



Publishing: Ten Topics/Questions to Consider

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1. Topic/synopsis/table of contents

Essential first steps

2. Audience

Who will want to read your work?

3. Competition

Are there similar works available? How is your project different?

4. Format

Hardback, paperback, e-book

5. Publisher

Institutional or self? On-demand? Advantages and disadvantages of each possibility.

6. Cost

Who pays publishing/printing costs? Costs of illustrations and permissions to use? Subventions? Required author purchase?

7. Illustrations

Do you plan to include illustrations (photos, maps, etc)? Source(s) of these images? Cost of permission to use?

8. Copyright/Fair Use Issues

For example, author own the copyright to their letters; the recipient only has physical custody. Discuss concerns with institution who has custody of the image. Many internet or digital archive images are copyrighted.

9. Copyediting and layout

Self, publisher, or independent contractor?

10. Marketing/promotion

Web, book signings, presentations, book fairs, etc