**Combining Traditional & Partnership Publishing for Success**

Cheat Sheet

Presentation by Kristen Harnisch

Writer’s Digest Conference 2014

August 3, 2014

[www.kristenharnisch.com](http://www.kristenharnisch.com)

**Choosing Your Publisher:**

* *What’s the publisher’s mission?*
* *Does the publisher require a fee, or do they use a “team” model of profit sharing, or both?*
* *If a fee is required, what does it cover?*
* *Will you have a dedicated project manager?*
* *Will your book be traditionally distributed (i.e. by Ingram Publisher Services)?*
* *Does the publisher offer publicity or marketing assistance?*
* *Visit your local bookseller and compare the quality of the publisher’s books (interior & exterior) to other traditionally published books*
* *Ask for references from authors/agents*
* *What are your printing options? Print runs or POD?*
* *Printing costs vary widely, so ask your publisher for multiple estimates!*

**Some Reputable Partner Publishers:**

She Writes Press

Booktrope

Turning Stone Press

White Cloud Press

Visit [www.authorearnings.com](http://www.authorearnings.com) by Hugh Howey and Data Guy to stay informed about trends in traditional and indie author earnings.

In general, an author’s earnings from partner-published books are calculated off the net profits (i.e. e-book price less 30% trade discount; paperback price less up to 55% trade discount)

**Choosing Your Editor**

*How long have you been editing? What types of manuscripts?*

*Do you work with authors to both developmentally edit and copy edit their work?*

*Have you worked for any of the Big 5 publishers?*

*How would you describe your editing style?*

*What challenges did you face in a recent project and how did you and the author handle them?*

*What genre do you prefer to read?*

*What style guides do you generally use (NYT, Chicago)?*

*What is your fee and how long do you suppose the process will take?*

*Ask for references from publishers and authors.*

**Choosing Your Cover/Interior Designer**

*What is your fee? What does it include (i.e. cover design, interior design, typesetting?)*

*May I see some samples of your work? Which is your favorite?*

*How do you decide what font and design you’ll recommend for the interior?*

*Will you provide a few different versions for the cover art from which I may choose?*

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**Choosing a Publicist**

Recommendations by Caitlin Hamilton of Caitlin Hamilton Marketing and Publicity

[www.caitlinhamiltonmarketing.com](http://www.caitlinhamiltonmarketing.com)

* *What help do you really need? (i.e. marketing/pr, or social media too?)*
* *What help do they offer? (for example, they may assist with social media, but may not pitch your book at festivals/conventions)*
* *Remember that publicity works starts 3-6 months before publication.*
* *Ask publicists for phone or in-person appointments and interview several.*
* *Ask them for references.*
* *Ask the publicists about their fees and share your budget. Get a proposal in writing that clearly outlines the services they will/will not provide and the fees, and then assess it.*
* *Do they send you an itemized list of activity for the month, indicating the status of each activity?*
* *Does the publicist’s style work for you? Is this a person you can always reach when you need them? Do you communicate well with them? Do they answer questions clearly?*

**Ballpark Costs to Consider**

$2,000-$4,000 Editor\*

$2,000-$4,000 Designer\*

$5,000-$7,000 6-months of Publicity\*\*

$2-$4/book for printing depending on paper weight & style, size, POD or print run, shipping costs, etc.

\*Partner publishing can be a more cost effective way to indie publish, because these resources are already vetted and some of these services are in-house.

\*\*Some publishers offer a marketing and publicity booster for $1,000-$2,000 for limited services

**Do you need an agent?** There are few agents (including foreign rights agents) who are currently taking on indie authors. If your goal is to sell U.S. rights, and potentially foreign, audio and/or film rights to your book, I suggest you find an agent who will represent your work, submit your manuscript to traditional publishers, and ask if he/she is open to assisting you with indie publishing if he/she doesn’t secure you a traditional publishing deal. My agent is April Eberhardt, [april@aprileberhardt.com](mailto:april@aprileberhardt.com), and she represents traditionally and indie-published authors.

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**Services You May Want from a Publicist**

*Develop a press kit*

*Send out galleys (advance reader copies) to newspapers, magazines, etc. asking for reviews, etc.*

*Arrange a blog tour/other online coverage, including reviews, interviews, giveaways, etc.*

*Contact booksellers and set up book signings*

*Arrange speaking engagements or events at non-bookstore venues*

*Pitch broadcast for interviews and coverage*

*Help develop a reading guide (if asked)*

*Coach the author for TV appearances and radio interviews*

*Devise other creative ways of marketing the book (alternate channels, etc.)*

*Advise on marketing (ads, postcards, book club outreach, etc.)  
Stay in touch with larger team (publisher, agent) about publicity and marketing progress*

*Pitch book conventions/festivals*

*Consult on social media*