

# What's Your Publishing **PRO**file?

How do you know if you're equipped to independently publish your own book? What's the difference between traditional publishing, self-publishing, and indie publishing? Which option is best for you?

So many questions! Here's a perfect place to start. With this simple assessment, you'll discover your strengths and weaknesses and figure out your next publishing step based on your unique profile. Knowing more about the options is the first step toward becoming a publishing PRO.

Once you complete your profile, learn more about each publishing option on the results page. After you're finished with the assessment, if you'd like further direction through a personalized coaching call, contact Michelle to set that up.

Print the next two pages, and let's get started!

*Michelle*



**MISSION AND MEDIA**

Concept & Design ©Michelle Rayburn  
[missionandmedia.com](http://missionandmedia.com)

email: [info@missionandmedia.com](mailto:info@missionandmedia.com)

# Publishing PROfile Assessment

Rate each on a scale of 1–5 with 1 being the least true for you and 5 being the most true for you:

\_\_\_\_\_ I love to explore and research new technology and apps.

\_\_\_\_\_ I can usually intuitively figure out technology, even when a platform changes or updates.

\_\_\_\_\_ I have a lot of knowledge about the publishing realm and terminology related to it.

\_\_\_\_\_ I have an understanding of Amazon KDP and IngramSpark.

\_\_\_\_\_ I know the difference between a publisher and a publishing imprint.

\_\_\_\_\_ I want to have total creative control over my book design and title.

\_\_\_\_\_ I am willing to invest several thousand dollars in my book project.

\_\_\_\_\_ I have multiple book ideas—enough to start a brand.

\_\_\_\_\_ I manage the content and updates on my own website without any trouble.

\_\_\_\_\_ I have a speaking platform and need product for my book table as soon as possible!

\_\_\_\_\_ I love the prestige of being published with a well-known publisher

\_\_\_\_\_ I prefer to be an approver rather than a doer when it comes to publishing decisions.

\_\_\_\_\_ I'm not in a hurry to get my work published and could shop around for a publisher.

\_\_\_\_\_ I have a contracted agent currently pitching to publishers.

\_\_\_\_\_ I don't have time to research all the ins and outs of publishing.

\_\_\_\_\_ I love the idea of someone else handling the details for me.

\_\_\_\_\_ I don't have the funds to invest in hiring professionals to edit or design my book.

\_\_\_\_\_ I get easily frustrated with a lot of details and multiple steps.

\_\_\_\_\_ I have an "in" with someone at a traditional publisher.

\_\_\_\_\_ Words such as dashboard and analytics give me anxiety.



**Column A:**  
**Add up column**



**Column B:**  
**Add up column**

\_\_\_\_\_ I've exhausted all efforts to land a traditional deal but have had editors and agents affirm that I have a great concept.

\_\_\_\_\_ My book is super niche and would be difficult to market to a large audience.

\_\_\_\_\_ I'm a motivated self-starter who sets a goal and gets it done.

\_\_\_\_\_ I work well with self-imposed time deadlines.

\_\_\_\_\_ The idea of being an "authorpreneur" excites me!

\_\_\_\_\_ I want to see my book on the shelves at brick-and-mortar bookstores and retailers.

\_\_\_\_\_ Writing book proposals is fun!

\_\_\_\_\_ I'm willing to pursue this journey even if it means multiple rounds of rejections.

\_\_\_\_\_ I just want to write and leave the rest to a professional publisher.

\_\_\_\_\_ I'd like to be on the *New York Times* Best Sellers list.

**Column C:**  
Add up column

**Column D:**  
Add up column

## CALCULATE SCORE

COLUMN A TOTAL	COLUMN B TOTAL
COLUMN C TOTAL	COLUMN D TOTAL
Add A + C	Add B + D

A+C total \_\_\_\_\_ minus B+D total \_\_\_\_\_ =

**FINAL SCORE**

*NOTE: Final score might end up as a negative number.*

# What does the score mean?

*There's nothing negative about a negative number*

<b>35 to 60</b>	<b>Indie Self-Starter</b>
<b>9 to 34</b>	<b>Supported Self-Publie</b>
<b>-8 to 8</b>	<b>Publishing Explorer</b>
<b>-9 to -34</b>	<b>Small Press Rising Star</b>
<b>-35 to -60</b>	<b>Traditional Tracker</b>

## Indie Self-Starter

The Indie Self-Starter author is equipped to act as an independent publisher.

