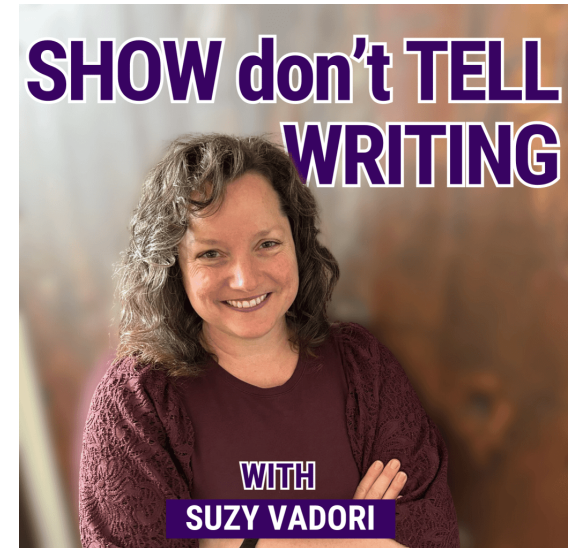




NAVIGATING PUBLISHING IN 2025



Mark Leslie Lefebvre
with Suzy Vadori



A HISTORY OF PUBLISHING

Super Brief



A HISTORY OF PUBLISHING



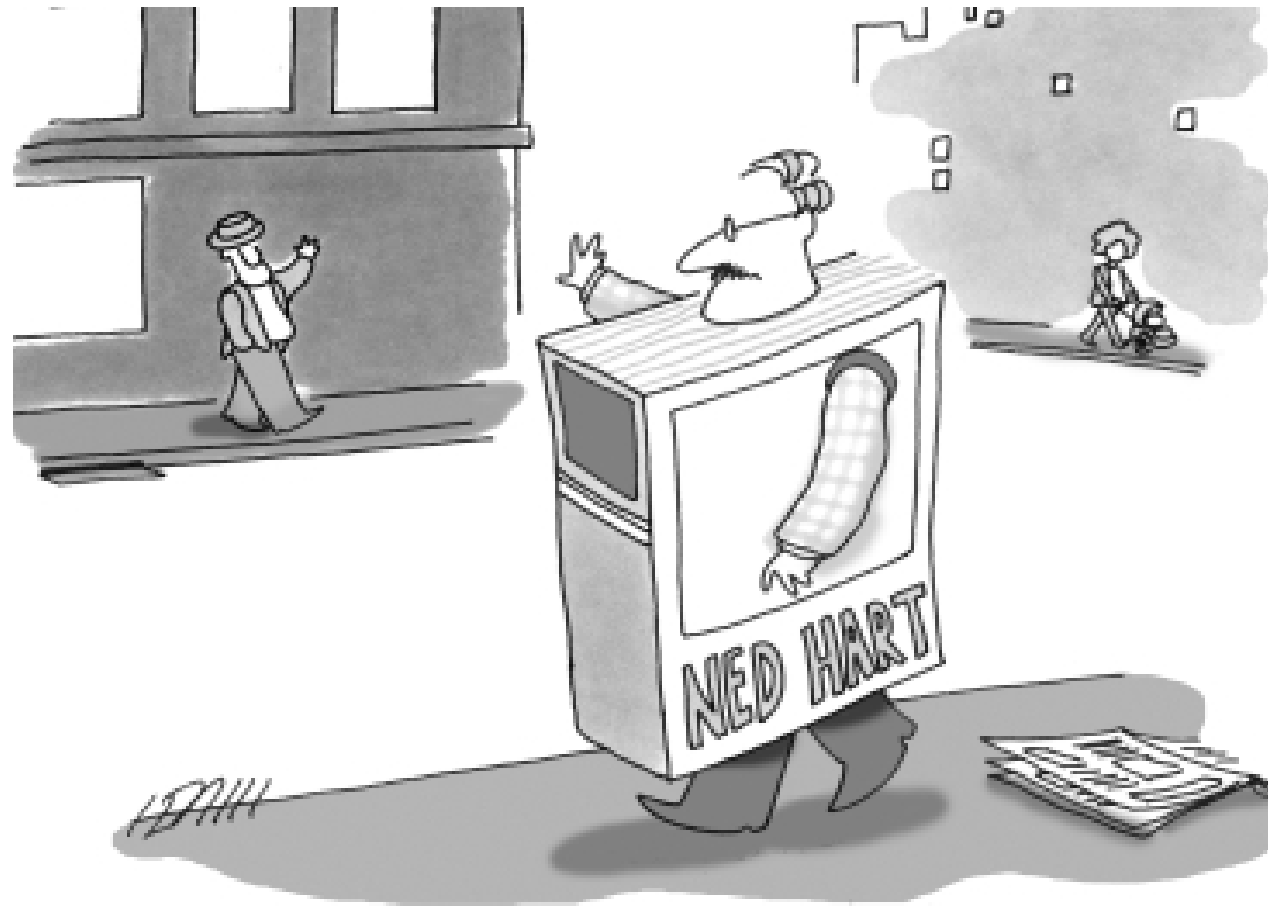
Initially: Intimate & Limited



Evolution: "Paper" and Limited Distribution

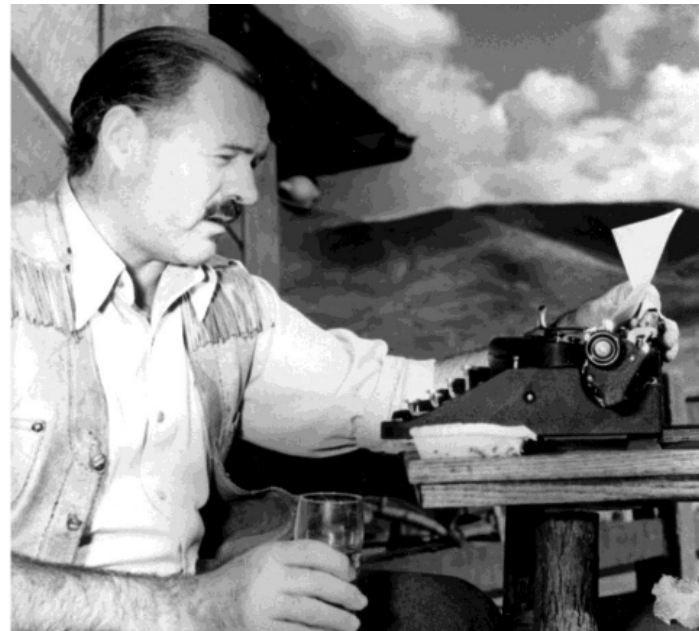
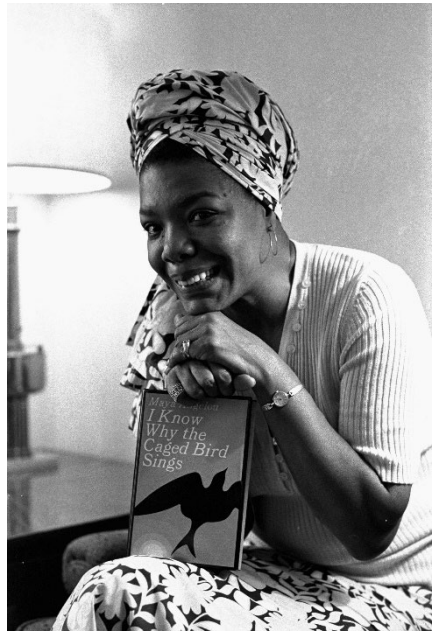


