

Choose Your Publishing Path: Traditional, Self, or Hybrid



PublishYourPurpose.com

What we'll cover

**Assessing
Your Needs**

**Your Publishing
Options**

**Actionable
Steps to Move
Forward**

About Me

Jenn T. Grace, MS, Founder, Publisher, & CEO

- Author of 6 books (5 non-fiction, 1 memoir)
- Publisher of 70+ books
- Host of Invisible Stories: Write to be Seen (podcast)
- Creator of the Publish Your Purpose Author Lab (Facebook Group)



Assessing Your Needs

What do you want from your publishing relationship?



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Your publisher relationship should be...

- Intimate
- Collaborative
- Rooted in your best interest

What are your assets?

Do you have...

- an email list (of significant size?)
- a larger social media following? 100k+
- an active blog, podcast, or wide-spread thought leadership?

The age old question...

- Do you have more time?
- Do you have more money?

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Publishing is a numbers game.



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**Publishers market your book
to *their* audience, not your book
to *your* audience.**



Traditional, Self, or Hybrid?



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Self-Publishing

Hybrid Publishing

Traditional Publishing

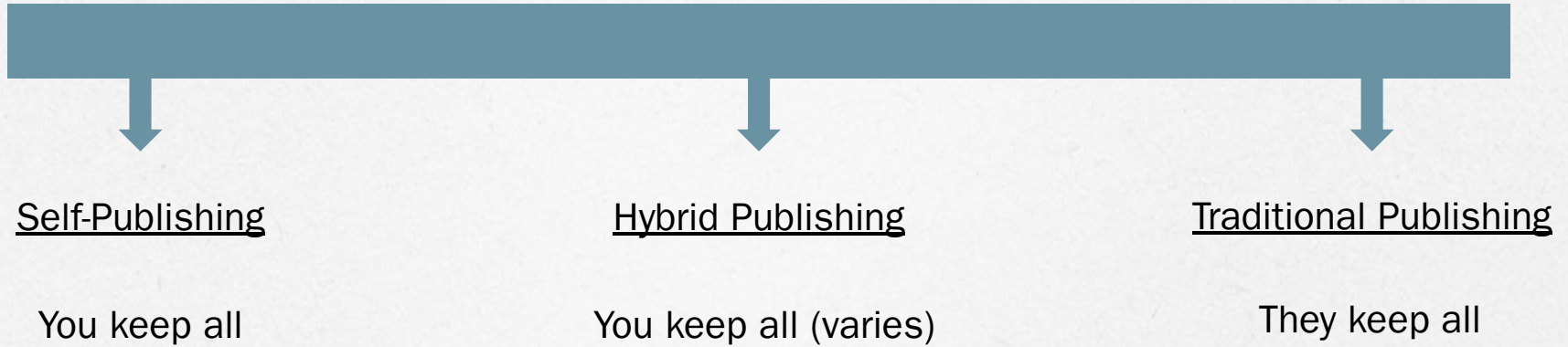
Three Major Differences

**Ownership
(rights)**

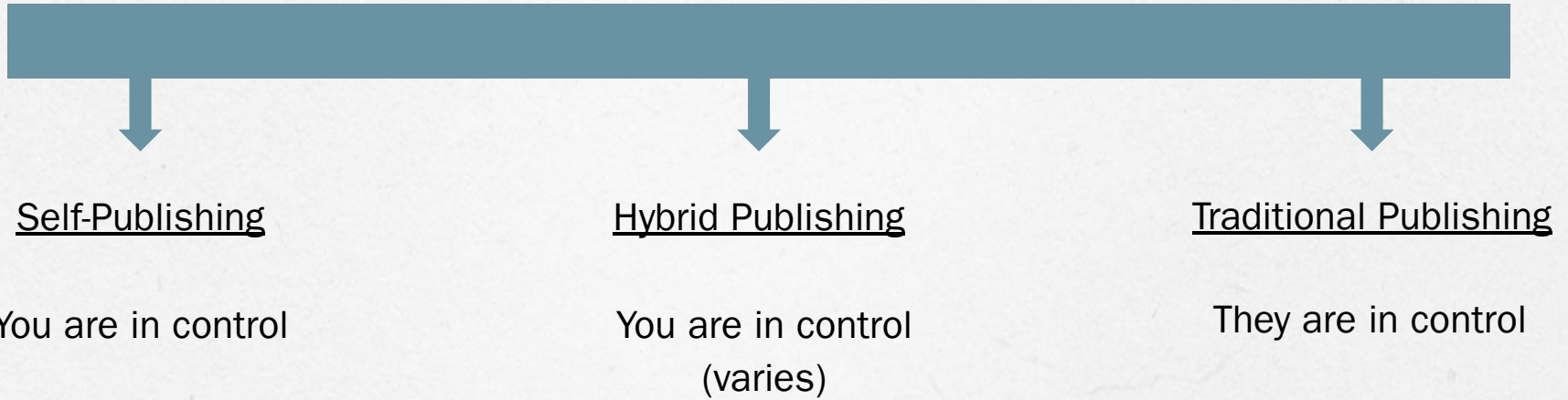
**Creative
Control**

Royalties

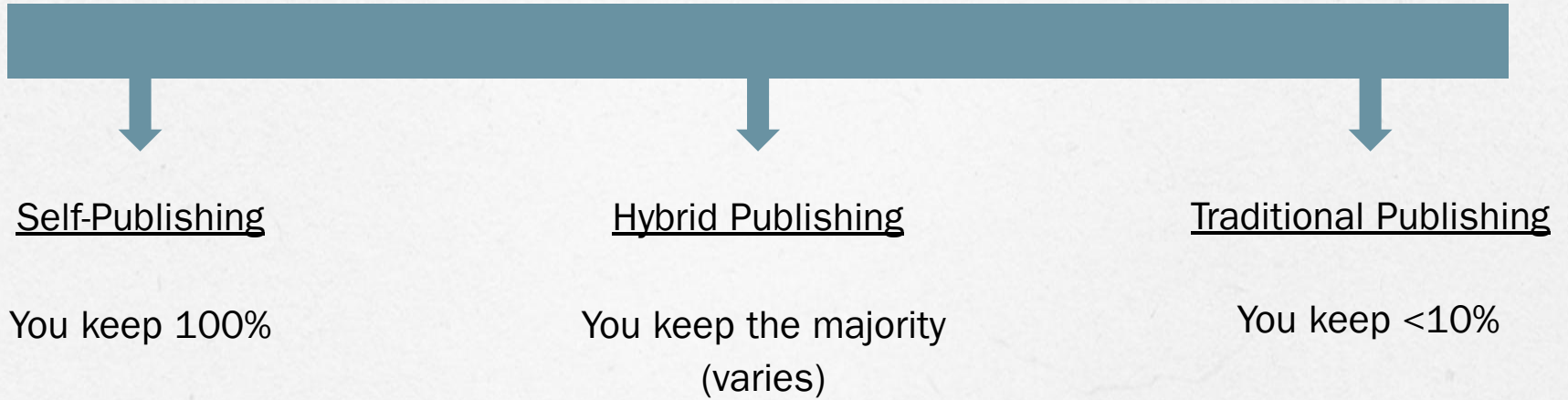
Ownership (rights)



Creative Control



Royalties



Actionable Steps to Move Forward

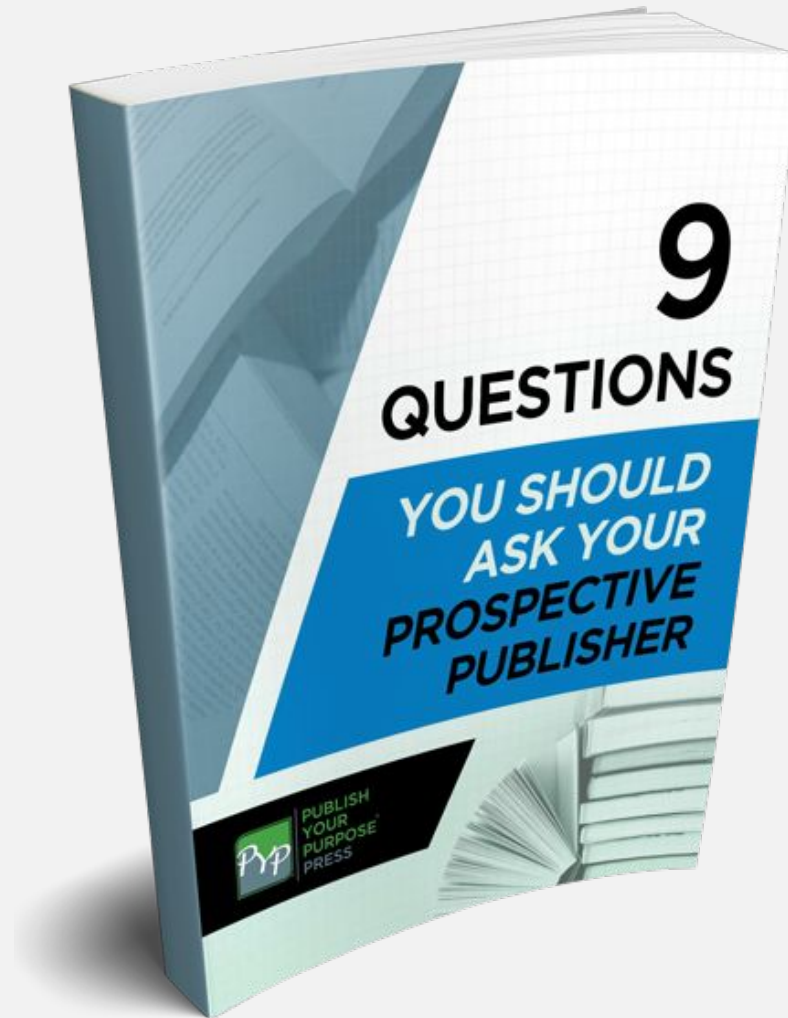


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What can you do?

- Advocate for what you are looking for
- Don't settle
- Do your homework/research potential publishers (*allianceindependentauthors.org*)

Free Download

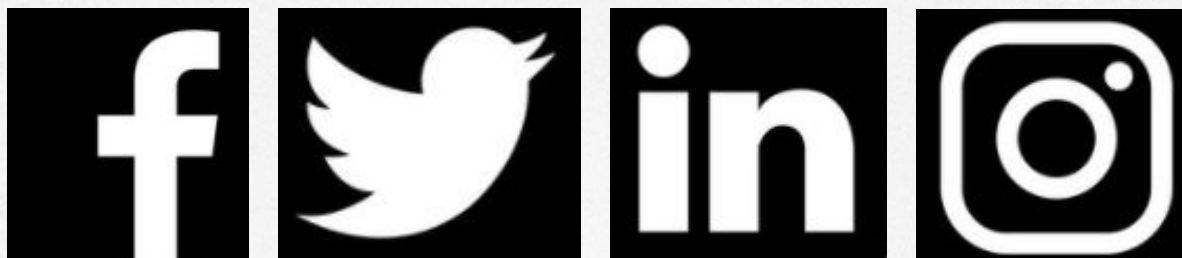


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