



Turning Knowledge into Books

The Faster, Surer Way to Publication



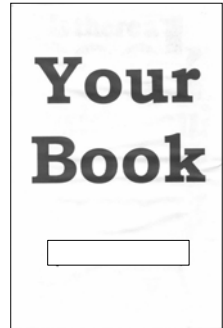
Dan Poynter - Mr Publishing



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Your Book will Provide

- 📖 Credibility
- 📖 Prestige Author-ity
- 📖 Another profit center
 - 📖 Passive income
- 📖 More business
 - 📖 Other product sales
 - 📖 Speaking
 - 📖 Seminars
 - 📖 Consulting
 - 📖 For higher fees



The Book is Written, Now What?

- 📖 Approach an agent
- 📖 Find a Publisher
- 📖 Publish yourself

Why not do all three?

Who is Dan Poynter?

- 📖 Author
 - 📖 Sold to publishers in US and abroad
- 📖 Publisher
 - 📖 Have published other authors
- 📖 Self-Publisher
 - 📖 Invested in my own Work

How to Find



- 📖 The *Right Agent*
 - 📖 Determine specialty (track record)
 - 📖 See book's Acknowledgements for address or call the author and ask for Agent contact info
 - 📖 Writers' conference approach: Request referral.
- 📖 The *Right Publisher*
 - 📖 Determine specialty
 - 📖 See Copyright page for address

Match your book to the agent &/or publisher

The New "Book" Model

A combination of traditional and self-publishing

Print 500 copies

- 📖 Send 3 to selected agents
- 📖 Send 3 to selected publishers
- 📖 Send 400 for review. See Mailing Lists—142
- 📖 Send 5 to book clubs. See *LMP*
- 📖 Send 10-15 to foreign publishers. See *ILMP*
- 📖 Send 25 to opinion molders in your field
 - 📖 Autograph book to get it past the secretary



Test the Market

Changing the Approach

(80%) (20%)

Book Proposal → Agent → Publisher → Published Book
Traditional Way

Published Book → Agent &/or Publisher
The New (Book Model) Way

"Lacking celebrity status or a proven track record, the chances of landing a book contract with a major publishing house are slim to none; ditto finding a literary agent." —The Washington Post, July 15, 2003

How will you be Treated?

📖 Proposal or manuscript = Writer

📖 Published book = Author

📖 Book with a track record =
Company owner

What are you selling?

"Sell your own book well enough and the publishing powers that be just might come knocking at your door." —The Washington Post, July 15, 2003

Four Stages of a Book

Stage:	Writing	Producing	Distributing	Promoting
Responsibility:	Author	Publisher	Publisher	Author
Subcontract:		Printer	Distributor	



The Playing Field is Level

The New Book Model

Covering all the bases—at the same time

- 📖 Agents
- 📖 Publishers
- 📖 Self-Publishing



"Sophisticated computer and desktop software allows one's book to be produced at a fraction of what it once cost, without diminishing the odds of it becoming a bestseller. That's why do-it-yourselfers comprise the fastest-growing segment of the publishing industry." —The Washington Post, July 15, 2003

3 Reasons to Self-Publish

- 📖 Make more money
 - 📖 5000 books x \$19.95 x 6% of list price (12% of net) = <\$6,000
- 📖 Get to press sooner
 - 📖 2 weeks v 18 months
- 📖 Keep control of your work
 - 📖 Quality

Who Has Followed The New Book Model?

- 📖 *What Color is Your Parachute* by Episcopal clergymen Richard Nelson Bolles. 22 editions, 6 million copies, Now published by Ten Speed Press.
- 📖 *The Beanie Baby Handbook* by Lee and Sue Fox sold three million copies in two years
- 📖 *In Search of Excellence* by Tom Peters. Over 25,000 copies were sold directly to consumers in its first year. Then it was sold to Warner and the publisher sold 10 million more.
- 📖 *The Celestine Prophecy* by James Redfield. He started by selling copies out of the trunk of his Honda—over 100,000 of them. He subsequently sold out to Warner
- 📖 *The One-Minute Manager* by Ken Blanchard and Spencer Johnson sold over 20,000 copies locally before they sold out to William Morrow. It has now sold over 12-million copies
- 📖 *The Elements of Style* by William Strunk, Jr. (and his student E. B. White) was originally self-published for his classes at Cornell University in 1918. Now 10 million have been sold.
- 📖 *A Time to Kill* by John Grisham. He sold his first work out of the trunk of his car.

All self-published and some later sold out to publishers

The New Book Model

📖 Not the *enemy* of traditional publishing

📖 A *friend* with the *answer* to traditional publishing



Don't wait for an agent or publisher to get back to you.
Contact a printer

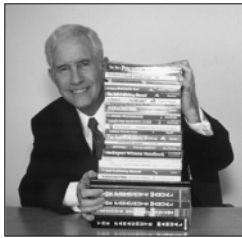
The New Book Model

Covering all the bases—at the same time

- 📖 Agents
- 📖 Publishers
- 📖 Self-Publishing

Give the agents and publishers an opportunity to bid on your book
But do not wait for them to get back to you

Accelerate Your Book Project



**I don't want you to die
with a book still inside you**

Right Here in Marietta

- 📖 Sunday
 - 📖 Learning Center Secrets
 - 📖 11 am-2:30 pm



- 📖 Monday
 - 📖 Books 101: Writing, Publishing, Selling
 - 📖 3 - 6 pm
 - 📖 Books 201: Marketing, Promoting, Distributing
 - 📖 6:40 – 10:00 pm

More help with your project



- 📖 The Calendar in *The Self-Publishing Manual*
- 📖 <http://ParaPublishing.com>
Our Web site
- 📖 Book Shepherds in InfoKits
- 📖 *Suppliers List* on Web site
- 📖 Affinity Groups (Listservs)
- 📖 Come to a weekend workshop in Santa Barbara

If there is anything you did not understand today, contact me.

Start Your Book Now

"I've never met an author that was sorry he or she wrote their book . . . they are only sorry they did not write it sooner."
—Sam Horn, Author and Speaker

"I never said writing your book would be easy. I only promised it would be worth it."
—Dan Poynter



The End

Or is it
Your new Beginning?

Best Wishes for
Success

