

PUBLISHER VS. SELF-PUBLISHING: A K-12 DILEMMA



K-12 PUBLISHER BENEFITS

No Upfront Costs: Publishers don't make you pay to publish. The risk is a little lower as you have no financial commitment.

Authority: The publisher's brand may provide you greater authority as well as access to PR & media.

Distribution: Publishers reach larger networks of K-12 customers, higher education, resellers, and more, plus they have stronger relationships with major resellers like Amazon.

Thought Leadership: In addition to the book, publishers may have opportunities to speak at their events, write for their blog, or appear on podcasts or webinars, increasing your outreach potential.

SELF-PUBLISHING BENEFITS

Faster Timeline: Self-publishing is based on your timeline, not a pre-set frontlist. You can save months by publishing yourself.

Higher Royalties: It's no surprise that publisher royalty rates are low and if you think you can sell it easily on your own, you'll make more money per book by self-publishing.

Creative Control: Good or bad, you're your own editor and so you will own full control of the content, design, and even price. You'll also own your own intellectual property and can use it for future needs as you see fit.

Future Potential: By self-publishing, you aren't locked into "first right of refusal" clauses or other contract-binding stipulations.