

## What Works for You?



Dianne Morr of Illinois asked the following: “*Everyone seems to have an opinion on whether POD is better than self-publishing or equity publishing. Which is your preference?*”

Great question, Dianne! First, for any newcomers, POD is “**Print on Demand.**” Many companies, both domestically and internationally (namely, Canada) offer this service, all with slightly different requirements, services and costs. POD is for anyone needing only a few copies of a book. Essentially, you send your manuscript to a POD publisher, they do the design and digital layout, then print whatever number of copies you wish. Copies are printed on large, automated copiers using toner, not on a press using ink.

### Pros:

- You become a “published” author without finding a traditional publisher
- The POD company can use their ISBN, saving you the cost
- Purchase one book or 100, as often as you like
- Some POD’s provide limited sales and distribution services
- Costs are minimal, perhaps less than \$20 per copy, depending on page count
- You don’t have a garage full of unsold books

### Cons:

- Your cost *per book* will be greater than if you self-publish, likely forcing your book’s retail price point too high to compete with similar books. This becomes a real problem if you must further discount your wholesale price for a distributor (typically 55%)

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- The print quality *may* not be as good as traditional book printing
- Editing and proofing quality can suffer if you do not hire a professional or pay the POD publisher extra for that service

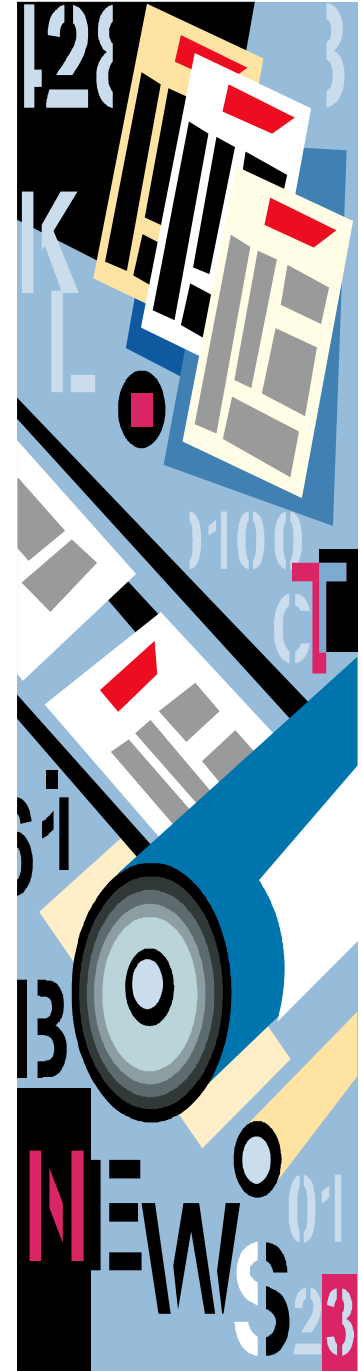
**Self-publishing** is self explanatory. You do it all or you hire the people required to edit, design, layout, and make your book “print-ready” with the correct digital files. You locate a printer, pay for whatever number of copies you need—or can afford.

### Pros:

- You become a “published” author without finding a traditional publisher
- You have complete control over the process
- You get books at the lowest cost possible, allowing you to set a competitive price-point and afford distributor discounts

### Cons:

- You must have sufficient upfront funds since you will pay for everything
- You must print several hundred to several thousand copies to get a decent price break
- You must purchase your ISBN number
- You need storage space
- If you don't have a strong marketing plan and waiting markets, you need storage space for a long time
- You are responsible for all distribution
- If your book doesn't sell quickly, your money is tied up in storage
- You can't write-off the cost of your books (inventory) as an expense on your taxes until they are sold



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For cost, **equity publishing** falls between POD and self-publishing. Programs differ, but essentially, you pay for a portion—and the portion can vary—of getting your book published. You generally get some kind of agreement to distribute or sell your books.

### Pros:

- Someone else will do a predetermined amount of work to get your book published
- You *may* get more sales and wider distribution than with POD or self-publishing
- The cost *should* be less than self-publishing

### Cons:

- You are subsidizing the publishing costs
- You may not get all you expect from sales, marketing and distribution—read the contract carefully and understand it thoroughly

There are more pros and cons for all three; for some, a con can easily be a pro and visa versa.



To answer Dianne's question about our preference between the three, we would easily go with the self-publishing. The reason is because as seasoned authors who have residual funds to cover all the costs involved, plus contacts with distributors and the media (remember, even if you go with a traditional publisher, you still have to promote your books), we are comfortable in this role. Our bailiwick is traditional publishing, with self-publishing as a secondary source. We have never utilized POD or equity publishing.

But what about you? We recommend you do your research! Know your skills and what work you can do

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yourself; know your personal needs and expectations; decide how much you can spend in both time and money; know exactly what will be expected from you to complete the project; know exactly what you will get, how much it will cost, and when you will get it; ask for advice from those who have gone before you; carefully weigh all your options, then make your decision and go for it!

Again, thanks to Dianne for her question. She'll receive a complimentary copy of our new e-book *Wow Principles #2: Creating Nonfiction Book Proposals that Wow Publishers!* Purchase a copy at our website for \$9.95. Next month, we'll be answering Judy Anderson's question: "Do you think it is a good idea to find an agent?" If you have a question you'd like answered in a future edition of our e-newsletter, please send it to [Questions@PublishingSyndicate.com](mailto:Questions@PublishingSyndicate.com). Since we receive so many questions, we can't answer them all via this publication, but if it's an area we haven't covered yet, maybe you'll receive a free copy of *Wow #2*, too!



