



Publishing Options

Our focus is self-publishing, but it is only right to help you understand the options.

Once your manuscript is ready, you have three main routes to publication:

self-publishing, **conventional publishing**, and **hybrid publishing**. Each has strengths, frustrations, and trade-offs. This guide isn't here to push you in one direction. It's here to help you make a choice that fits your goals, your budget, and your expectations.

A Quick Prompt to Get You Started

Ask yourself: *What do I want from publishing, control, support, validation, income, or speed?*

Your answer will point you toward the option that suits you best.

Self-Publishing

Self-publishing gives you full control. You make the decisions, set the timeline, choose the cover, and keep the majority of the royalties. It's flexible, fast, and increasingly respected.

Why Writers Choose It

- complete creative control
- faster publication
- higher royalty rates
- freedom to update or revise later
- no gatekeepers

Things to Be Aware Of

- you handle everything (or hire people to help)
- marketing is entirely on you
- quality depends on your preparation and choices

Self-publishing works best for writers who value independence and are willing to learn the process. We love it and that's why we produced these guides.

Conventional or Traditional Publishing

This is the traditional route: literary agent → publisher → book deal. It can be rewarding, but it's also slow and competitive.

Why Writers Choose It

- professional editing, design, and distribution
- industry credibility
- potential for wider reach
- no upfront costs

The Realities

- literary agents receive thousands of submissions
- long periods of silence are common, timelines can stretch into years
- rejection is normal, even for strong books
- you have less control over cover, pricing, and schedule

Conventional publishing suits writers who want industry support and are comfortable with a slower, more selective process.

Conventional publishers do not generally reach out to authors, and certainly not unpublished ones. If you are approached in this way it is much more likely to be someone under the following section.

Hybrid Publishing

Hybrid publishing sits between self-publishing and traditional publishing. You pay for services, but you also get professional support. The challenge is understanding whether the value matches the cost.

Why Writers Choose It

- professional editing and design
- guidance through the publishing process
- more control than traditional publishing
- quicker timelines

The Realities

- **Costs can be high**, and not all packages offer value equal to the price.
- **Services vary widely**, and some hybrid publishers simply outsource tasks you could hire yourself for less.
- **Selectivity matters** - if they accept every manuscript, it may be closer to vanity publishing than true partnership.

Questions to Ask on Hybrid Publishing

- **What exactly am I paying for?**
- **Are these services things I could hire myself for less?**
- **Do they take a royalty share on top of fees?**
- **Are they selective, or do they accept everyone?**
- **Is this genuine support, or is it vanity publishing in disguise?**

A good hybrid publisher is transparent, selective, and clear about costs. A poor one sells expensive packages that offer little you couldn't arrange yourself.

Hybrid Publishing is often referred to as Vanity Publishing. It is suggested that the average sale via a Vanity Publishing route is 100 hundred copies and that will be significantly below the cost.

There are Hybrid options that can work but these tend to be small offset presses that are often working in niche genres. You need to be very careful when engaging with a Hybrid Publisher and fully understand the likely income compared with the costs.

It is an unfortunate fact that there are many companies and individuals working in this space that can only really be described as scams. Although not exclusively so, if someone approaches you, the scam potential increases.

A Simple Exercise

Write three short notes titled:

- **What I want**
- **What I can afford**
- **What I'm willing to learn**

Your answers will make the right publishing path much clearer.

A Final Thought

There is no "lesser" route. There is only the route that matches your goals. Publishing is a choice, and the best choice is the one that helps you share your book with confidence.