- Has the ambition, skills, and commitment to set up their own publishing imprint and manage the technology needed to function as a business owner.
- Author pays for all of the costs AND independently manages the entire publishing process, acting in the role of both author and publisher.
- Sets up a publishing imprint to use for their business name, hires own contractors to edit the book, designs the cover and interior, and converts the eBook. Might choose to DIY the process, but knows the importance of quality if they lack design experience.
- Author purchases and registers own ISBN.
- Author is comfortable juggling many processes and decisions at once.
- Publishes book on Amazon (or on IngramSpark) by setting up all of the metadata about the book and selecting price and distribution options.
- Author keeps all of the royalties (author portion of retail sales).

## Supported Self-Publie

The Supported Self-Publie author might have the most success with hiring a self-publishing indie company (sometimes called a hybrid).

- Author pays for all or most of the costs for publishing, but the publisher takes care of the process for them. (Some are predators, so choose wisely.)
- Publisher receives author input, and author makes most of the decisions, but the publishing team handles the business side of getting the book published: editing, cover design, interior typesetting, eBook conversion, registering the ISBN, adding a barcode, setting up the metadata for the book, distributing the book to online retailers, and making it available for bookstores to order.
- Publisher does the work that a traditional publisher does, but decisions and funding are controlled by the author instead of the publisher.
- Publisher keeps a portion of the book sales and sends an agreed-upon amount per sale to the author.
- Author might purchase books at a discount, but the publisher establishes that discount price.

## Small Press Rising Star

A Small Press Rising Star might find the best fit with a smaller traditional publisher.

- Note: a small press is a traditional independent publishing house that has a fully staffed publishing team (editors, proofreaders, designers, and typesetters) but runs a smaller operation than the “Big Five” publishers.
- Publisher might pay a small advance, but won’t begin paying the author a portion of the royalties until *after* sales have earned above the cost of publishing.
- Publisher pays for everything: editing, proofreading, typesetting, printing, binding, cover art and design, promotion, advertising, warehousing, shipping, billing, and paying author royalties.
- Process of getting a book published involves submitting a proposal, likely through an agent, but not always.
- Perks include faster turnaround, more flexibility, and more author involvement than with larger traditional publishers.
- Print options are more limited than with large publishing houses.

## Traditional Tracker

A Traditional Tracker might be ready to pursue a traditional publishing contract with one of the “Big Five” larger publishing houses.

- Publisher pays an advance based on anticipated sales but won’t begin paying the author a portion of the royalties until *after* sales have earned out the cost of publishing.
- Publisher takes all the risk, hoping the author has a big enough platform to sell books.
- Publisher pays for everything: editing, proofreading, typesetting, printing, binding, cover art and design, promotion, advertising, warehousing, shipping, billing, and paying author royalties.
- Process of getting a book published involves submitting a proposal and having an agent.
- Perks include having the reputation of a well-known publisher and an experienced team to handle the details and finances.
- Might pay author a higher royalty.
- More elaborate print options are available because of doing offset runs in large quantities, including color print, embossed or foil covers, gilded edges, etc.

## Publishing Explorer

A Publishing Explorer might have several options because of having skills for either one, or it could mean some additional exploring needs to take place.

- If you came in right in the middle on the quiz, see if you rated many questions all the same, which would cancel out the scores and leave a neutral result.
- It might be helpful to get connected with a writing group or coach that can help you navigate the many possibilities.
- Self-publishing could prove to be stressful if you didn’t show a strong preference for the type of tasks that you’ll need to manage this yourself.

If you’d like to learn more about the design, editing, and coaching services Michelle offers to authors who indie publish with Amazon KDP and IngramSpark, visit [www.missionandmedia.com](http://www.missionandmedia.com).