



These questionnaires are meant to be used as a “starting point” in your book business planning. Make sure you consult with the eWomen Publishing Network and the National Association of Women Writers for additional guidance.

Summary of Pros & Cons of Traditional Publishing

- ❖ Cons
 - Pays Less
 - Takes Longer To Get Published
 - Less Control of the Publishing Process
- ❖ Pros
 - Little Financial Investment
 - Very Little Business Administration
 - No Stigma Attached—Stronger Relationships With Industry Professionals In Some Cases

Summary of Pros & Cons of Self-Publishing

- ❖ Cons
 - More Upfront Financial Investment
 - Must Be Able To Run A Business
 - Must Be Willing To Learn About Many Areas of the Publishing Industry and “Wear Many Hats”
- ❖ Pros
 - It’s Your Business—You Keep All The Profits
 - You Can Publish A Book Quickly—Within A Few Months
 - You Have Control of the Publishing Process
 - You Keep All Your Intellectual Rights (So You Can Produce Future Products—Audios, Books, eBooks, Reports and so on)

Publishing Questionnaires—Which Path You Should Take?
Traditional Publishing Questionnaire

- 1) Do you *just* want to write the book and let a team of publishing experts make many of the important decisions about your book?
Yes or No

- 1) Do you want to share most of the financial pie with these experts in exchange for their expertise—most often you will make less than \$2 per book in royalties?
Yes or No

- 2) Would you like to have minimal financial risk?
Yes or No

- 3) Would you like to avoid ongoing business administration responsibilities?
Yes or No

- 4) Are you willing and able to travel to promote your book during the crucial 12 week “buzz” phase?
Yes or No

- 5) Are you prepared to wait at least 18 months to see your book published?
Yes or No

- 6) Are you prepared to negotiate for a larger advance to cover travel and promotional expenses you will incur as you promote your book?
Yes or No

- 7) Are you prepared to negotiate for as many intellectual rights as possible so that you can create future products related to this book?
Yes or No

- 8) Do you want to avoid any possible stigma of self-publishing?
Yes or No

Publishing Questionnaires—Which Path You Should Take?
Self-Publishing Questionnaire

- 1) Do you want to have more control (or all of the control) over the publishing process?
Yes or No
- 2) Are you willing to financially invest in your book as a business investment (At least \$5,000 to \$10,000 at start-up)?
Yes or No
- 3) Do you want to make more money per book (Average is between \$5 & \$15)?
Yes or No
- 4) Do you want to publish your book faster and have a longer book life?
Yes or No
- 5) Do you want to have control over your intellectual property so that you can repackage your information into future products?
Yes or No
- 6) Are you willing to handle all the administrative tasks involved in running a business?
Yes or No
- 7) Are you willing to commit to ongoing marketing activities to promote your book such as speaking, radio interviews, book signings, and so on?
Yes or No
- 8) Are you willing to learn about marketing, speaking, copyright, business ownership and more?
Yes or No
- 9) Are you willing and able to travel to promote your book?
Yes or No

Which Path You Should Take?

Count your positive answers for each questionnaire and see which path you are more suited for.

Traditional Publishing _____

Self-Publishing _____

It is wise to do further research by networking with as many authors in your industry as possible. Pick a mix of authors who have been down both paths. And ask them what they liked and disliked.