Evolution: Moveable Type / Binding / HC



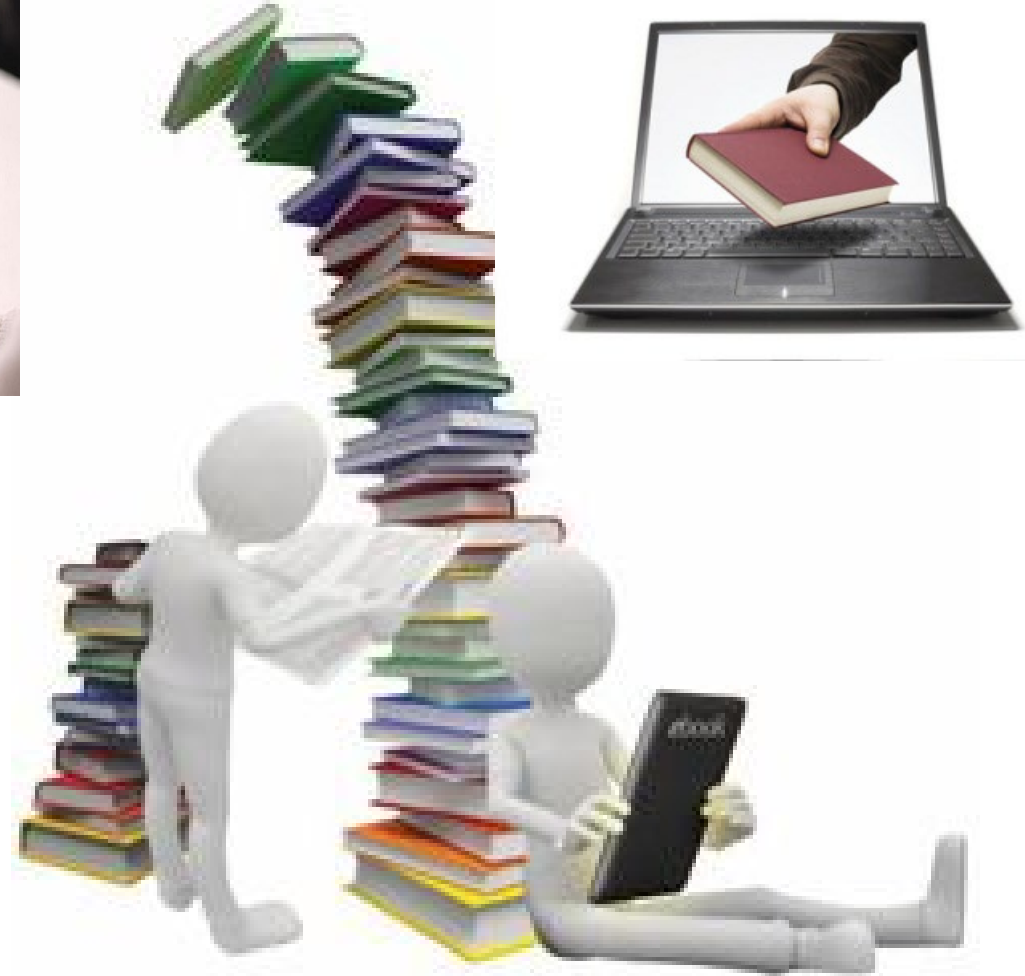
Fans were thrilled to see Ned out in paperback.

Increased Distribution: Mass Market Paperback





Online Distribution – Game Changer



eBooks & Digital – Significant Shift



THE PANIC MONKEY WEEKLY

FEB 2, 1370

Gutenberg's Invention Kills Scroll Business

The end is near for those whose livelihood and existence depends on hand-writing beautifully crafted scrolls. Monks all over the world are hanging their heads in despair as yet another scroll factory shuts its doors without any notice to the 30 employees who spent their life perfecting

"I can't believe that anyone would prefer to read on this so-called 'moveable type' platform," Erstine Malkovitch, a 30 year scroll craftsman says, "Each of us writes in a unique calligraphic style that defines the essence of the product. How could a

