

Self-Publishing or a Publisher: The Skills You Need for Each

	Self-Publishing	Publisher
Skills Needed	<p>Initiative, persistence, commitment</p> <p>Organization</p> <p>Self-motivated</p> <p>Familiarity with printing process (this is easy to learn)</p> <p>Ability to manage many moving parts</p> <p>Marketing/Social Media savvy</p> <p>Discipline and focus</p> <p>Financial resources (esp. for traditional offset printing) This is where crowd funding websites can come in handy</p>	<p>Ability to compromise and collaborate</p> <p>Patience</p> <p>Familiarity with contracts (even if you have an agent, you'll need to negotiate your contract with him or her)</p> <p>Initiative – getting your proposal in front of publishers</p> <p>Marketing/Social Media savvy</p> <p>Thick skin – Proposal submissions might reward you with a rejection letter</p>
You might prefer this if you...	<p>Like managing and coordinating many different details (keeps things exciting!)</p> <p>Want to run your own show</p> <p>Desire total creative freedom</p> <p>Aren't intimidated by the different kinds of work you'll need to do to self-publish your own book – from writing to sales to shipping</p> <p>Are comfortable with finance-related details like basic bookkeeping and cost analysis</p>	<p>Prefer having someone else in charge</p> <p>Need another person close by to keep you focused and on task</p> <p>Want to focus exclusively on the creation of the book</p> <p>Have no room for inventory</p> <p>Can't stand dealing with numbers</p> <p>Have a desire to work with a specific publisher, agent or editor</p>