

## ***Peaks and Pitfalls in INDI publishing.***

Let's face it, there are more and more companies willing to publish your book. Who do you choose, and why would you choose that company? What will the publisher and printer do to get your product to market, and then what? Robert N. Ruesch is a three-time published author, and Roy Hanschke, who is a dynamic speaker, radio personality, and author; both will share the pitfalls and the peaks that turned into perks in their publishing journey.

### Pros

1. You are in control of 90% of your work.
2. You have control over deadlines, font structure, etc.
3. You are the primary decision maker for your work.

### Cons

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### Peaks

1. You are the sole inventor of your book. It is all yours from start to finish.
2. You could be the ONLY ONE editing your work. (Save money, right?)
3. You can decide about what INDI publisher you want to help fund their retirement fund.

### Pitfalls

1. Being the sole inventor of your work, you and only YOU handle the completed project, typos, and all.
2. Saving money doing your editing is BEYOND DANGEROUS. (*Frankly, it is stupid, even if you are an excellent editor and an English major.*)
3. Most important, dangerous, intelligent decision you can make. Do your homework on this one.

### A few thoughts on traditional publishing.

1. Traditional publishing only looks for large author platforms.
2. They hold the rights to your book, sometimes for 70 years past your death!
3. You don't have control of the design, title, and somewhat final content.
4. If you are thinking of trying to go traditional, GET AN AGENT!

5. You will do all the marketing of your book. (This ain't Hallmark, baby.)
6. Consider royalties. They will be meager.

#### Final thoughts on INDI Publishing

1. Watch out for less than honorable “publishing houses.” They grow like weeds.
  - a. Some demand money up-front.
  - b. Promise that your book will be the bestseller of the year.
2. You get what you will pay for.
3. Your book MIGHT look self-published, from cover to back cover.
4. Watch out for the *marketing services pit*, that sells you services you don't need, won't need, and can't use.

YOU are the decision-maker. Choose wisely. Honor God in all your decisions.

Three companies we are comfortable with, there are many more, but these are the ones we have worked with.

Christian Faith Publishing–Julie Sheppard, Agent -  
[sheppard@christianfaithpublishing.com](mailto:sheppard@christianfaithpublishing.com), 814- 813-1257

Illumify Media Group–Jen Clark, Operations Director, 303-523-4813,  
[jclark@illumifymedia.com](mailto:jclark@illumifymedia.com)

Morgan James Publishing–(212) 655-5470,  
<https://www.morgan-james-publishing.com/>

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## WRITER'S AFFIRMATIONS OF TRUTH

I'm not a writer by accident. God was intentional when he created me to be talented. He has equipped me specifically for this ministry-to write for His glory and proclaim Jesus.

God has a purpose; therefore, I have a purpose for writing every day. God speaks through my pen, so what I have to say is vitally important. It matters.

When I follow through, people benefit. Because of God working through me, people will be changed and transformed. Therefore, people lose if I don't follow through.

Through Christ, I can do all things. God has resourced me. He's given me everything I need to succeed in my writing ministry. I have permission to dream big about possibilities.

I'm a good writer, trained and equipped by professionals to succeed in this industry. I'll make mistakes for sure. But when I put my training into practice and use it, I should have nothing to be ashamed about.

I have the energy, the passion, and the message to make a huge impact in this world, now and for eternity.

By God's grace I am an expert; confident, influential and outstanding in my craft. My heart is open to stay **humble**, to remain teachable, and to give glory to God for all these truths.

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## *A Writer's Prayer*

*Dear Jesus,*

*Please guide my writing today. Help me to write for an audience of One, striving to please you first and man second. Give me the right words to bring glory to you.*

*Keep my heart attuned to the things of heaven, rather than the things of earth. Don't let my desire for earthly success draw my attention away from my Savior. Give me a humble and teachable spirit, never thinking I am above learning or too busy to lend a hand to a fellow writer.*

*When I find myself discouraged, let me find comfort in your Scriptures. When I find myself wanting more than you've seen fit to give me, let me rest in the knowledge that I am exactly where I need to be on my writing journey.*

*Help me to not lose heart when the days are dark. Help me to seek after you when my heart hurts from rejection. Let me see glimpses of how my life is furthering your kingdom.*

*Above all, allow my words to bring the light of Christ to those who read them. May my love for you shine through all that I write, even when I don't even mention your precious name.*

*May I write for your glory and may you use my writing for my own good.*

*Amen*

*Sarah Hamaker*