

The Road to Getting Published

The Authors Handbook

Coach & Presenter: Gail Dudley

The background of the slide is a photograph of a library. On the left, a sign reads '1000000 READ'. In the foreground, the back of an orange, tufted chair is visible. The text is centered on a white rectangular box with a thin green border.

About Gail Dudley

@ The Table With Gail

Gail E. Dudley

- ✓ Author of 14 published books, advocate, & book ambassador
- ✓ Publisher of READY Publication an international quarterly publication alongside my daughter, Dominiq Dudley.
- ✓ Member of several prestigious writers guilds
- ✓ Publishing Strategist for self-publishers
- ✓ Published 39 authors in 2015 – 2019
- ✓ Committed to seeing othering succeed
- ✓ Married to Dr. Kevin Dudley and mother of two: Alexander Roseboro and Dominiq Dudley.



Traditional ~ Self-Publishing

A traditional publisher

- Requires the author to sign an exclusive licensing agreement in which the publisher buys the right to produce and distribute the work.
- Usually Pays the author an up-front fee
- Pays the author royalties based on a percentage of sales
- Handles all of the details of the book's distribution, including packaging pricing, promotion and arranges for order fulfillment through wholesalers and retailers and book returns.
- Handles all the accounting and periodically sends the author royalty payments
- Often takes longer to produce than a self-published book.

Traditional ~ Self-Publishing

A self-published author

- Keeps all rights to the title
- Must handle all the details of producing the book, including cover design and layout, and pricing.
- Has the book correctly formatted for print and or e-books.
- Obtain a legal ISBN.
- Distributes the title to online to retail sales channels and tracks sales, or hires someone to do certain tasks ala carte.
- Manages his or her own accounting and book returns.
- Can often get the book to market quicker because the author is the main decision-maker.

Weighing the Options

Traditional publishing may be for you if:

- You have had your book professionally edited
- You have taken the time to search for and land a literary agent who can represent your book to the traditional houses.
- Are willing to take editors' suggestions for revisions
- Have realistic expectations about how much money you will make
- Have a solid promotional platform, speaking schedule, existing record of book sales or considered a known public figure.
- Are willing to wait for one to two years to see the book in print.
- Are willing to self-promote. (it's a myth that a traditional publishing house will do this for you)
- Understand you will lose the rights to your book.

Writing a Query Letter

Three Parts of a Query

- Introductory paragraph
- Two-three paragraph synopsis of story
- One paragraph on your bio and/or qualifications to write the book

Query Letter ~ RESEARCH

- Most agents only accept email submissions.
- If another author has recommended you, put that in the subject line! Something along the lines of, “Referral from Author (name): Submission.”
- When addressing the agent, it is best to use her or his full name, because you don’t know if she is a Mrs., or a Miss or if she likes to be referred to as Ms. And calling someone Mr. when it is a Ms. will send your query letter into the delete basket.
- Bear in mind that many agents simply don’t respond to queries they aren’t interested in. So send yours out in batches of ten or so — but make certain you have carefully researched every name on your list!

Weighing the Options

Self-publishing may be for you if:

- Are an unknown author without a “platform,” i.e. large following of readers
- You have a targeted audience.
- You are technically savvy.
- Have submitted to at least 10 traditional publishers and have been turned down by all.
- You really do have a unique story to tell and write well
- Want to get a book to market quickly.
- Are passionate about promoting your book to the world, but want to keep ownership.

Truth

1. Truth: It takes more than one set of eyes.

Everyone should have someone experienced to read over their manuscript, especially a person who has the background and the eye to do so. So often people write their story without considering their audience or have a true understanding of how wide their audience can become. Every person has a story, but do we need to give all of the details? If you do not draw your audience immediately, you will lose them. A manuscript analysis can read your manuscript and help you map out your book's flow, identify the weaknesses and strengths, identify the themes, structures, and overall style and relevancy.

2

Truth:

It takes more than \$100 to successfully publish.

If you desire to publish a book that will get into the hands of others, there is an investment that you must make, such as: 1) Hiring a professional editor, 2) Hiring a professional designer for your book cover, 3) Investing in promotion and marketing, 4) Purchasing an ISBN, 5) Purchasing a reasonable number of books, 6) Investing in a venue for your book launch and reading, 7) Determining your hourly worth and multiplying the hours you spend, to name a few. These fees add up quickly. An estimated cost could begin at \$1,800 and reach beyond \$2,900.

3

Truth:

It takes more than 30 days to successfully publish and launch a book.

As you work with a team that includes a professional editor, designer, manuscript analysis, marketing, and the distribution company, there are production schedules. Depending upon the season, it could take up to 24 months.

4

Truth:

A book less than 100 pages can most definitely be a book of excellence.

Some of the smallest books are filled with great content and are changing lives every day.

5

Truth:

All hands-on deck.

Every author must help with marketing and promoting their book. Writing the manuscript and publishing the book are only the beginning. Having all hands-on deck to market your work is another. It takes the publishing team, the author, book reviewers, having the launch event, including and organizing a launch team to help with positioning your book to sell copies regularly.

6

Truth:

Know the numbers.

Amazon has over 5 million eBook titles on Kindle and over 3.8 million print titles. Barnes and Noble sells 190 million physical books per year, and more than 1 million unique physical book titles every year. Hundreds of millions of books are published each year. Most never sell more than 100 copies.

(<http://www.barnesandnobleinc.com/about-bn/quick-facts/>)

7

Truth:

Your book cover helps sells your book.

Too often new authors have a design for their cover in mind. It is important to trust the entire process and your publisher for having the right design (not always perfect design) for your book that will draw people to pick it up off the shelves. Titles will and can draw, but the cover solidifies the purchase.

8

Truth:

Not every book should be published.

Some stories are written for healing purposes only. Although you may want to publish your story, it may be for your eyes only. Now that you have written one manuscript, maybe it's time to write something different for the world to read.

Writing Wheel



Writing Storyboard

You will need a presentation board and different size and color posted notes and markers.

Break your board into sections. One section may include introduction page. Another section may include personal stories page. Another section may include key ideas. Another section may include simple thoughts. Another section may include “another book.”

You will not write out the intro page, but you will use posted notes outlining the section. So using words such as on one posted note: Main point.

Another example such as key ideas. One posted note may say: Main Idea. Another one may say: Questions. Another one may say: Mentoring

Once you start putting your board together, you'll go back through and put it in order. The first time around is simply throwing words on a board. Organizing comes later.

**WHEN WRITING
THE STORY OF
YOUR LIFE,**

DON'T LET ANYONE ELSE HOLD THE PEN.

Take the Next Step

**Complete this form to
work with Gail**

<https://form.jotform.com/gedudley/book-ambassador>