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When you pour all your efforts, passion and energy into writing a manuscript, the next logical step is to find a publisher who would be interested in turning that manuscript into a beautiful book. While traditional publishers continue to rule the roost, some of todayâ€™s new emerging authors prefer to go down another route in order to get published i.e. self publishing. The self publishing phenomenon has spread around the world, with people wanting to take charge of their own publishing destiny. Simple as it sounds there a few aspects you need to consider before going ahead with this alternative course of action.

Letâ€™s take a quick look into the difference between these two publishing methods. In traditional publishing you would be sending out your manuscript to different relevant publishing houses or companies, hoping they deem it worthy to be picked up. Difficult and time-consuming as it may be, this form of publishing also entails great benefits like the level to which your book will be edited, their marketing services, the ability of the firm to source the book to the right avenues etc. But of course, you do have to develop a thick skin to be a part of and survive the publishing industry and not take every rejection or criticism too hard.

When self publishing a book, you will have to approach â€˜print on demandâ€™ publishers who will do the needful without a long term contract. These publishers obviously will have to be paid for their services by the author and will print as many copies as deemed by your preference and budget. Costs involved in self publishing would include the number of copies printed, how you design your cover, marketing work etc. So, whether you have written something great or not, it will be published. There will probably be no evaluation of your manuscript and thereâ€™s a minimum wait time to see your work in print. Rosy as it sounds, it is not all hunky dory.

One of the main problems with self publishing is that since your manuscript will not be held accountable to high editing and evaluation standards it does not really help your cause. Secondly, you will have to manage all aspects yourself, from paying for the publishing services to marketing your book and doing the PR work if needed. Thirdly and very importantly print on demand companies very rarely have the reach to get your book into mainstream stores and the right avenues to maximize your visibility and retail prospects. It is definitely imperative that you put some detailed thought into it, because the aim should not be simply to get published but actually get your book the shelf-space and attention it deserves.

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