

# **“Everyone” Is Self-Publishing—or So It Seems**

**By W. Terry Whalin**

Solomon told the truth centuries ago:

**“There’s no end to the publishing of books...”** (Ecclesiastes 12:12, *The Message*)

Take A Bird’s Eye View of The Book Marketplace

What is a definition of a “successful book?”

Why can’t I find my book in a bookstore? Is that, OK?

Book Statistics “Over 4,500 new books are published every day.” [Penny Sansevieri](#)

[The Measure of Success](#) by Literary Agent Wendy Lawton

[Ten Awful Truths About Book Publishing](#)

## **Five Terrible Reasons to Use an Independent Publisher**

1. You are afraid of rejection.
2. You are impatient.
3. Someone told you there is no market for this book, and you are out to prove them wrong.
4. You are too lazy to pitch your book to editors and agents.
5. You thought all new writers went this route and fell for a pitch from an independent publisher.

## **Ten Reasons to Work with An Independent Publisher:**

1. Your timing is different from a traditional publisher.
2. You know your audience and how to reach them.
3. You work with a specialized audience.
4. You love marketing, selling, networking and publicizing your work
5. You speak and want to have books to sell
6. You want to test the marketplace.
7. You want to make more money.
8. The quality of independent published books has improved.
9. You want to maintain control over the title and appearance of your book
10. You want to learn the details of the publishing business.

## **Seven Keys To Success With An Independent Publisher:**

1. You have written a quality manuscript and learned the craft of writing.
2. Or you have hired a ghostwriter for an excellent manuscript (foundational).
3. You have a market or are willing to create a market for your product.
4. You understand the importance of book distribution – brick & mortar stores like Barnes and Noble and Target plus the Internet.
5. You understand the necessity of on-going marketing for your book.
6. You understand more than 60% of books are sold outside of the bookstore.
7. You are willing to continuing grow in your publishing knowledge.

## Beyond This Workshop – Resources for Additional Study:

1. [The 30 Best Self-Published Books of All Time](#) You are not alone.
2. ***How To Make Real Money Selling Books (without worrying about returns)*** by Brian Jud, Square One Publishers, 376 pages, \$24.95. Subtitled, A Complete Guide to The Book Publishers' World of Special Sales. This book is packed with insight and current 2009 information. <https://amzn.to/2KIwO1I>
3. ***Beyond the Bookstore, How to Sell More Books Profitably to Non-Bookstore Markets*** by Brian Jud, Reed Business Press, 304 pages. Have you ever read the sales numbers of a particular book and scratched your head wondering how that title sold in the bookstore? Some of those big sales numbers have sold outside of the bookstore. In fact, more than half of all books sold each year are sold outside of bookstores. Often an author believes their task is to write the best possible book, turn it over to the publisher and press on to the next project. It's always important to write the best possible book but more publishers are turning to the writer for sales assistance. This book is a valuable resource for any writer to think outside the box about how to sell their particular book. Jud covers 79 specific strategies for generating "special sales." These specific ideas can be incorporated into a nonfiction or fiction book proposal to show your publisher from the beginning that you will be proactive about special sales.  
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***[Book Proposals That Sell, 21 Secrets to Speed Your Success \(The Revised Edition\)](#)***

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