

PUBLISH: YOUR MESSAGE MATTERS

P	PURPOSE Start with your message and your mission. • What is the core message of my book? • Who is my ideal reader? • What change do I want to make in their life? • What does success look like for me?	NOTES
U	UNDERSTAND Understand your publishing options. • Traditional publishing – what does this path look like? • Hybrid publishing – what are the benefits and responsibilities? • DIY (self-publishing) – what does this path require? • Which path best fits my message and goals right now?	NOTES
B	BUILD Build your platform and prove your market. • Who is my audience and where do they connect? • How will I build trust and visibility? • What platform assets do I already have? • What platform do I need to build or strengthen?	NOTES
L	LOOK Look at the investment—time, money, and trade-offs. • What are the upfront costs? • What ongoing time will this require? • What am I giving up in terms of control, time, or profit? • What is the potential return?	NOTES
I	INSIST Insist on excellence in every detail. • What level of editing will my book receive? • How will the design, cover, and interior look? • How will I ensure my book meets industry standards? • What will make my book one readers trust?	NOTES
S	STUDY Study the fine print and ask the right questions. • What rights am I signing away (or keeping)? • What are the royalty terms? • What are the payment schedules? • Are there hidden fees or costs? • What happens if I want to walk away?	NOTES
H	HELP Help your message reach the world. • What is my marketing plan before launch? • How will I reach my audience consistently? • What launch activities will I use? • How will I continue building momentum after launch?	NOTES

Carol Tetzlaff
redemption-press.com

MY NEXT STEP: What is one key action I will take this week to move my book forward? _____

CHOOSE YOUR PUBLISHING PATH

Your message matters. Choose the path that helps you steward it well.

TRADITIONAL	HYBRID	DIY / SELF-PUBLISHING
 BEST FIT IF... You're willing to wait, have or are building a strong platform, and are comfortable giving up some control.	 BEST FIT IF... You want professional support, are prepared to invest financially, and want to retain your rights and control.	 BEST FIT IF... You want full control and are prepared to manage or hire professionals for every part of publishing.
 YOU BRING: - Platform - Marketable concept - Persistence	 YOU BRING: - Upfront financial investment - Willingness to collaborate - Commitment to marketing your book	 YOU BRING: - Upfront financial investment - Project management - Commitment to marketing and promotion
 YOU GAIN: - Professional team - Publisher investment - Wider distribution - Industry credibility	 YOU GAIN: - Professional partnership - Faster timeline - Ownership of rights - More control over content and direction	 YOU GAIN: - Complete control - Flexibility and creativity - All rights and profits - Your timeline
 YOU GIVE UP: - Control over content - Rights (to varying degrees) - Speed - Larger share of profits	 YOU GIVE UP: Upfront financial investment	 YOU GIVE UP: - Built-in guidance - Industry connections - Credibility that comes with a recognized publisher
 WATCH OUT FOR: - Long timelines - Contracts and rights - Expectations you must meet - Questionable "traditional" deals that aren't really	 WATCH OUT FOR: - Hidden fees - Poor quality or inexperience - Rights issues "Plug-and-play" packages that overpromise	 WATCH OUT FOR: - Publishing too soon - Cutting corners on quality - Underestimating time, cost, and marketing - Trying to do everything yourself

MY PATH — FOR THIS BOOK

The message I want to publish: _____

The people I want to reach: _____

My primary goal for this book is: _____

☐ I want a publisher to invest financially.

☐ I am willing to invest financially.

☐ Keeping my rights is important to me.

☐ I want professional guidance and partnership.

☐ I am comfortable managing the publishing process myself.

☐ I am willing to wait 1–3+ years for the right opportunity.

☐ I want to move forward on my own timeline.

☐ I have an established platform.

☐ I am willing to actively build my platform.

☐ I understand that I will need to market my book regardless of the path I choose.

RIGHT NOW, MY BEST-FIT PATH IS:

☐ **TRADITIONAL**

☐ **HYBRID**

☐ **DIY**

☐ **I NEED TO LEARN MORE**

Before I move forward, I need to ask:

My next step:



Scan for a **FREE** eBook: **PUBLISH: YOUR MESSAGE MATTERS**