

# Publishing Principles and Practice ACP 2079, Semester 2, 2014

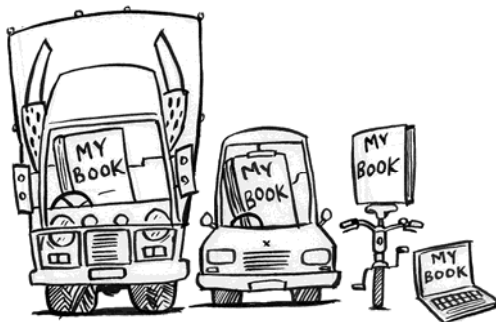
## Lecture 3 – Book Publishing Vehicles

with Dr Euan Mitchell

Wednesday 6 August, 2014

24 Slides

## Overall Goal for Option (Chapter) 2



- The overall goal for Option 2 is to determine the best available vehicle for publishing a book.
- Traditional publishers are not the only option.
- There are writers who deliberately avoid pitching their work to literary agents or publishers.



# Literary Agents

ABOUT | MEMBERS | FAQS | USEFUL LINKS | LITERARY EVENTS

## Australian Literary Agents' Association

24  
JUN 2014

### National Bookshop Day - 9 August 2014

Australia has a variety of bookshops for readers to choose from, including chains and independents. We are lucky to have robust independent booksellers who make up a higher proportion of our bookshops than can be found in other countries, and publishers and authors know how important these bookshops are when it comes to breaking new authors, in particular, and in supporting Australian authors in general.

National Bookshop Day on 9 August is an initiative from the **Australian Booksellers Association** to encourage readers to visit their local bookshop. At bookshops such as **Execl & Execl**, Australian authors will be ringing up your purchase – and, of course, helping you with a recommendation if you need one – just don't be surprised if they recommend their own books!

If you're not sure where your closest bookseller is, visit [www.aba.org.au](http://www.aba.org.au) and use the 'Find a Bookshop' tool on their home page.

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**Quick links**

- [Members](#)
- [Contacting an agent](#)
- [Submitting to an agent](#)
- [Contract advice](#)

**Contact**

ALA is not able to answer questions relating to manuscript submissions or individual agents, nor are we able to pass on enquiries to agents. If, however, you wish to contact us regarding this website or the information on it, please send us an email on [australia\[at\]gmail\[dot\]com](mailto:australia[at]gmail[dot]com).

**Prizes and events**

If you'd like to let us know about a prize you administer or a literary event you are organising, please send us an email.

Literary agents pitch a writer's work to publishers.

If successful, the writer pays 15-20% of his or her royalties to the literary agent.

In practice it can be harder to land a literary agent than a publisher.

[see](#) AALA website

# Consider small publishers at SPN

ABOUT SPN | MEMBERS | JOIN US | SPLOG | IND PUB CONFERENCE | CONTACT US

## SPN Small Press Network

Welcome to the Small Press Network, the peak Australian organisation for small and independent publishers.

**A note about online sales**

SPUNC provides the facility for members to sell their wares online via this website. In some cases member publishers will direct you to their home site for online sale. Members selling via this site are marked with an asterisk (\*).

Each member is responsible for maintaining availability information, setting prices and shipping your purchases. If you wish to purchase from more than one member store, you'll need to complete a separate transaction for each one.

Enquiries about purchasing should be directed to individual publishers rather than to SPUNC.

**Members**

ABR  
Acorn Press  
adult independent press  
Affirm Press \*  
Anthem Press  
Arbon Publishing  
Aevna  
Australian Poetry \*  
Backroom Press  
banQuoteguns  
Barbary Books  
Big Sky Publishing \*  
Black Inc.  
Black Pepper Publishing  
Blenheim Books  
Booranga Writers' Centre  
Brandt & Schlesinger  
Calypso Press \*  
Clan Distinct Press  
Coeur de Lion \*  
Curvesy Press  
Crime Factory \*  
Dark Prints Press  
Doctozed Publishing \*

Miscellaneous Press  
Melbourne Books  
Monash University Publishing  
New Frontier Publishing  
Odyssey Books \*  
One Eyed Girl  
Overland  
Owl Publishing  
Paper Tiger Media  
Page Seventeen  
Pantana Press  
Paronym Press  
PCS Publications  
Penguin Plays Rough  
Peppermint  
Pinkanotchet Press  
Pitt Street Poetry  
Press Press  
Public Record Office  
Pulp Fiction Press  
Puncher & Wattmann \*  
Queensland Writers' Centre  
Rabbit Poetry  
Really Blue Books

New writers often make the mistake of pitching their first manuscripts to big publishers without considering the smaller publishers who are more likely to accept their writing.

