

Selfpublishing – the best game in town

By Richard A. McCullough

The article “The Good, Bad and Ugly – of the Publishing Business”

<http://afabwint.ning.com/profiles/blogs/the-good-band-and-ugly-of-the>

Summarizes a statistical evaluation of the Publishing Business as it relates to us writer types (it also evaluates the movie business) and the conclusion is pretty straight forward – **we writers were getting screwed – but the tide is turning.**

Watch for my upcoming article “Tsunami Alert” – for an overview of what’s about to hit the world of writing/publishing.

The “GBU” article isn’t quite that blunt – but that’s the bottom line.

Regarding “publishing” –

Any writer working in today’s environment would have to be gullible or out of his mind to turn a manuscript over to a publisher.

Considering that the writer is going to have to do all the marketing and promoting anyway **why settle for .86 cents a copy when you can as easily make \$4.50?**

I’m going to selfpublish and I’ll have 5 fiction works and a suite of non-fiction products on the market within the next 12 months. And yes, I do have a detailed marketing strategy worked out to sell lots of product.

My products will not only be on the Internet but offered via every major distribution channel in the US, Europe and Canada.

I think it’s high time that artists took back ownership of the comm. line between themselves and their readers. And the best way to do that is self publish and cut out the leaches that have parked themselves on OUR comm. line and have been sucking the life out of us all these years.

The “publishers” have been taking 80% of the profit but providing only 20% of the work – while the author provides 80% of the work but receives less than 20% of the profit.

The above only addresses the Manufacturing, Distribution and Sales part of the equation. It doesn’t even take into consideration that the artist must create 100% of the manuscript in the first place.

This is a criminal game that the artist can’t possibly win.

Can anyone selfpublish? Yes.

But like everything else in this world there is a “right way” and then there are all the “other ways”.

What does it cost?

Depends on how you do it. You can spend anywhere **from \$0.00 (zero) up to about \$3,800** to turn your manuscript into a “book” and get it on all the distribution channels. This covers all the things that “The Publisher” normally does.

That leaves Promotion & Marketing of your product which is what the author is going to have to do anyway – if he expects to sell any books.

The cost for marketing and sales again depends on how you go about doing it. You can spend anywhere **from \$0.00 (zero) up to about \$4,000** and sell a lot of books. But you have to work smart and think outside the box.

Writers need to disabuse themselves of the notion that they are just going to sit on some mountaintop spinning out yarns and the “publishers” are going to shove money in their Swiss bank accounts.

It doesn't work that way. Never has.

Quite the contrary – the author/publisher/reader game has been rigged to enslave the writer as nothing better than a disposable cog in a machine operating for the sole purpose of enriching the publisher at the expense of the writer as well as the reader.

Consider the comm. line; writer -> publisher -> reader.

By interjecting themselves in an already existing comm. line the publisher cuts the line that formerly existed between the storyteller and his audience. The interloper then manipulates the line of communication for the purpose of CREATING A SHORTAGE. And the publishing industry runs the shortage both ways on the comm. line.

That artificial shortage makes it possible to sell books to the readers for \$18.00 that only cost \$4.50 to manufacture. And this perceived shortage also makes it possible for the publisher to get away with only paying the author 20% of the publishers profit.

The publisher runs a shortage on the writer of “not enough readers willing to buy books” while simultaneously running a shortage on the readers of “not enough good books to buy”.

There is a great deal more that could and should be said about this – but that should give you something to think about.

Watch for my upcoming article “Tsunami Alert” for an overview of the drastic forces converging to permanently alter the game of **being a writer**.