





THE **DOWNSIDES** OF THE

Traditional publishing can be great for a small

guarantees sales. But not everyone is given the

substantial and fair advance. This may be the case

TOP 10 CRITICISMS OF THE

TRADITIONAL PUBLISHING MODEL:

selection of authors, especially if they get a

when the author has a large platform that

celebrity treatment.

TRADITIONAL PUBLISHING ROUTE



It is now theoretically possible to publish a book

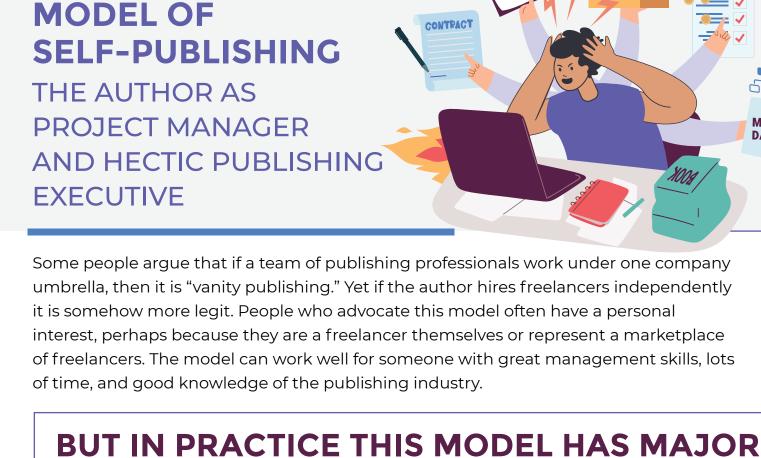
for free. Great! Or is it? While that might sound

nice, it could also be a recipe for a disaster:

Some people use "vanity publisher" as a derogatory slur towards a subset of self-publishing authors, namely those who pay for help, and anyone who tries to help them. But using the term in this manner slanders authors who care

THE DIY-FREELANCER

about quality.



Extensive work by the author in recruiting, selecting, contracting, and supervising

freelancers, keeping them on track, paying them, reviewing and/or writing contracts at

Legal and tax-exemption paperwork with five or more distribution channels—or worse, not understanding how to correctly mix distribution channels to take advantage of

A lack of customer service, and the inability to respond to questions outside the scope of a freelancer's specialty, which leads to frustrated freelancers who aren't trained in or

A lack of structure in engaging each specialist—it is inefficient and expensive if the author and freelancer don't know what information they need from each

A lack of a holistic publishing view. For example, do the illustrators or layout artists understand which book dimensions and formats work for Ingram as compared to KDP

Print, and the implications for distribution—whether the book will be listed as "in

It's potentially expensive, especially if it's your first time. Trying to learn the ropes while bringing together a team of experts can sometimes cost much more than working with

IN DEFENSE OF

TEAM APPROACH

Many online commentators drastically

remain in control of the project.

BEST OPTION:

WHY A TEAM APPROACH

SELF-PUBLISHING MAY BE THE

A talented team improves quality: editors, designers, illustrators, and other publishing professionals

through webinars, videos, individual phone calls, and

printed guides, with a designated project manager

process, pricing, and royalties, and what is included

Guidance at each step in just the right dosage

Transparency: Openness with authors about the

in the scope of services, with clear terms and

Smart distribution: 85–100% net royalties, picking

the best available POD and ebook sales channels

conditions that are fair to authors

TO SELF-PUBLISHING

underestimate the level of support and guidance required at each step. A balance needs to be struck between letting the publishing talent shine and do what they do best while empowering the author to

TELLWELL'S

stock"—and can they effectively explain this to an author?

DOWNSIDES TOO, SUCH AS:

every step, or risking misunderstandings.

their best features while avoiding their pitfalls.

passionate about good customer service.

an established team with a proven process.

other at each step of the process.

TELLWELL IS A

GOOD FIT FOR

AUTHORS WHO:

Are educated about the

self-publish

risk involved

Care about quality

pros and cons of different options and choose to

Are comfortable with the

See that publishing is

through the process

complex and therefore

value support and guidance

WHAT WE

CELEBRATE

Low-quality books are upsetting to

A hardcore DIY approach to self-publishing

and hassles of doing everything themselves.

might be right for some people, especially those with no budget. But it is not for people who care about quality and want to avoid the headaches

MAIL

 $\mathsf{TAX} =$

readers and book buyers

Quality- and client-focussed, with a reputation to • Are technologically literate: show: robust client feedback systems to keep us on capable of using a track, and exceptional online reviews computer to share files, submit forms, and Structure with flexibility: You don't need to use all communicate by email our services, just what you need



Aggressive sales tactics before,

Making you feel insecure, or as though you have no options.

Having limited online visibility,

No terms and conditions with

a clear scope of services.

Insisting that they keep the copyright, without paying an

No clear complaints process, so

they can correct course if something goes wrong.

such as few or no public

reviews.

advance.

during, or after publication.

should put their money where their mouths are

purchase physical copies.

Having no established social media presence.

Lack of transparent pricing.

Not offering an option for you to retain 100% of your

Hidden costs.

net royalties.

No evidence of good

communication with clients, or of giving positive support and guidance to authors.

and pay an advance.

Requiring you to

THE PUBLISHING

Writers are great, but so are editors, illustrators, designers, and other

TEAM

publishing



What services do you need

DECIDE!

Which publisher? Research and compare