[see](#) the SPN website

## It's important to format manuscripts correctly ...

This manuscript is formatted incorrectly. Can you pick how?

For a start, the lines are single-spaced so the text looks cluttered on the page, and the editor will have little space in which to write comments. Similarly, leaving narrow margins around the text area provides little space for an editor to add notes.

This font is a sans serif font. Have you ever noticed that most books, newspapers and magazines use a serif font for their body text? This is because the little ears or pointy bits on serif fonts actually help your eye to link the letters together when written in sentences.

Paragraphs can be demarcated by line breaks, as this example shows. But first-line indentation of paragraphs can look more professional. See opposite.

Notice that there are no page numbers here? This is bad.

The lines on your manuscript should be double-spaced, as these lines are, so the pages are not cluttered and the editor can easily insert comments.

For the same reasons, there should be generous margins around the edge of the text area.

Use a 12-point serif font, such as Times New Roman, Garamond or Georgia.

In general, use first line indents, instead of line breaks to demarcate paragraphs.

Number your pages.

1

## Digital specialist publishers

### eBook-Only Publishers Cropping Up Everywhere

Huffington Post | Jessie Kinnhardt e  
First Posted: 03/18/10 06:12 AM ET. Updated: 05/25/11 03:40 PM ET

React > Inspiring | Funny | Typical | Important | Outrageous | Amazing | Innovative | Beautiful  
Follow > Book Publishing , eBooks , Ereaders , Kindle , Atlantic Bridge , Carina Press , Going Rouge , OR Books , Books , eBook Publishing , Fantasy , Harlequin , Inniverse , Lulu , Nook , Publishers , Publishing , Romance , Romance Novels , Samhain , Science Fiction , Scribd , Self-Publishing , Smashwords , Uncial , Books News

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A recent article from Publishers Weekly announced the launch of Carina Press, a new imprint of romance publisher Harlequin that will exclusively publish eBooks. This got us thinking about other eBook-only publishers, a group that's really growing in a publishing world where eReaders are getting more popular every day.

Like Carina, a lot of the eBook-only presses focus on genre titles -- romance, science fiction, fantasy -- which lend themselves naturally to the eBook format, as they're often quickly-consumed and addictive.

Presses like Uncial and Atlantic Bridge don't specifically focus on one genre, but are clearly driven by fantasy and sci-fi to the extent that they specify general fiction titles as "Mainstream." Others, like Samhain Publishing, from which Carina is taking its new executive editor, have found that the romance genre is very successful in eBooks.

Other presses have taken a more general approach, defining themselves as independent publishers on the forefront of digital publishing. OR Books stands out as the major player in this category. They debuted this month with the much-talked-about "Going Rouge," and are focusing on publishing two high-quality titles per month, available as eBooks and print-on-demand paperback directly from the publisher.

A new breed of publisher has emerged in the past few years -- those who only publish eBooks (digital books).

Some, like The Writer's Coffee Shop in Sydney, have had success (*Fifty Shades of Grey*), but others will promise a lot and deliver very little.

## Self-publishing



The screenshot shows the Lulu website interface. At the top left is the Lulu logo. Below it, a banner features a bookshelf and the text 'Buy Unique titles from the world's largest indie bookstore.' To the right is a 'Log in | Book shop' link and a sign-up form titled 'It's free to join & publish!' with fields for 'Full Name', 'Email Address', and 'Password', and a 'Create an Account' button. Below the banner is a price tag '1.686.260' and the text 'SELF-PUBLISHED BOOKS SINCE 2002'. Further down, a section titled 'Sell what you love everywhere.' includes the text 'With Lulu.com you have a free and easy way to get your books onto as many retailer sites as possible.' and a 'Learn More' button. Below this are images of a Kindle, iPad, and two smartphones.

