

The background is white with a pattern of small, light pink hearts scattered across it. A thin, vertical pink line runs down the right side of the image. The text is centered in a dark red, serif font.

Small Publishing in a Big Universe

Northern California Romance Writers

October 26, 2024

Agenda

- Introduction
- What is Small Publishing?
- Traditional Publishing vs. Small Publishing
- Small Publishing vs. Self-Publishing
- The Publishing Process
- The Submissions Process
- Choosing a Small Publisher
- Measuring Your Success
- Contacting Us

Introduction

Steven Radecki

- Publisher
- Author
- Executive Producer

September Radecki

- Managing Editor
- Copy Editor

Melissa M. Buhl

- Acquisitions Editor
- Event Management
- Author

What is Small Publishing?

Small Publishing is ...

- Also known as “independent publishing” (not connected to one of the large publishing corporations)
- Publishing by a small organization
- Self-publishing

Small Publishing is not ...

- Publishing by a small imprint of a large publisher
- Vanity presses

Traditional Publishing vs. Small Publishing

Traditional Publishing

- “Big 5” Publishing (corporations)
- Agent-driven
- Pays advances against future royalties
- Agent receives % of advance and earnings
- Long lead times (years)

Small Publishing

- Small organizations and teams
- Small budgets
- Rarely pays advances, but tends to pay much higher royalty share
- Accepts direct submissions by authors
- Turnaround time between submission and publication can be very fast (months)

Small Publishing vs. Self-Publishing

Small Publishing

- Variable creative control
- No (or few) costs to Author
- Benefit of ongoing support from the publisher and its author network
- Author receives share of sales profits
- Publisher manages all accounting and issues annual 1099-MISC to author

Self-Publishing

- Full creative control
- Author covers all costs
- Responsible for all marketing and promotions, including events, networking, etc.
- Author receives all sales revenue
- Author manages all accounting

The Publishing Process

Submitting Your Manuscript

Traditional Publishing

- Acquire an agent.
- Agent shops manuscript around to publishers.

or

Small Publishing

- Author submits manuscript to publisher.

Publishing Your Book

1. Publisher offers to publish book.
2. Negotiate and sign contract.
3. Book cover development.
4. Author receives editorial changes for their manuscript.
5. Author receives proofs for review and final corrections.
6. Book is published.

The Submissions Process

Process

1. Author submits story.
2. Acquisitions editor(s) evaluate and rate stories:
 - Yes
 - Maybe (with changes)
 - No
- Author is informed of decision.
- If accepted ... a lot of things happen.

Why Does a Story Receive a “No”?

- Poorly formatted
- Poorly edited or proofed
- For anthologies: off-theme
- Does not follow a romance structure

Choosing a Small Publisher

Small Publishing Often Gets a Bad Reputation

- Vanity presses (pay to publish)
- Shady practices (particularly contracts and payments)
- Short-lived businesses and sudden closures
- Author perceptions around what a small publisher can deliver

What to Look for in a Small Publisher

- Length of time in business
- Number of titles
 - Currently published
 - Published per year
- Promotional activity
- Website and social media
- Industry events
- Contract terms (negotiable, copyright, duration, rights reversion)

Measuring Your Success

What are Your Personal Goals?

- “I had a book published!”
- Building a legacy for your family
- To become better known in your writing communities—local or worldwide
- Being identified as “a writer”
- See your book on a shelf at a bookstore

What are Your Business Goals?

- Number of book sales
- Amount of money earned
- Number of titles published

Contacting Us

- Cupid's Arrow Publishing (romance)
cupidsarrowpublishing.com
- Paper Angel Press (general fiction)
paperangelpress.com
- Unruly Voices (memoirs and poetry)
unrulyvoices.com
- Water Dragon Publishing (speculative)
waterdragonpublishing.com
- Graveside Press (horror)
graveside-press.com
- Small Publishing in a Big Universe
spbu-podcast.com
- Email
 - *publishing@cupidsarrowpublishing.com*
 - *submissions@cupidsarrowpublishing.com*
 - *spbupodcast@gmail.com*
- Social Media
 - Facebook
 - Twitter
 - Instagram
- Presentations available here:
 - *cupidsarrowpublishing.com/resources*
 - *spbu-publishing.com/resources*