



How to Work with an Author's Assistant to Publish Your Book

▶ **The three main alternatives to getting published have been to publish with an established commercial publisher (like Random House), publish the book doing all the work yourself or publishing with a POD “publisher. Now there is a fourth alternative that gives you many the advantages of self publishing with a big savings of time and money over a POD “publisher” – working with a virtual author’s assistant. See the chart on the reverse for the options.**

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Publishing Decision-Maker*

- | | Yes | No |
|--|-----------------------|-----------------------|
| 1. Is it important for you that your books are offered in bookstores? | <input type="radio"/> | <input type="radio"/> |
| 2. Are you prepared to wait at least 12 months before your book is published? | <input type="radio"/> | <input type="radio"/> |
| 3. Are you willing to give up significant rights to your intellectual property in exchange for someone else taking on the risk and getting your book into mainstream distribution? | <input type="radio"/> | <input type="radio"/> |
| 4. Is the status that comes from publishing with a well-recognized established publisher important to you or important in your profession? | <input type="radio"/> | <input type="radio"/> |
| 5. Do you need to minimize the up front costs (to less than \$5,000) and are you willing to get less on the backend in exchange? | <input type="radio"/> | <input type="radio"/> |
| 6. Are you flexible and willing to allow experts to alter your title or other elements of your books if they think it will help sales? | <input type="radio"/> | <input type="radio"/> |
| 7. Do you want to create a product “empire” and establish a new business around those products? | <input type="radio"/> | <input type="radio"/> |
| 8. Are you willing to invest the time to learn the workings of the publishing industry? | <input type="radio"/> | <input type="radio"/> |
| 9. Are you willing to spend significant time, money and energy to promote your own book? | <input type="radio"/> | <input type="radio"/> |

Manuscript to Printed Book Planner

How may I assist you?

- Help in understanding the process and planning the budget/timetable
- Help in coordinating and overseeing the process
- Help in finding other professional resources (book cover designer, typesetter, editor, indexer, proofreader, copywriter)
- Help in setting up a publishing business (DBA/ Publishing company name, domain name, logo, business license, resale number)
- Help in coordinating the book cover (author photo, author bio, category, pricing, bar code)
- ISBN (International Standard Book Number)
- Library cataloging information
- Help with printing/distribution
- Copyright registration

**If you answered “yes” to more of the questions, then publishing with an established commercial publisher may be right for you. If you answered “no” to more of the questions, then self-publishing may be right for you.*

Publishing Options

The chart on this page details the differences between publishing a book with an established commercial publisher and publishing independently when it comes to who does what and who pays for what. It is important

for the author who wants to become a publisher to understand the process and make the best decisions to keep ownership and control of his or her intellectual property, the primary reason people decide to publish independently.

	1 Publishing with an Established Commercial Publisher*	2 Independent Publishing/Self Publishing		
		Author does work, author pays	Author hires Author's Assistant and Assistant does work, author pays	Author buys publishing package with POD Publisher**
Cover Design	Publisher provides and pays for	Author hires designer/ Author pays	Author hires designer/ Author pays	POD Publisher provides and author pays for (1)
Interior Design	Publisher provides and pays for	Author hires designer/ Author pays	Author hires designer/ Author pays	POD Publisher provides and author pays for (1)
Publishing Company name	Publisher provides	Author chooses/files DBA	Author chooses/files DBA	POD Publisher provides – no cost
ISBN	Publisher provides and pays for	Author applies as a publisher and purchases a block of 10 (or 1,000 or 10,000) \$275 for 10	Assistant applies on behalf of author as a publisher and author purchases a block of 10 (or 1,000 or 10,000)	POD Publisher provides under their own name and author pays for plus a premium for the service (2)
LCCN	Publisher provides	Author applies as a publisher – no cost	Assistant applies on behalf of author as a publisher – no cost	POD Publisher provides - no cost
Bar Code	Publisher provides and pays for	Author obtains - \$15 or free	Assistant obtains on behalf of the author	POD Publisher provides and author pays for plus a premium for the service
Amazon.com listing	Publisher provides	Obtain through LightningSource – no cost	Obtain through LightningSource - no cost	POD Publisher provides through LightningSource – no cost (3)
Ingram (wholesaler) or Baker & Taylor (distributor) listing	Publisher provides	Obtain through LightningSource - no cost	Obtain through LightningSource - no cost	POD Publisher provides through LightningSource - no cost (3)
TO BE IN BOOKSTORES: Ingram or other distributor warehousing the book	Publisher provides and pays for	Difficult to obtain for author with one title	Difficult to obtain for author with one title	POD Publisher can't obtain except under unusual circumstances
Printer	Publisher provides and pays for	LightningSource for short-run digital printing/ other book printer for offset printing (or LightningSource). The price is \$.90 for the cover plus \$.013 or \$.015 per page	LightningSource for short-run digital printing/ other book printer for offset printing (or LightningSource)	POD Publisher provides through LightningSource and author pays for plus a premium for the service (3)
Copyright	Publisher provides and pays for (filed in name of author)	Author obtains - \$35	Assistant obtains for author	POD Publisher does not obtain – leaves this to the author

*These are established commercial publishers: Random House, Simon & Schuster, John Wiley & Sons, Sourcebooks, Ten Speed Press and about 3,000 others. In exchange for taking on all the costs, they buy the exclusive rights to reproduce the book for the life of the copyright.

**These are POD publishers: AuthorHouse, iUniverse, Lulu, Booklocker, Bookpros and probably 100 others. Since they don't take on any of the costs, their contracts should be non-exclusive (author retains all rights of ownership), terminable in 30 days, give the author cover art and interior files if agreement is terminated, and the author should have the right to all profits (sales minus costs), but almost all pay royalties instead. Use Mark Levine's book, *The Fine Print of Self-Publishing*, to evaluate the contract.