Individuals and corporations can now self-publish more easily than ever with the help of companies like Lulu (based in the US but can print locally).

[see Lulu.com](http://see.Lulu.com)

## Decision Tree 2B: To Write a Self- or Publisher-centric Submission?

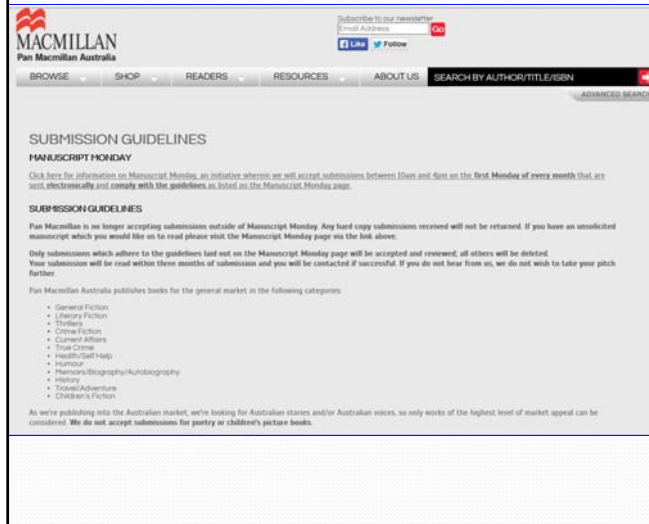
### Alternatives 2B

- i) Researching the market
- ii) Researching the publisher
- iii) Suggesting media angles
- iv) Selecting a manuscript sample

### The Publishers' Paradox:

Publishers want a submission that is different yet has been done before.

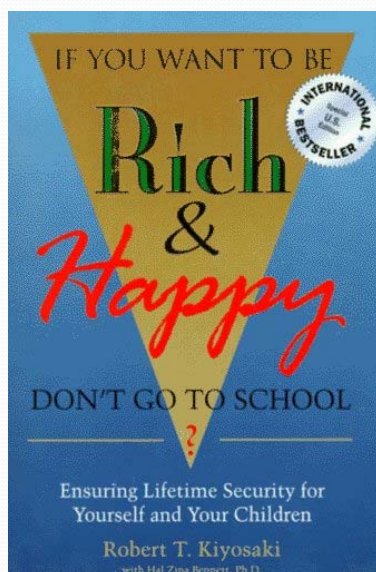
## Publishers' Submission Guidelines



As shown in the week 2 seminars, always look up the guidelines for submitting manuscripts to publishers.

Never assume they all want submissions the same way.

## Good Media Angles Sell Books



American author Robert Kiyosaki launched his highly successful career with a book that worked a very effective media angle.

His publisher wanted to change the title to something less provocative and more forgettable.

## Your Manuscript Sample

- Initially, publishers usually want only **one to three chapters** of a manuscript. If they like the opening chapters, they will ask for more.
- Publishers believe many readers sample the first chapter/s while standing in a bookstore, so the opening of a book must really grab their attention.
- This belief has been reinforced by ebooks offering their first few chapters as a **free sample** to readers before buying the whole ebook.
- **The lesson?** Don't leave a great scene until chapter four, after warming up through the first three chapters.

## Decision Tree 2C: To Choose This Publisher or That One?

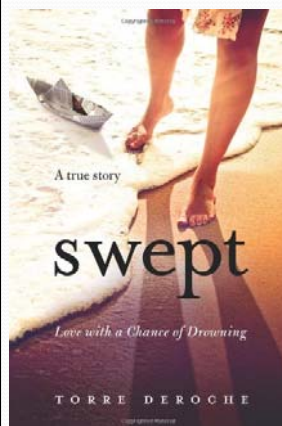
### Alternatives 2C

- i) Assessing editorial support
- ii) Assessing marketing clout
- iii) Negotiating contract details

## Large or Small Publisher?

- Big publishers are not always the best option for authors, particularly new authors.
- Big publishers have a huge list of titles they release each and every month. The publicity for each book is often limited to two or three weeks. The next month, the big publisher moves on to promoting the next batch of titles.
- A small publisher may only release a few titles a year and spend much more time promoting each title.
- If the media like a particular book from a small press, then the publicity can match or outdo the publicity offered to a book from a major publisher.

