

WHICH PUBLISHING OPTION IS BEST FOR YOU?



Wondering whether you should self-publish or go the traditional route? Here's a quick comparison chart to help you weigh your options.

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SELF-PUBLISHING V. TRADITIONAL PUBLISHING	
Self-Publishing You publish the book yourself	Traditional Publishing A publishing company publishes the book for you
70% Royalties	10-15% Royalties
On Your Timeline	On publisher's timeline, sometimes years
All design choices up to you	You have limited input on design and format
No middle man required	You need an agent to access a publisher
You sell as much as you market	Publishing houses rarely market small authors
Hard to get on a list like New York Times	Easier to get recognized for lists and awards