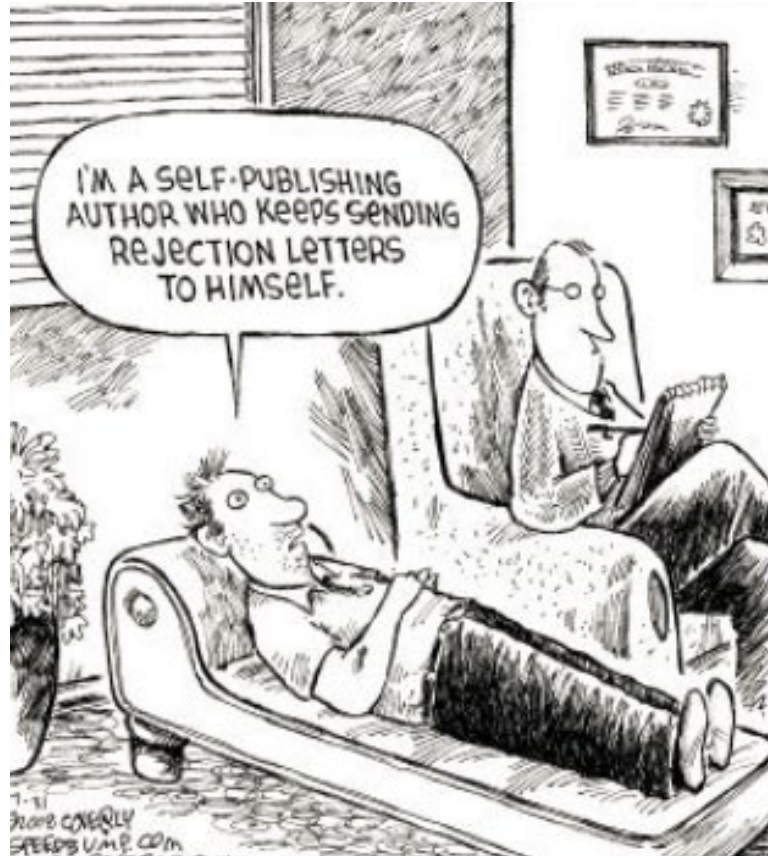


**“THE BOOK
DIDN’T DIE.
IT JUST HAD
BABIES.”**

**Quote from BookNet Canada Book Camp
Twitter feed Cira - 2011-ish**

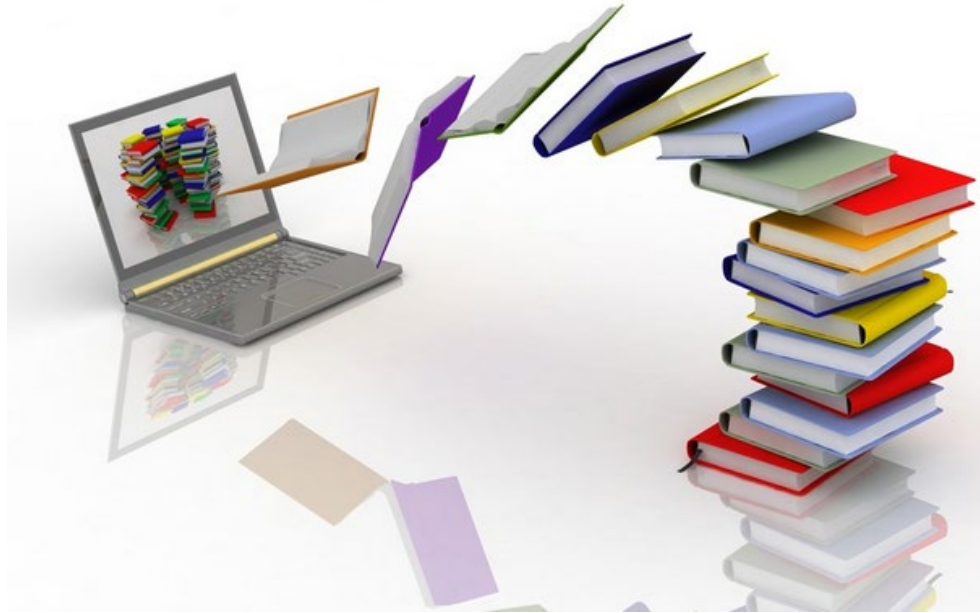


RE-CONCEPTIONS OF SELF-PUBLISHING



It's not about rejection – it's about choice
It's about taking control

RE-CONCEPTIONS OF SELF-PUBLISHING



- **When done correctly the only “self” is “self-directed”**
 - **Smart indie authors hire all the right professionals (editorial, design, etc)**
 - **The term “indie author” has been adopted**
 - 1) **Slightly removed from negative “connotation” of self-publishing**
 - 2) **In recognition of the manner by which the business has grown in the past 5-15 years**

RE-CONCEPTIONS OF SELF-PUBLISHING



- **Indie authors are evolving in the same way that traditional publishing has evolved. Passion, hard work, new forms/pricing, niche markets.**
 - **In 1927, Bennett Cerf & Donald Klopfer: “We just said we were going to publish a few books on the side at Random”**
 - **In the 1930’s Penguin revolutionized publishing via inexpensive paperbacks**
 - **In 1924 Richard L. Simon & Lincoln Schuster pooled their money to fill a “fad” need in the industry for crossword puzzle devotees**



**Authors have never had more CHOICE than ever before in the history of publishing
There is no SINGLE path. There is no ONE way to do things.**

KEY PUBLISHING OPTIONS

A high-level perspective

THE KEY BOOK PUBLISHING PATHS

- **TRADITIONAL**
- **SELF-PUBLISHING**

- **Or SOME COMBINATION**

CORE CHARACTERISTICS & VALUE OF EACH

• TRADITIONAL

- “Big Five” / NY Publishers
- Larger National Publishers
- Indie Press / Regional Publishers

• SELF-PUBLISHING

- Fully Assisted*
- DIY
- Community

** By default, be wary of any publisher that calls THEMSELVES hybrid. Chances are they're one of the “bad guys” masquerading and hiding behind confusing terms*

