Self Publishing vs Hybrid Publishing: Which Path Should You Choose?

MY PUBLISHING JOURNEY

> "When I wrote my first book, I had no idea how to publish it. I was stuck between doing it all myself or paying someone. I chose the path that aligned with my goals—and now I help others do the same“

WHAT WILL WE COVER?

- Understanding Publishing Process
- Self Publishing vs Hybrid Publishing: What's the difference?
- Pros and Cons
- My P.U.B.L.I.S.H Framework To Choose Your Best Path
- Things To Look For In A Hybrid Publisher

ABOUT ME

Crystal Daye, Global Book & Sales Coach

- Certified Book Marketing with NFAA
- CEO of DayeLight Publishers, A Faith-based Publishing and Consulting Company
- Award Winning Bestselling Author of 11+ Books

Experience & Impact

- Coached & Published over 500 Authors in 8 Years
- Founder of Reach Millions Author Live and Kingdom Author Success Book Fair (largest conference and book fair in the Caribbean)
- Founder of Kingdom Indie Author Award (only Caribbean-based author awards for Christian authors)

Mission

Crystal is passionate about purpose-driven impact, legacy and building God's kingdom through books

UNDERSTANDING THE PUBLISHING PROCESS

PLAN

Clarify Your Message & Map Your Author Journey

PROFIT

Monetize Beyond the Book

PROMOTION

Build Buzz and Increase Book Sales

PEN

Write with Focus & Consistency to Complete Manuscript

POLISH

Edit your manuscript in excellence

PACKAGE

Design A Cover That Sells and Format Your Book

PUBLISH

Launch your book with Confidence

WHAT IS SELF-PUBLISHING VS HYBRID PUBLISHING?

What is Self-Publishing?

- You handle the publishing process or hire freelancers
- Full control and 100% rights
- Distributed via platforms like Amazon KDP

What is Hybrid Publishing?

- A team helps you publish for a fee
- Higher royalties than traditional publishing
- Done-for-you services, but you still own your book

8 REASONS TO CHOOSE HYBRID PUBLISHING

1. FASTER PUBLISHING TIMELINES THAN TRADITIONAL PUBLISHING
2. PROFESSIONAL QUALITY EDITING, DESIGN, AND PRODUCTION
3. AUTHOR RETAINS CREATIVE CONTROL OVER CONTENT AND DESIGN
4. CREDIBILITY BOOST FROM BEING ASSOCIATED WITH A PUBLISHER
5. DONE-FOR-YOU SUPPORT WITH TEAM OF EXPERTS GUIDING YOU THROUGH THE PROCESS
6. IDEAL FOR BUSY PROFESSIONALS WHO WANT RESULTS WITHOUT DIY STRESS
7. SCALABLE MODEL—YOU CAN PUBLISH MORE BOOKS WITH CONSISTENT SUPPORT.
8. POTENTIAL TO MAKE YOUR INVESTMENT BACK QUICKLY THROUGH ROYALTIES, SPEAKING, AND SERVICES

HOW TO DECIDE IF SELF-PUBLISHING IS RIGHT FOR YOU

- Are you okay with learning or hiring help for editing, design, and formatting?
- Do you want to own all rights and royalties?
- Are you comfortable marketing your own book (or learning how)?
- Do you want to publish quickly rather than waiting years for approval?
- Is your goal to build authority, attract clients or generate income?

PROS AND CONS OF SELF-PUBLISHING

Pros of Self-Publishing	Cons of Self-Publishing
Full control of process	You're responsible for everything
Fast turnaround	Upfront costs
You own everything—copyright, ISBN, branding	Steep learning curve
Book as a marketing tool	No built-in distribution or marketing team
Higher royalties	Perceived lack of credibility if poorly executed
Unlimited publishing freedom	Time-consuming if you're doing it solo

PROS AND CONS OF HYBRID PUBLISHING

Pros of Hybrid Publishing	**Cons of Hybrid Publishing**
More Control over process	Upfront investment required (usually $1,000–$10,000+)
Expert assistance	Not all hybrid publishers are equal—some are vanity presses in disguise
Higher royalties	Marketing & distribution your responsibility
Credibility and quality assurance	Need to assess their work
Quick publishing	Can be confusing without a clear contract or deliverables
Increase impact and profit	

P – Purpose

Why are you publishing this book? (Impact, income, legacy?)

U – Urgency

When do you want to publish?

B – Budget

How much can you realistically invest?

L – Leverage

Do you want your book to open doors (speaking, coaching, biz)?

I – Independence

Do you prefer full creative control or professional guidance?

S – Support

Do you want a team or can you handle project management?

H – Harvest

What do you ultimately want to reap from this book?

MY P.U.B.L.I.S.H DECISION FRAMEWORK

What to Look for in a Hybrid Publisher

- Clear contract terms
- Client testimonials and case studies
- Ownership
- Communication & support
- Publishing timeline
- Portfolio of past work
- Marketing and distribution plans
- Transparent pricing
- ISBN & publishing rights

Your Book, Your Purpose

> "The book is yours—but your publishing path should serve your purpose" – C.Daye

FREE RESOURCES

Q & A

Ask Your Questions

Now is your chance to get clarity on your publishing journey.