



# Traditional Publishing vs. Self-Publishing

As a writer, it's tough to know whether to wait for a traditional publisher or to self-publish your book. This handy guide will help you decide.

## Traditional Publishing

VS

## Self-Publishing



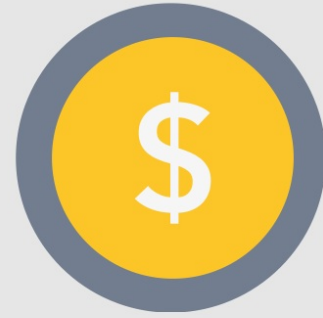
It's tough to sell books, especially if you're a writer, not a marketer! When you go with a conventional publisher, they'll do (some) marketing--though they'll still expect you to be the face of the book and self-promote it aggressively through your channels and networks too.



When you self-publish, there are far fewer constraints on how you can market and promote your book, and what promotions and giveaways you can do. More important, you get to know who your readers are, communicate directly with your audience and own your mailing list.



It's easier for a traditional publisher to get your book on the bookshelves of brick-and-mortar bookstores.



When you self-publish, you usually get to keep a higher percentage of your royalties.



With traditional publishing, professional editing, design and (some) marketing is included. But it may take a year or more to get your book published in stores (and that's not counting the time you spent landing the actual book deal).



Once you have the content of your book, you can self-publish in a matter of days directly into ebook and print-on-demand stores using low-cost platforms like Pressbooks.com--which removes the need for a graphic designer or Web developer.

**Self-publishing means wearing more hats—not only as a writer, but also as distributor and marketer of your work. And it doesn't come with the luxury of a professional editor and production staff. But that increased responsibility translates into more control over your manuscript, as well as the ability to connect directly to your readership.**

For more information on traditional vs. self-publishing, visit [selfpublishing.pressbooks.com](http://selfpublishing.pressbooks.com)