



Preparing to Publish – Making the Right Choice



	Trade Publishing	Self-Publishing	POD
My primary goal is to achieve professional recognition as an author	Yes	No	No
My primary goal is to tell my story my way	No	Yes	Yes
My publishing budget is:	Zero	About \$2500	About \$2500
My sales goals are:	Thousands	Hundreds	E-books
My tolerance for financial risk is:	Low	High	Medium
I am persistent and prepared to accept rejection	Yes	No	No
Being in control is important to me	No	Yes	No
I want to make as much money as possible	No	Yes	No
I am willing to invest up to more five years to achieve my goals	Yes	No	No
I am willing to spend six more months rewriting my book to satisfy someone else	Yes	No	No
I want my book published as soon as possible	No	No	Yes
I am willing to change my title	Yes	No	No
I have a clear idea of what how I want my cover to look	No	Yes	Yes
I am prepared to organize marketing events for the next two years	No	Yes	No
I'm willing to store/mail books to maximize revenue	No	Yes	No
I enjoy talking to strangers about my book	No	Yes	No
I'd rather start my next book than sell this one	Yes	No	Yes
I am active on social media	No	Yes	Yes
I have my own website and update it regularly	No	Yes	No
I don't want to be bothered with accounting	Yes	No	Yes