

Confused About Choosing a Self Publishing Company or Self Publishing Service?

Contributed by Ink Tree Press
Friday, 27 March 2009
Last Updated Saturday, 28 March 2009

How do you know what self publishing company or service is right for you? What information do you need to make the right choice? Find out what you need to know.

Confused About Choosing a Self -Publishing Company or Self Publishing Service?

Here's what you need to know before you sign on...

It seems that self publishing is becoming more and more popular by the minute. Authors are realizing that they now have the power to retain control of their books and to keep profits for themselves.

However, with this rising popularity comes the emergence of more and more self publishing companies and self publishing services. There are endless options and it can be overwhelming. How do you choose? What should you look for? Is it worth it? Do you know exactly what these companies can do for you?

No matter what you decide, know this: you should not, ever, enter into any agreement with a self publishing service or self publishing company without doing your research. You must have a solid understanding of the publishing industry before jumping into any contract. For example, do you know:

Whether or not you should sign over your copyright?

Exactly which rights you should give up, and which you should retain?

What the duration of the contract should be?

What the publishing service is doing, and should be doing, to promote your book?

How to retain the right to sell the book yourself?

and much, much more.

Just having your book "published" is not enough anymore. You must have it published properly and you must market it properly. If you don't know how to publish and market the right way, you're going in blind and you will have nothing but obstacles in your way.

As a self publisher, you are now competing with the big publishing houses. Your book must be able to stand up against the big bestsellers. If it doesn't, it won't sell. If you enter into publishing well armed with research, knowledge and support, you are a step ahead. You are well on your way to publishing a book that will sell. After all, that is your goal, isn't it?

Ink Tree Ltd. helps authors publish, market and sell books. We have all the tools you need to succeed in book publishing. Let us help you make your book a success. © Copyright 2004 Ink Tree Ltd.

<http://www.inktreemarketing.com>