

# The Publishing Industry

## What is it, and how do you break into it?

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### The Creation of a Masterpiece

Manuscript: (Creation and Formatting)

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Editors: (Book Doctors, Content Editors, Line Editors, Proof Editors)

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### The Gatekeepers

Agents: (What is there Job?)

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Query Letters: (Why they are so important.)

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### The Movers and Shakers

Traditional Publishers: (Why they work.)

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Acquisition Editors: (Not to be confused with Editors.)

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The Contract: (Your Legal Rights. What it means to “Get a Publishing Contract.”)

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Literary/Entertainment Lawyers: (Are they worth the money?)

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Self Publishing: (Why it is destroying this industry.)

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Self Publishing: (When it should be done.)

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### **Moving a Product to Market**

Cover Design: (Artists, Marketing Appeal, Design.)

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Typesetting: (The creation of the book.)

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Printers: (The Cost of Production.)

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eBooks: (The Programming.)

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eBooks: (The Platforms.)

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Audio Books: (Creation, and Markets)

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**Going Retail**

Distribution: (Warehouse)

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Independent Book Stores: (So many, so costly)

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Large Chain Book Stores: (Penetrating the Impenetrable Fortress.)

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Libraries: (The no budget, want everything, one shot customer.)

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### **Author Responsibilities**

Websites / Social Marketing: (Necessary Evils.)

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Fan Reviews: (No Control, No Training, Subjective, Career Ending)

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Professional Reviews: (Why are they so hard to get?)

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Book Festivals: (Expensive, yes. Worth it, yes.)

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Fan Conventions: (Lots of fun, great exposure, hard to turn a profit.)

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Non-Industry Conventions: (The Roll of the Dice.)

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International Exposure: (What about the rest of the world?)

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Thank you for your time and attention. I hope you found it informative.

If you would do me a favor, please visit <http://www.meetup.com/Las-Vegas-Creative-Writing-Class/> and review my teaching and this class. It would be a tremendous help to me.

DRAKE