

9 Options for Publishing Your Book

1. You can self-publish your book using one or more of the following options:
 - photocopying your manuscript and selling it in a three-ring binder
 - publishing it as a hardcover, a mass market book or a trade paperback
 - using print-on demand (POD) at no cost or for money
 - using print-quantity-needed (PQN) for short runs
 - using offset printing for longer runs
 - publishing it for free online as a blog, articles, and a manuscript
 - as an app
2. You can collaborate with other writers in a co-op venture in which you share the production and marketing costs to create, for example, an anthology of your work.
3. You can pay for all of the costs to publish your book to a vanity or subsidy publisher, but vanity publishing has no credibility in the industry.
4. You can use co-publishing, which means that you pay part of the costs, an option with less credibility than a trade publisher.
5. You may be able to partner with a business or non-profit that will support the writing, publishing, and promotion of your book because it will further their cause.
6. You can publish it in other media such as software, a podcast, audiobooks, or a calendar, or sell the rights to company that does these products.
7. You can sell the rights to:
 - one of the six publishers that dominate trade publishing: Grand Central, HarperCollins, Macmillan, Penguin Putnam, Random House, Simon & Schuster
 - a small press, midsized, niche or specialty publisher, or a regional publisher
 - an on- or offline trade or consumer periodical that will serialize it
 - a publisher for a flat fee, as a work for hire
 - an academic or university press
 - a professional publisher that publishes books for a specific field
8. You can work with a packager who provides publishers with finished books or a file or ready for the printer.
9. You can hire an agent.

Adapted from *How to Write A Book Proposal* by Michael Larsen.

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The 4th San Francisco Writing for Change Conference / Changing the World One Book at a Time
September 15, 2012 / www.sfwritingforchange.org / sfwriterscon@aol.com
The 10th San Francisco Writers Conference / A Celebration of Craft, Commerce & Community
February 14-17, 2013 / www.sfwriters.org / sfwriterscon@aol.com / Mike's blog: <http://sfwriters.info/blog>
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