### **HOT STUFF FROM WRITER'S MARKET!**

If you haven't signed up for [WritersMarket.com](http://WritersMarket.com)'s weekly e-mails, then you're missing out on tons of info! Besides all the great resources they list, they also post dozens of writing contests on their website each month. Since April is National Poetry Month, check out these contests:

[The Iowa Poetry Prize](#) is offered annually for the best previously unpublished collection of poetry. The award includes publication of the winning manuscript by the University of Iowa Press under a standard royalty agreement. Deadline: April 30, 2009.

[Spoon River Poetry Review Editors' Prize](#) is offered annually for unpublished poetry to identify and reward excellence. Prizes include \$1,000 and publication for first place and \$100 and publication for two runners-up. Deadline: April 15, 2009.

To learn more about these contests and over 6,000 other postings, go to [WritersMarket.com](http://WritersMarket.com) and sign up today!



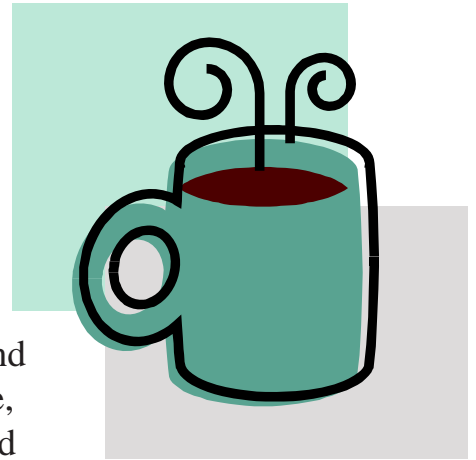
## Cup of Comfort and REDBOOK

This just in from the publishers of the *Cup of Comfort* series!  
“We are thrilled to announce the Silver Lining contest, brought to you by REDBOOK magazine and Adams Media!

“In a 1,000 to 2,000-word personal essay, tell us how you’ve found the silver lining—what or who gave you inspiration, strength, hope, and comfort—during a personal challenge. If your story is selected as the grand-prize winner, it will inspire millions of others—and you’ll win \$1,000! Your story will also be excerpted in a future issue of REDBOOK and published in full on CupofComfort.com. Prizes will also be given to the authors of the three runner-up stories; these will be announced in REDBOOK and on CupOfComfort.com. Please note that the Silver Lining submissions will not be published in a *Cup of Comfort* book.

“You must enter by May 15, 2009, and submissions will be accepted only through the online submission form found at [www.CupofComfort.com](http://www.CupofComfort.com). Make sure to select “Silver Lining Story Contest” on the pull-down menu of the form’s “Select Cup of Comfort Book/Contest” field. To submit a story, you must be a CupOfComfort.com member and logged into the site. (Note from Dahlynn: it’s easy, so sign up! That’s how I found out about their contest.)

“All entries will be reviewed by Adams Media editors, and REDBOOK editors will review the top 100 submissions and select the winning stories. To learn more about the Silver Lining contest and for complete contest rules go to [www.CupofComfort.com](http://www.CupofComfort.com).”



### **Freelance Travel Writers’ Sales Program**

We have begun accepting stories for our new Freelance Travel Writers’ program from freelance writers wanting to sell to travel publications everywhere. We’ll be using our publisher contact list to advise editors and publishers of new travel stories available for purchase from our freelance writers who are part of the new program. Visit our website for more information!

# The Wow Principles e-newsletter

**HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF! HOT STUFF!**

## *Chicken Soup for the Soul*

[www.ChickenSoup.com](http://www.ChickenSoup.com)

**HURRY! HURRY! HURRY! HURRY! HURRY! HURRY!**

*In Harm's Way--Honoring Our Military: Deadline: March 31, 2009*

*Learning From Our Cats: Deadline: March 31, 2009*

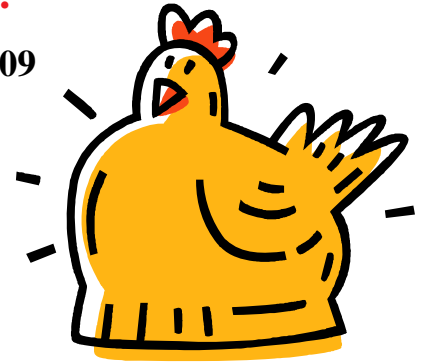
*Learning From Our Dogs: Deadline: March 31, 2009*

*A Book of Miracles: Deadline: March 31, 2009*



*True Love (no teen stories, please):*

**Deadline: May 31, 2009**



**LOOK!**



**NASCAR: Deadline: June 15, 2009**

Chicken Soup has a slew of books that need stories, all with June 30, 2009 deadlines. Check out their website to learn about these titles: [www.ChickenSoup.com](http://www.ChickenSoup.com).

## *Cup of Comfort -- NEW TITLES!*

Cup of Comfort and Redbook Magazine are holding a writing contest. Check out details in this newsletter!



*For Fathers: Deadline: April 1, 2009* **HURRY!**

*For Mothers: Deadline: May 15, 2009*

*For a Better World: Deadline: June 15, 2009*

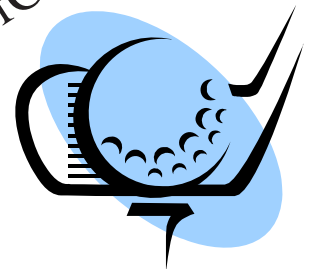


*For Couples: Deadline: October 1, 2009*



*For Golfers: Deadline: December 15, 2009*

[www.CupofComfort.com](http://www.CupofComfort.com)



***Go for it! Get published!***