AATH 2018 Annual Conference

Session: The Big Book Dilemma: “Should I Go with a Traditional Publisher, or Self-Publish?”

With Allen Klein on the Traditional Publisher side, and Greg Godek on the Self-Publish side.

Outline of Greg’s presentation

JOKE
Q: How many publishers does it take to screw-in a light bulb?
A: Nobody knows…They’re too busy screwing authors!

THE ONE MAJOR TAKE-AWAY
There’s not a single reason to not self-put! Tipping point 13 years ago.

DEFINITION
Publisher: Whoever pays the bills and takes the risk.
(Book packagers are not publishers.)

PROS of SELF-PUBLISHING
2. Faster: Self—2 weeks to 20 years. Random House—12 to 18 months.
3. Control: You’ll love self-publishing if you’re a control freak.
   Complete CREATIVE control: Your vision, your way.
   • Title
   • Cover design
   • Your writing style
4. Books at cost: Your book is the single best tool for selling more books, or for marketing your business. (And you’ll have a heart attack when you learn how much publishers charge their authors for copies of their own books!)

5. More profitable: (Retail price minus production costs) vs (15%).

6. Print On Demand:
   • For speaking: Print books in the location city

7. Testing: You can test different titles, cover designs, interior designs and/or content.

8. Pre-publication editions: An incredible marketing tool. Also allows you to have a book in hand VERY fast.

9. Custom editions for clients: Profitable. An additional offer to clients.

10. Flexibility: You can change your mind about ANYTHING, at any time.

CONS of SELF-PUBLISHING

1. No advance—(but nowadays you need a platform, and guarantee to sell 5,000 copies in first year).

2. Time consuming: It’s at least a part-time job.

3. You need to learn publishing: It’s not brain surgery—but it IS rocket science.

4. You need to learn sales and marketing.

5. You fund everything: Editor, proofreader, graphic designer, webinars to learn publishing—or hiring a consultant or book packager.

6. Solo: You’re on your own. You’ll need to create a network of knowledgeable folks.

7. Bookstore distribution: Somewhat harder to get on your own.

9. DON’T DESIGN YOUR OWN BOOK COVER
   • Beware of your brother-in-law design your book cover.
   • 3 sets of 3

MYTHS of PUBLISHING
1. Myth: Publishers sell books. *(Creating vs selling books.)*
2. Myth: You can make a lot of money selling books. *(Rare. Difficult.)*
3. Myth: People buy books for solid content. *(Who Moved Cheese?)*
5. Myth: Your publisher and agent are your friends.
6. Myth: You can write the next *Chicken Soup for the Soul.*
7. Myths: Regarding book titles
   • Short titles are better: *Everything You Wanted to Know About Sex*
   • Titles have to describe the book: *Who Moved My Cheese?*

CONCLUSION
Reverse shoplifting.

QUESTIONS? Call or write: GregGodek@gmail.com; 619-665-7177—and I’ll give you my 2-cents worth. It’ll cost you 2 cents. No, really. Cash only. No credit cards, PayPal, checks or wampum. Please mail to 1465 C St., #3318, San Diego CA 92101