



Self-Publishing versus Publishing with an Established Commercial Publisher

	Established Commercial Publishers	Self-Publishing
Advantages	<p>Recognized and brand name, marketing track record, adds credibility</p> <p>Experts to work with who have helped many authors to create and promote great books</p> <p>Relationship with distributors for retail sales</p> <p>Sales reps to sell your book into bookstores</p> <p>Limited money required by the author up front</p>	<p>Short time to market (3-4 months)</p> <p>Retain ownership of all intellectual property so you can move between publishers and media</p> <p>Own the working files of cover and interior so you can change publishers at any time</p> <p>You keep all the profits (not just royalty percentage)</p>
Disadvantages	<p>Long time frame to market (12-18 months)</p> <p>Loss of the rights to some of your intellectual property</p> <p>Loss of a significant percentage of sales for the life of the book</p> <p>Locked into a long-term contract (author's life + 70 years in US) although the publishing situation may change (ex: electronic rights)</p> <p>Loss of control over title, cover, pricing</p>	<p>Significant up front money required (\$10K+) to create and market a professional-quality book</p> <p>Steep learning curve to really understand how to leverage your intellectual property in a book</p> <p>Easy to make costly mistakes on book marketability, cover designs, who to trust for advice, unless you find the right professionals</p> <p>Printer will print whatever you send, even if it isn't yet positioned, proofread and more – no guarantee of quality to the outside world</p> <p>Takes a lot of time away from your core business</p> <p>Limited/no access to distribution to retail stores</p>