

A very rough guide to choosing between self and traditional publishing.
Consider each factor and which path appeals most to your priorities.

Self-publishing

Traditional Big 5

TIME



CONTROL



RIGHTS



DISTRIBUTION



ENERGY / ABILITY TO PROJECT MANAGE



PRICING AND PAYMENTS



PRODUCTION



PERSONAL COSTS



MARKETING



NEW TECHNOLOGIES (EX: PUBSLUSH / BOOKTRACK / WATTPAD)



ACCLAIM

