

# Working With Indie Publishers

With Michelle Rene

# Who am I and why should you care?

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- I'm a multi-award winning author.
- I've been writing for about fifteen years.
- I've been publishing with indie publishers for the last five years.
- I like racoon pictures.





# Different Kinds of Publishers

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- Traditional Publisher
- Indie Press with Traditional Model
- Vanity Press
- Hybrid Publisher
- Co-op Publishing
- Self Publishing





## Indie Press – Traditional Model

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- Usually don't require an agent.
- Sometimes offer advances.
- Provide editing and cover design.
- Work with you on marketing.
- Traditional royalty rates. (usually 8-15% for paperback)
- Choose books on merit.





# Self Publishing

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- No agent
- Do the entire thing yourself. Cover Design, Editing, etc.
- Royalties 100% yours.
- All costs on you.
- Marketing is your responsibility.





# Hybrid Publisher

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- No agent required.
- Royalty rates depend on what the publisher has to offer.
- Provides cover design and editing – usually at your expense.
- Sometimes helps with marketing.
- No advances because most of the cost (if not all) is on the author.
- Often take on a project based on merit.





# Vanity Publisher

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- A self-publishing service.
- Does everything for you, but you pay for it. (Cover design, editing, etc.)
- 100% royalties are yours.
- All marketing is on you.
- Are not concerning in what book they will publish.





# Co-op Publishing

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- True co-ops normally consist of a group of people working together to publish their books.
- Everyone chips in with editing, cover design, etc.
- No one pays money. They pay for their publishing by providing a service to the group.
- 100% of royalties go to the author (sometimes a small percentage is taken out for the expenses of running the co-op.)



# Who Gets the Rights?

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The ones with skin in the game.

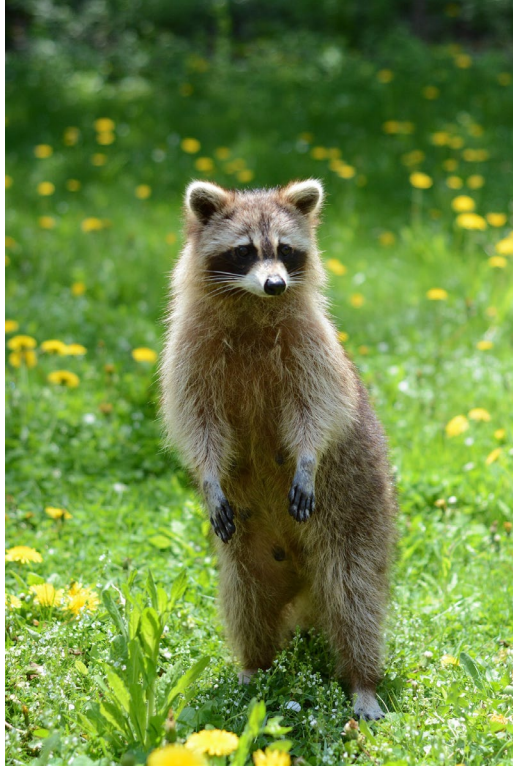


# Who Gets the Royalties?

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The party who paid for them.





# Working with Editors and Designers

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- How much input and say do they have?
- Are you paying them or is your publisher?
- What type of editing/design are you getting?
- Can you provide your own?
- Listen, accept, and make the necessary revisions. You want the best book you can make.
- Push back when it doesn't feel right.



# How to Vet a Publisher

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- You can't judge a book by its cover, but you can judge a publisher.
- Do they advertise to readers or writers on their website?
- Do they attend industry conferences/events? (ALA, BEA, etc.)
- What are their marketing strategies – specifically.
- How long have they been around? A lot of indies go under in 3 years.
- What do other authors say about them?





# Read Your Contract!

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- What is your contract's term? (normally runs 4-5 years. Can be 2-10 years.)
- What is the renewal/decline process after the term is up.
- Is there a first right to refusal?
- Who gets final creative say?
- Who owns what rights? (print, audio, ebook, media)
- What formats will your book be published in?
- Do you have an escape plan?