THE KEY BOOK PUBLISHING PATHS

DIY/COMMUNITY SELF-PUBLISHING YOU MIGHT ALREADY DO

- *You write, publish your work in an environment that is FREE to use and is completely self-directed. You control when and how and where you publish.*
 - *Twitter*
 - *Facebook*
 - *Blogger*
 - *WordPress*
 - *Instagram*
 - *YouTube*
 - *Pinterest*



REASONS FOR SELF-PUBLISHING

THE HIGH-LEVEL REASONS (haven't changed all that much in past dozen or so years)

- **Beginning writers – in order to break INTO traditional publishing**
- **Mid-list writers – in order to break BEYOND traditional pub**
- **Top-selling writers – looking for CONTROL**

OTHER REASONS:

- **Higher Royalty Rates (8% to 10% to 25% of net VS 70% of retail)**
- **Faster Payouts (Once or twice/year VS 45 or 90 days)**
- **Faster Publication Schedule (Not tied to a 4-season selling schedule)**
- **Control (Both CREATIVE and BUSINESS)**

SELF-PUBLISHING OPTIONS

FOR MOST FLEXIBILITY & CONTROL: Go Direct

FOR SIMPLICITY, TIME SAVING & SINGLE SIGN-ON FOR MULTIPLE CHANNELS: Use Distributor

(I'm partial to Draft2Digital)

GO DIRECT:

- Amazon Kindle (Kindle Direct Publishing/KDP)
- Kobo (Kobo Writing Life/KWL)
- Google Play

DISTRIBUTE THROUGH

- Draft2Digital (Simplest/Cleanest free ePub Conversion PLUS global \$\$ control)
 - Nook, Apple, Tolino –multiple library channels
- PublishDrive, Streetlib, and others

HOW DISTRIBUTION WORKS

Using Draft2Digital as an example

The logo for Draft2Digital, featuring the word "DRAFT" in white, a stylized orange "2" with an arrow pointing right, and the word "DIGITAL" in white, all on a dark blue rectangular background.

- **Single entry – publish to multiple retailers (Kobo, Kindle, Nook, Apple Books, Tolino, Scribd, Playster, etc) and Library Systems (OverDrive, Baker & Taylor)**
- **FREE to use – FREE WORD to ePub/mobi conversion**
- **Distributor takes a 10% cut. (You earn 60% rather than 70%) – IE, on a \$10 book – Direct (\$7) Distributor (\$6)**
- **People usually choose distributors for ease/convenience**

BASIC OPTIONS FOR PRINT PUBLISHING

Only looking at POD (Print on Demand) Publishing options

Direct:

- KDP Print (www.kdp.amazon.com)
 - Free - No need for ISBN (free Amazon ISBN) – Also prints in Canada (trade paper)
 - Great for Amazon. Not great for extended distribution.

Distribution:

- Ingram Spark (www.ingramspark.com)
 - Costs for setup - Need an ISBN (not an issue for Canadians)
 - Great for wide distribution
- Draft2Digital Print www.draft2digital.com
 - Free - Free ISBN
 - Free automated cover wrap option – print formatting and interior template
 - Great for wide distribution

BASIC OPTIONS FOR AUDIOBOOK PUBLISHING

ACX: (www.acx.com)

- **Audiobook Creation Exchange**
 - “Direct” to Audible / Amazon (and Apple/iTunes)
 - Can upload audiobook you have produced or to find a narrator
 - Can pay up front. No pay up front with payment split with narrator. (7 years exclusivity)



Findaway Voices (www.findawayvoices.com)

- **Distribution to 43+ retailers and libraries**
 - Can upload audiobook you have produced
 - Pay up front, but no need to split payment with narrator

BASIC OPTIONS FOR AUDIOBOOK PUBLISHING

Apple Digitally Narrated Audio

- **Distribution to Apple (also OverDrive via D2D is coming)**
- **FREE**

Google Play Books Partner Center – Digital Narration

- **FREE**
- **Allows you to download file and load to other places (Kobo Writing Life, Findaway Voices, etc)**

NEW: Elevenreader Publishing (from ElevenLabs) – via Findaway Voices

- **Starts off FREE - <https://elevenreader.io/publishing>**

THE **TRUTH** ABOUT SELF-PUBLISHING

It's not all that different than traditional publishing (80/20)

There are BIG PLAYERS who earn millions

- **In 2011 (her 1st year self-publishing) Bella Andre earned more than \$1 million dollars selling eBooks for \$4.99**

Many authors do really well

- **1000's of authors are earning more money in self-publishing than they ever earned being a traditionally published mid-list author**

Most authors make some money. Many more never sell. Just like TRADITIONAL publishing

**YOU CAN'T
HANDLE
THE TRUTH**



COST/INVESTMENT/RETURN

COSTS – Low End: \$300 – Higher End: \$3000

Book price in USD: \$4.99 (70% = \$3.49)

INVESTMENT MATH

- To earn back \$300, need to sell 86 copies
- To earn back \$3000, need to sell 860 copies



What if it were 99 cents? (35% Kindle = \$0.35 / 45% KWL = \$0.45)

- Need to sell 857 copies to earn back \$300
- Need to sell 8,571 copies to earn back \$3000

Think about the long term. Are you earning this back in the 1st year, in the first 2 years, in the first 3 years?



