



TRADITIONAL PUBLISHING

VS

SELF-PUBLISHING

VS

DEAN PUBLISHING

Traditional publishing, self-publishing and Dean Publishing all involve different approaches to publishing a book. When embarking on your own publishing journey, it's important to consider the right fit for you, so we have compiled a list of pros and cons for each publishing option to help you on your journey.

TRADITIONAL PUBLISHING

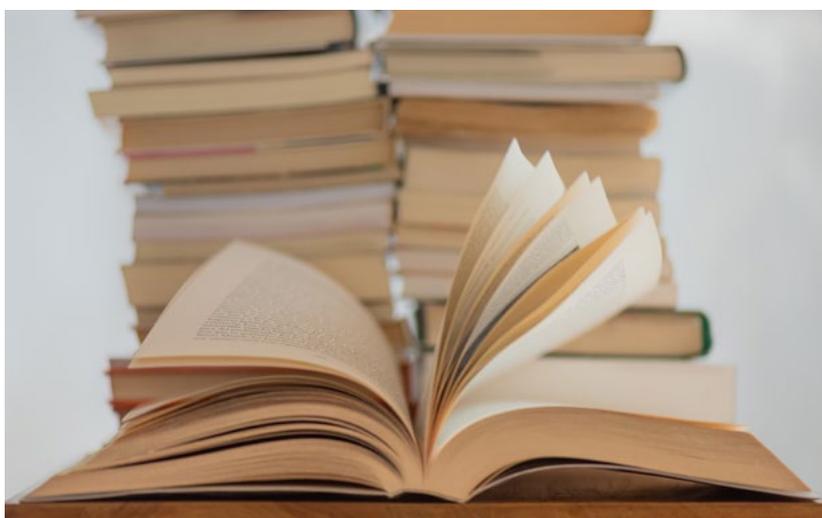
Traditional publishing is the conventional process for publishing a book through the 'big' established publishing houses.

PROS	CONS
The publisher edits, formats, proofreads and designs the book for you	Traditional publishers usually own the publishing rights to your book
An experienced, professional team works on your book	You are one of many authors the publisher looks after
Plagiarism is checked	Trying to get a book published by a traditional publisher is very competitive – you often need an agent, who will submit your manuscript to a publishing house for you (which means there are agent fees in the process) as many publishers don't accept or look at unsolicited manuscripts
The publisher does some promotional work for you	Royalty fees are often extremely low
No upfront costs	You usually don't have as much control over what your book looks like and the editing process
You may get paid in advance to write your book (which is actually an advancement on sales)	Release dates and PR campaigns are chosen for you
There is generally social credibility associated with traditional publishers	Final decisions generally are in the publisher's hands, so you lose some creative control
Usually there is easier entry into bookstores	The whole process can take a very long time (getting an agent, getting a publishing deal and editing and publishing the book)
The editing process is normally less hands-on for you, compared to self-publishing	Authors do a lot of marketing work, as this usually isn't a strength of traditional publishers
Books published by traditional publishers are more often recognised by literary prizes and critics	

SELF-PUBLISHING

When you self-publish, you have all of the control over the process and getting your book out into the world, which can be amazing – but this also means all of the responsibility falls on you as well.

PROS	CONS
You have total creative control	It's up to you to find your own editor, proofreader, typesetter, graphic designer and anyone else you want to help you along the way
You decide when you release your book	You need to pay for everything and negotiate the right prices
You can manage the budget and decide how much you want to spend	You'll need to entice a distributor to take your book into bookstores, and this can be difficult
You can control the speed of the process	It will be up to you to market your book, get it out there, and source a PR company
You can choose who you'd like to work with in terms of editors, designers and any other contributors	There's no professional advice along the way, unless you employ someone to give you this advice
You keep 100% of the profits of your book	You're responsible for the quality of your book
Can be a very empowering process because you make the decisions	Without adequate book sales, you can end up with a garage full of unsold books
It's easier to self-publish books for more niche markets, compared to traditional publishing	



DEAN PUBLISHING

At Dean Publishing, we are a one-stop, collaborative shop: we coach you through the writing process, work through the editing process with you, format and design your book and collaborate on your cover, and publish it.

PROS	CONS
We are a one-stop shop that incorporates all of the pros of self-publishing and traditional publishing, without the cons	As we are a small publishing house (and we like it that way), we don't always have openings for new titles so timing determines what books we can take on
You have creative control of your book/vision and will work with our professional book coaches, editors, proofreaders, typesetters, graphic designers and other team members	We don't work with 'just anyone', we are selective with the authors and books we work with and promote
Our team will hold your hand and advise you along the journey	
We help you map out your business plan and make your book profitable	
You can choose how slow or fast you work and when you'd like to release your book	
You have access to our global book distributors, PR partners, and anyone else you'd like to work with once your book is published	
You'll be given an ebook version of your book, as well as an interactive version that you can sell	
You'll be given a marketing pack so that you have a headstart on your marketing	
We'll upload your book to Amazon and other global online sellers for you	
You are not one of many – we look after you as if you are the only author we are working with, and you can speak to the team through the process	
You pay a one-off fee for your book to be produced and published but then you keep ALL of the profits for the lifetime of your book	

PROS

CONS

We are more than a publishing house – we can help you along your publishing journey with anything you need and any extra services you want to employ (creating journals, interactive versions, audiobooks, online courses etc)

We work with both print-on-demand services and custom print houses all over the world so we can offer you quality print and worldwide distribution

You have the ability to distribute and print your book anywhere in the world from as little as one book to as many as 10,000.

We have solid partnerships with UK, USA, European and Asian-based print houses and distributors so we can print and deliver books to you as you travel, give talks and work all over the globe

We publish for niche markets, so we cater specifically to your goals and audience

Plagiarism is checked and permissions to use other publishing content is done for you

Your personal author coach keeps you accountable throughout the process and encourages you to work towards deadlines



Now that you can see how a book is published and the pros and cons of each type of publishing, if you'd like to chat to us about publishing your book, reach out. Below is a link to book a free call with our team to discuss your project and the prospect of working together. However you choose to publish your book, we wish you the best in success.

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