

# PATHS TO PUBLISHING

## TOPIC AREAS FOR CONSULTATION

### **The Fee-For-Services Option: Let Me Get That For You!**

After working with a few clients, I quickly discovered I needed a consulting option that was hands-on and services oriented. For clients looking for such services I can put together a detailed, customized offer to receive the final edited manuscript and deliver back a formatted paperback and eBook. I will also coach you through the upload of the files on the sites of the key production and distribution channels that will make the book available for online and bookstore orders. All rights are owned by the author, and the distribution channels will be under the author's own account. Via video or phone call, I will provide step-by-step assistance in getting all accounts activated and the books uploaded so that royalties flow directly to the author's own bank account. Ongoing management of the book's pricing and distribution, financial reporting, etc. are under the direct control of the author.

### **Other customized sessions, available at \$40/hour:**

#### **How Do You Know if You're Ready? Goal-Setting, Fundamental Principles and Myth-busting**

Deciding which publishing path to pursue is very much connected to both the personal and professional goals of the writer, but there are some key principles that apply regardless of the route. In this session we will discuss your own goals and the overarching fundamentals writers should think about while preparing to publish. You'll also get a high-level overview of the various publishing paths available, and we'll address and explode some of the myths about self-publishing, and discuss the concept of "choice" vs. "aspiration" - a distinction that is often muddled in discussions about publishing paths.

#### **Big Houses, Small Presses and the Elusive Agent: Following the Trade Route and Its Offshoots**

The traditional or "agented" publishing route is the oldest and most familiar of the publishing paths available. In examining each step involved in going from manuscript to bookshelf, we will review who the big and smaller players are, how writers secure agents, what query letters are and how to write them, and what you can expect from the experience. In addition, we will explore publishers offering a brand of "hybrid publishing", involving a cost-sharing arrangement between publisher and writer\*, those offering "assisted publishing" services that are primarily fee-for-service models, and the sketchier, often exploitative "vanity presses" that should be avoided.

\*Note: The term "hybrid publishing" is also used for authors who alternate between trade publishing and self-publishing their works.

#### **You Could Do It Alone, But You Shouldn't: The Pros and Colleagues You'll Need to Publish Well**

The clichéd argument against self-publishing is that it allows a writer to poison the marketplace with poorly written content packaged in an amateurishly produced format. Like most clichés, it has some basis in fact, but it's a characterization that is disappearing as more self-published authors engage the same professional services used by traditional publishing houses. In this session, we'll examine the minimum standards and best practices writers should aim for with editing, cover design, print formatting, ebook production, and even a brief look at audiobook production. We'll identify how to

find these professional services at a range of price points, and the best forums for writers looking for advice and support from colleagues as they begin the journey.

### **Getting Down to Business: Production, Distribution, Administrivia and...(Gulp!)... Metadata**

Once a dog-eared manuscript is transformed into a beautifully formatted PDF document with a compelling cover image, the next major process in the publishing journey is securing a production and distribution service. There are a lot of details involved, and the writer who takes the time to get all their data and vital statistics in order first will find the process much easier. In this session we will demystify “metadata”, translating it into the essentially simple but critical bits of information the term signifies, and then discuss the best and most cost-effective options available to self-publishers for production and distribution.

### **The Marketing Game: Are You P.T Barnum or Emily Bronte?**

Promotional advertising, social media, website and blogs. If the words make you rub your palms in glee, congratulations. You’ll be a natural at this. If they make your palms sweat, you are among a legion of solitary, moor-walking writers who shrink from the idea of marketing. Depending on your goals, marketing might not be a priority, but if a certain volume of sales and readers is at least tantalizing, marketing needs to be in your toolkit. In this final session, we will tackle the universe of book marketing, with topics ranging from online visibility, reader engagement, paid promotions and social media advertising.

To explore a consultation or fee-for-service arrangement: [Kathryn@kathrynguare.com](mailto:Kathryn@kathrynguare.com)

## **ABOUT**

Author of the award-winning Conor McBride suspense series, Kathryn Guare is a native of Montpelier, Vermont. She has self-published five novels along with a walking tour guide of her hometown. Kathryn is a member of the Alliance of Independent Authors and the Independent Publishers of New England.