

TRADITIONAL VERSUS SELF-PUBLISHING

A Free Busybird Publishing Resource for Authors

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	TRADITIONAL PUBLISHING	SELF-PUBLISHING
PATHWAY	Submit to publishers	Choose a self-publisher or do-it-yourself
WAITING TIME	Wait for response (average 3–9 months)	Can start immediately
LEGALITIES	Contract offer (they are ‘renting’ your book out for the duration of the contract)	Make sure you have agreements for any fee-for-service
ROYALTY	First-time author 7.5% of RRP (eg \$25 book = \$1.88 per book)	100% (obviously after take out cost) (Sales of 150-200 books will usually cover the publishing costs)
PROJECT TIME	Average 12–18 months	Average 3–6 months
COST	NIL	Average \$2–6,000 (many variables)
PUBLISHING PROCESS	<ol style="list-style-type: none">1. Edit manuscript2. Design & layout book3. Proofread book4. Print book5. Promote book & author6. Distribute book to market7. Sell	<ol style="list-style-type: none">1. Edit manuscript2. Design & layout book3. Proofread book4. Print book5. Promote book & author6. Distribute book to market7. Sell
SELLING TIME	Average 3–6 months	Indefinite

Beware of publishers who boast about an innovative business model, and claim they will share costs with you for a bigger royalty return.

The moment you pay anything, you’re self-publishing. If you’re paying to publish, there’s no reason you should share royalties or rights with anybody.