spencer Johnson sold over 20,000 copies locally before they sold out to William Morrow. It has now sold over 12-million copies
- 📖 *The Elements of Style* by William Strunk, Jr. (and his student E. B. White) was originally self-published for his classes at Cornell University in 1918. Now 10 million have been sold.
- 📖 *A Time to Kill* by John Grisham. He sold his first work out of the trunk of his car.

All self-published and some later sold out to publishers.

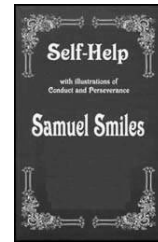
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Published by Rich Press, 2006.

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First Self-Help Book--1859



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Simultaneous Publishing

- 📖 Not the *enemy* of traditional publishing
- 📖 A *friend* with the *answer* to traditional publishing
- 📖 Don't wait for an agent or publisher to get back to you. Contact a printer

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What We Know

- 📖 Nonfiction authors are information providers. Mavens.
- 📖 The Web is facilitating the delivery of information 🖱️📄📁
- 📖 There are new printing techniques

This is *Information @ the speed of thought*

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Ways to Get Published

- 📖 Large Traditional Publisher
 - 📖 Usually through an agent
- 📖 Medium or Small Publisher
 - 📖 Match your Work to their specialty
- 📖 Vanity "DotCom" Publisher
 - 📖 Good if you need just a few copies
- 📖 Self-Publish
 - 📖 Subcontract cover, design, printing, etc.
 - 📖 Book producer/packager



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No One Cares Who the Publisher is



No one buys a book because it comes from Random House or Simon & Schuster.

--Jeffrey Trachtenberg,

The Wall Street Journal, March 6, 2007

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When to Decide?



"Self-Publishing should not be a fall-back option. It should be a decision."

--Judith Appelbaum, WIW Panel, May 14, 2005.

- 📖 Past Managing Editor of *Publishers Weekly*
- 📖 Author of *How to Get Happily Published*

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Simultaneous Publishing

Covering all the bases—at the same time

- 📖 Agents
- 📖 Publishers
- 📖 Self-Publishing

Give the agents and publishers an opportunity to bid on your book

But do not wait for them to get back to you

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Please Tell Others About this Program

See Program Details on the Website



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Para Publishing Web Site



Search

📖 Site info

📖 Ezines

📖 Success Stories

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Listservs (Cheap Consulting)



- 📖 PUB-FORUM. <http://www.pub-forum.net/>
- 📖 SELF-PUBLISHING. <http://finance.groups.yahoo.com/group/self-publishing/>
- 📖 PUBLISH-L. <http://www.publish-l.com/>
- 📖 SmallPubCivil. <http://finance.groups.yahoo.com/group/smallpub-civil/>

- 📖 Fiction_L. <http://www.webrary.org/rs/flmenu.html>
- 📖 IND-E-PUBS. eBooks. <http://www.ind-e-pubs.com/>
<http://groups.yahoo.com/group/ebook-community/>
- 📖 POD Publishers http://finance.groups.yahoo.com/group/pod_publishers/
- 📖 Publishing Design <http://groups.yahoo.com/group/publishingdesign/>
- 📖 Book Signings/Mini Seminars.
<http://groups.yahoo.com/group/booksigners/>
- 📖 Copy Law. <http://groups.yahoo.com/group/copyright-future/> **ParaPub.com**

More help with your project

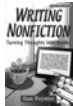


- 📖 The Calendar in *The Self-Publishing Manual*
- 📖 <http://ParaPublishing.com>
Our Web Site
- 📖 InfoKits
- 📖 Book Shepherds
- 📖 *Suppliers List*
- 📖 Affinity Groups (Listservs)

If there is anything you did not understand today, contact me.
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If You Are

Thinking,
Planning
or Writing



Writing with
someone
else



Publishing
or
Promoting



Want to learn writing
and publishing through
tips, stories and
quotations

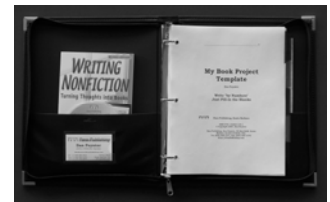


Your Learning Resources

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Template: Just fill-in the Blanks

- 📖 Zip-up binder
 - 📖 Portable & secure
- 📖 Each book page with instructions
- 📖 Copy of *Writing Nonfiction* with examples.
- 📖 CD with pages formatted and laid out.



\$297

See <http://ParaPub.com>

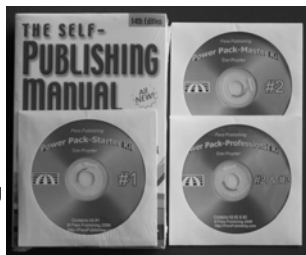
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You Can Get it All

- 📖 PowerPacks
 - 📖 Starter Kit \$297
 - 📖 Master Kit \$497
 - 📖 Professional Kit \$ 897

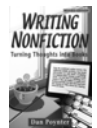
- 📖 Books, Reports, CDs,
Mailing Lists, Contracts,
Forms, Private Consulting
with Dan and more . . .

See <http://ParaPub.com>



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Questions



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When Next We Meet, Will You have?



An idea in
your head, or

A book under
your arm



It is up to you



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Publishing is Like Parachuting

Each is a game of odds



The object is to have fun
and

reduce the odds as much as possible

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Start Your Book Now



"I've never met an author that was sorry
he or she wrote their book . . .
they are only sorry they did not write it sooner."
—Sam Horn, Author and Speaker



"I never said writing your book would be easy.
I only promised it would be worth it."
—Dan Poynter

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**My name is
Dan Poynter**

and

**I don't want *you*
to die with a
book still inside
you.**



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THE
BEST
DZ



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