## From Small to Major Publication

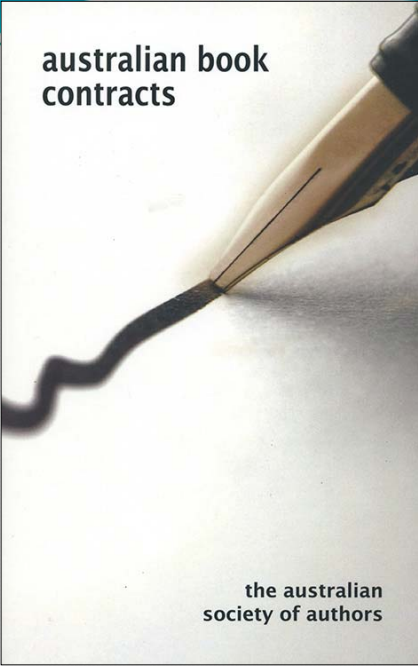


Melbourne writer Torre DeRoche self-published a memoir after numerous rejections. Two months later she had landed some extraordinary deals with major publishers and Hollywood.

[see](#) her website for the full story.







australian book contracts

the australian society of authors

Australia's central reference for understanding book publishing contracts.

The ASA or a lawyer can advise on book contracts.

[see](#) the ASA website.

## Decision Tree 2D: To Delegate Publishing Tasks or Not?

### Alternatives 2D

- i) Self-publishing
- ii) Corporate self-publishing
- iii) Custom publishing
- iv) Partnership publishing
- v) Vanity publishers

## Corporate Publishing



Corporate publishers are potential employers of Professional Writing graduates. This is a lucrative area that many writers are unaware of.

Even small companies like to create histories of their development, or coffee table books featuring their products.

E.g. Bounce Books.

## Crowdfunding & Book Publication

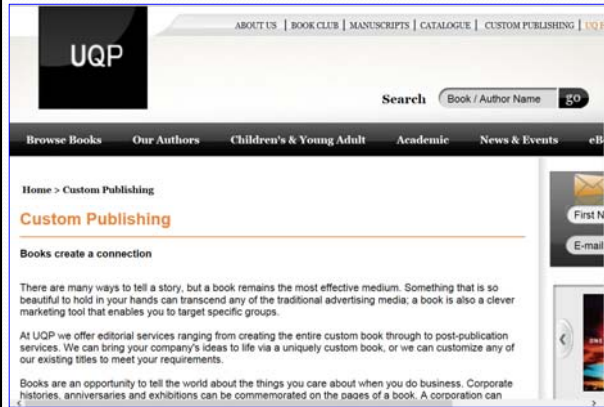


Some writers are turning to crowdfunding in order to raise the capital to publish a book.

Generally speaking, this is a difficult option for new writers to make work, although some defy the odds.

Another well-known crowdfunder for creative projects is Pozible (see their website).

## Custom Publishing



University of Queensland Press is one of many respected publishers that offer custom publishing. This service is open to anyone (usually corporations) who want a publishing project done professionally but don't have their own resources to do so.

## Partnership Publishing

- Be wary of companies that call themselves "Partnership Publishers".
- In theory these companies offer to go 50/50 in the investment required to edit, design, lay out, print, format, distribute and market a writer's book.
- In practice, they will ask the writer for something like \$12,000, then claim they are also investing \$12,000 in the process, but in actuality skim \$6,000 of the writer's money.
- The other \$6,000 is spent on what the partnership publisher is claiming costs \$24,000.
- How would a new or emerging writer know the true cost?



## Homework – Week 3

- Read **Option 2: Determining Your Publishing Vehicle** in *Your Book Publishing Options*, pp 51-78
- Also read the **17-page extract** from David Whitbread's *The Design Manual* – knowing these principles is the difference between TAFE and Higher Ed (see VU Collaborate).
- Note: if you haven't already bought a copy of *Your Book Publishing Options* for \$30 during your seminar, this is the **last week** it is available in seminars.



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