

Why hiring an Author
Services Consultant makes
more than cents



Consultation 1: Answering your why

Contents:

getting clear on why you are choosing to be an author under a traditional publishing house

Activities and Exercises:

identify your perceptions, assumptions, and goals to move forward with clarity

Tangible Results:

become knowledgeable about the process and get decisive about whether to pursue traditional publishing or alternative paths to becoming a published author

"I want to be on the shelves of Barnes & Noble"

It is natural for first-time authors to go after the “cache” of a big-name, traditional publishing house. Many writers believe that the only way to see the fruits of their labor gracing the shelves of Barnes & Noble is under the umbrella of Simon & Schuster, Penguin, or Random House.

BOOKS·A·MILLION

But did you know...?

Your book can be on the shelves of Barnes & Noble and other popular book sellers without a big-name publisher.

540

“They’ll give me an advance!”

Every writer dreams of being given an advance to complete their first manuscript. An advance pays the writer before a single book is sold so that the writer can be freed up to create and produce their work on time. Without having to worry about making a living while writing, for the first-time writer, an advance can be a career game-changer.

But did you know...?



Not all authors are offered an advance by publishers.



First-time authors may need to generate enough heat to make it worth the publisher's while.



Paying back an advance based on net sales and royalties can take some authors a very long time.



“Publishers provide the apparatus that gets things done professionally.”

And here, you're absolutely correct!

But did you know...?

- Niche publishers also provide professional services with that extra personal touch.
- Boutique publishers are becoming so popular, even the big names are operating under them now.
- Self-publishing is becoming the preferred way for 1st-time authors to make their literary debut.

All without skimping on the professionalism!