3 PS OF SELF-PUBLISHING SUCCESS

PRACTICE

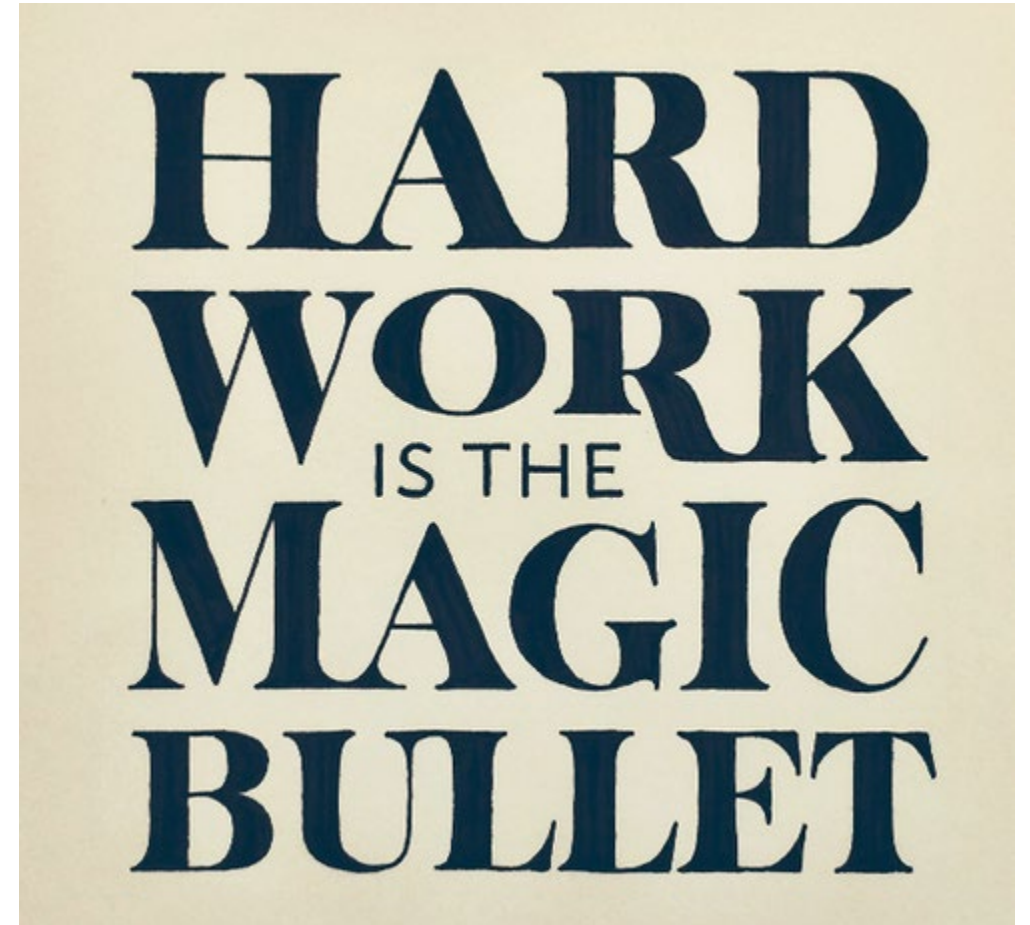
- Write, then write more
- Then write even more again

PATIENCE

- Overnight success takes time (remember what it used to be like for writers submitting their MS?)

PERSISTENCE

- Believe in yourself and never give up
- Write your NEXT great book



PODCAST: STARK REFLECTIONS ON WRITING & PUBLISHING

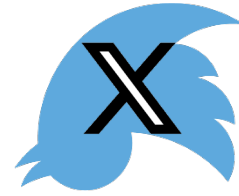
A weekly podcast where Mark interviews folks from the industry and then reflects on the conversation and what it made him think about as a writer and an industry professional.

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