

5 Common Mistakes Authors Make When Choosing a Publisher (and how to avoid them)

#1: Choosing speed over quality

Authors sometimes become impatient when it comes time to get published because they have worked on their books for so long, once the writing is done, they are anxious to get it published. That's understandable. What isn't understandable is sacrificing quality and service.

Authors are well-advised to avoid publishers that claim to publish "instantly" or in "24 hours." After the time it took to write your book, do you want it published right, or overnight? Avoid the instant gratification of "instant publication" no matter what those "instant publishers" charge because the only one looking at your book will be a computer. High-quality book publication should take between 6-15 weeks.

#2: Losing rights

One of the main advantages to publishing a book nowadays is having the flexibility to keep all the rights to your work. Your rights are valuable. So read your contract. Your rights should clearly stay with you. For instance, there are some publishers out there that not only keep the rights to your current book, but also keep "right of first refusal" for any subsequent books you write, too. What if you don't like that publisher? You might be stuck with them. Publish with a publisher like Outskirts Press, where all your rights stay with you, the author.

#3: Focusing only on up-front costs

It is easy to see how authors would only be concerned with the up-front cost of publishing. Many publishers leverage this by low-balling up-front fees in exchange for elevated "back-end" costs down the road. For example, your author copy price might be twice as high for each copy you order yourself. How many copies would make up the up-front difference?

Alternatively, your book video might end up costing \$1,200 at some places, while you can get a similar book video teaser from a publisher like Outskirts Press for as little as \$99. Over the long term, these price differences can really add up.

#4: Focusing only on printing

It is true that the manufacturing process and cost of printing a book is a large part of the publishing cost, particularly for off-set print runs via a traditional printer. As a result, many authors concentrate solely

on cost and quantity of printed books instead of considering a more important factor - how they will get their books into the hands of readers.

Anyone can "print" a book, but authors are well-advised to consider how their books will be distributed and made available to the book buying public. Some publishers only offer their books from their own websites. Others offer books through one of the two major U.S. book wholesalers, but not both. Be sure to select a publisher like Outskirts Press that can make your book available through as many channels as possible, including Ingram, Amazon, Barnes & Noble.com, Baker & Taylor, Wholesale Direct, Espresso Book Machine distribution, Amazon Kindle, and many others. Only a handful of elite publishers offer this level of expansive book availability.

#5: Forgetting about marketing support

Understandably, many authors are so concerned with the publishing choices that they forget about an equally important part of successful publishing -- marketing and promoting the book after it is published.

Do you want a box of printed books delivered to your door and at the same time, never hear from your publisher again? Of course not. Successfully publishing a book means choosing a publisher like Outskirts Press that offers on-going marketing support in the way of optional services and products after the book is published. For example, Outskirts Press Pearl and Diamond authors receive free on-going marketing tips, publicity advice, and promotional tactics delivered to their email for over two years after their first book is published. No other publisher offers anything close.