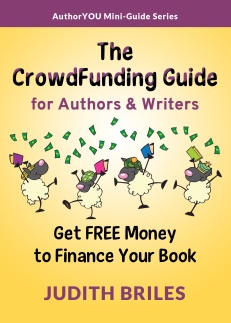
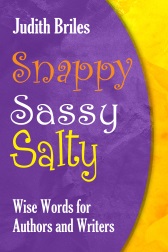
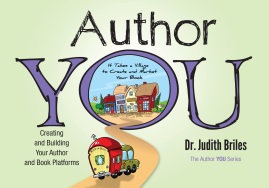
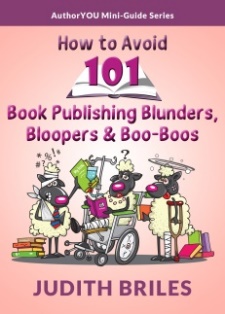
**Is Publishing in Your Midst?**

**  
Judith Briles, The Book Shepherd**

* **Why Write? Why Publish?**
* **What’s your topic?**

* **Who are you creating a book for?**

* **What is the power of a niche book?**
* **What are your publishing options today?**
* **What’s the cost of publishing?**

* **What is Crowdfunding and does it work for books?**
* **What are you willing to invest?**
* **Do you have a Platform?**

***Vision  
Passion***

***Commitment***

***People***

* **What’s a *GamePlan* and do you have one?**

* **Who do you need on your publishing team?**
* **Publishing Predators … what do they look like and how do you avoid?**

**Money Talks … Are You Listening?**

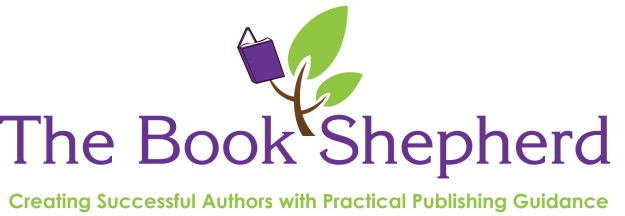
Part of being an author, and publisher, is to understand the numbers. They speak … and loudly at that. Comparing the three scenarios below, you get:

## Summing Up …

## Net Royalties vs. Wholesalers vs. Solo Selling

**Trade Paper $15 Hardback $25**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **# of**  **Books Sold** | **1,000** | **3,000** | **5,000** | **10,000** | **1,000** | **3,000** | **5,000** | **10,000** |
| **#1 Traditional**  **Royalties** | $470 to  $610 | $1,410 to $1,830 | $2,350 to $3,050 | $4,700 to  $6,100 | $1,130 | $3,390 | $5,650 | $ 12,700 |
| **#2**  **Wholesalers-**  **Distributors** | $2,691 | $8,639 | $20,017 | $48,390 | $ 599 | $19,109 | $37,615 | $85,218 |
| **#3**  **Publishing**  **Independent** | $5,559 | $33,389 | $61,267 | $130,890 | $14,349 | $60,359 | $106,365 | $222,718 |

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