TRAD VS. INDIE

REBECCA M. DIDIER

DIRT ROADS LLC

elevating independent authors with customized professional-quality publishing services

WWW.DIRTROADSPUBLISHINGSERVICES.COM

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DO BOOKS STILL MATTER?

- Yes…But How? Why?
- What Indie Bookstore Success Tells Us
- What Popular Culture Tells Us
- What Education Trends Tell Us

SO…HOW DO WE GET THERE?
BOOK PUBLISHING OPTIONS 101

- Traditional Publishing
- Hybrid Publishing
- Self-Publishing
- Offset vs. POD

ROADS TO SOMEWHERE

- The "Agent and Big 5" Dream
- Approaching Independent Publishers in Today's Publishing Climate
- Weighing Hybrid Publishers and Avoiding Predatory Promises
- Book Packagers: Empowering or Powerless?
- Going It Alone: Pros, Cons, and Everything You Might Not Think Of

EDITORIAL PROCESS

- How It Differs Between Options
- How to Be Prepared and/or Ahead of the Game
- What to Expect, What to Seek Out, What Not to Skip

DESIGN PROCESS

- Interior (B/W, Full Color, B/W with Full-Color Inserts, Spot Color)
- Cover
- Author's Role, Designer's Role, Publisher's Role
- Book Type and When the Dream Isn't the Reality

- Where You Have a Say, Where You Don't
- Where to Skimp, Where to Splurge
- Print vs eBook vs Audio

PRODUCTION

The "Pallets of Books in Your Garage" Reality

Is the Post Office Your Best Friend?

Where Do You WANT to Sell Your Book vs Where Do You NEED to Sell Your Book (vs Where WILL You Sell Your Book?)

MARKETING & PUBLICITY

SUCCESS STORIES (IN CONTEXT)

- Sometimes "Success" Is Slow-Growing
- Sometimes It Isn't About Book Sales At All
- Sometimes the Dream Is Real…but Was That Really Your Dream?

QUESTIONS? REACH OUT!

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