

## Traditional Publishing

### Pros

- Every writer's dream
- Publisher does all the work at no cost to you
- Potential marketing team/budget (though not always)
- More likely to be placed in retail stores
- Satisfaction of being vetted by a professional publishing company.
- Professional connections
  - reviewers,
  - authors to write blurbs for you
  - potential foreign publisher connections and/or TV & movie rights representation
- Paid an Advance
- (Won't make royalties until after advance is paid out.)

### Cons

- Little to no control in cover design/look and feel of book
- No control over the pricing of the book
- Depending on the publisher payments are quarterly, bi-annually, and sometimes yearly (Not monthly).
- Many misconceptions -- Just because you are traditionally published doesn't guarantee you'll be placed in book stores or make sales

## Small Press

### Pros

- More likely to get picked up by a small press
- Potential advanced payment
- Team works closely with you
- More likely to be a higher priority in terms of pushing the success of your novel

### Cons

- Minimal marketing budget, author takes on the cost and most of the labor of marketing
- More likely to go out of business
- More pressure on the author to succeed for the wellbeing of the business
- Smaller profit margin
  - Less likely to make it big time but earn less per book
- Payments are even less reliable
- Giving up the rights to your book is always a gamble. With small press you're likely putting a threshold on your success

## Hybrid Publishing

### Pros

- You own the rights to your work
- Keep control
  - You decide on cover design
  - You decide on the interior look and feel of your book.
  - You set the price of your book
- You determine your target audience and where your book will be sold
- You control the formats available for your novel (ex. Audio, print, ebook)
- You won't have to pay an agent or publishing house a percentage of your earnings
- Transparency of sales – you can see your sales data at any time
- Acorn provided ISBN
- Reliable monthly payments directly to you
- Speed – no waiting on 3rd parties. You set the pace.
- No deadlines
- There is a team of professionals to guide you and help promote your work
- You're joining a team of award-winning authors who will also support you.
- We are a boutique label so you will get the intimacy and one-on-one support of our team

### Cons

- There's a lot to learn and a lot of work
- There will be upfront fees

## Self-Publishing

### Pros

- Keep control
  - You decide on cover design
  - You decide on the interior look and feel of your book
  - You set the price of your book
  - You determine your target audience and where your book will be sold
- You control the formats available for your novel (ex. Audio, print, ebook)
- Transparency of sales – you can see your sales data at any time
- Reliable monthly payments directly to you
- Speed – no waiting on 3rd parties. You set the pace.
- No deadlines
- There is a huge community

### Cons

- There's a lot to learn and a lot of work
- There are a lot of upfront fees
- There's no experienced team to bounce ideas off of
- There's no brand recognition - your book won't have a logo to give it a professional look and feel
- There's no publishing company behind your book
- You're a lot more likely to make a mistake in the presentation of your book if you don't have a professional team giving you honest feedback
- \$125 fee for ISBN

## Vanity Press

### Pros

- You don't have to do the work
- There is an experienced team to make your work look professional
- Brand recognition (Abbott Press)
- Publisher may produce a hardback copy of your book

### Cons

- You give up all control and most rights to your work
- There are upfront fees
- Locked into a contract with them
- Publisher sets the price of your book (usually at too high a cost to sell)
- A stigma attached to vanity press that your work wasn't vetted and isn't good enough