

Why are you publishing your book?

The actual creation of story & art for your printed book will be the same no matter what track you choose, but...

Knowing WHY you want to publish your book will affect:

- **what Printer you decide to use**
- **how many ISBNs to purchase (if at all)**
- **if & how you'll setup your business**
- **overall costs**

	Track	Guiding Statement (why you might choose this track)
1		**I want to create a book with the express intention of breaking into traditional publishing.** I'm not interested in making self-publishing a habit and I don't want the book available for sale. This is really for me personally. I want to understand what it takes to create a book, to use it as an opportunity to showcase my story & art to publishers, and to show that I'm able to complete a full book. **Questions to start considering if choosing this track:** • *is this a trial run or will you actually print the book?* • *do you want to keep your book from being listed as "published" in any way?*
2		**I want to publish one book either as a step towards traditional publishing or because I want to use it to support my other work.** I'm not interested in making self-publishing a habit at this point, I just have this one book that I really want to get out now. I want my book to be available for sale & to distribute, but I really want to use it as a fulcrum to get into traditional publishing and/or to support the other work that I do. **Questions to start considering if choosing this track:** • *is this a one-time thing because you need it as a tool in the work you do or are you wanting to catch the eye of a publisher or both?* • *do you want to be listed as the publisher for your book (as opposed to being an "imprint" of another company)?*
3		**I want to start a small independent press to publish my own and/or others work.** Self-publishing is definitely going to be a habit for me! I want to publish this first book as a catalyst to start my own press. I want a venue to be able to publish my own books and/or books by other authors & illustrators. **Questions to start considering if choosing this track:** • *is your goal to eventually publish other people?* • *do you have ideas for the name of your indie press?* • *how many books do you think you'll publish in the next 5 years?*

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