



READY. SET.
PUBLISH.

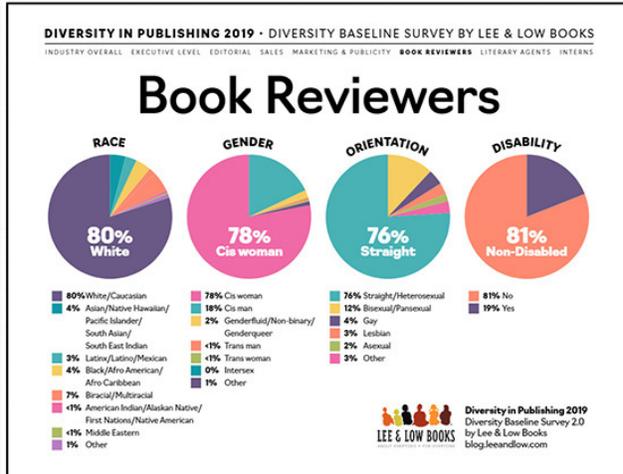
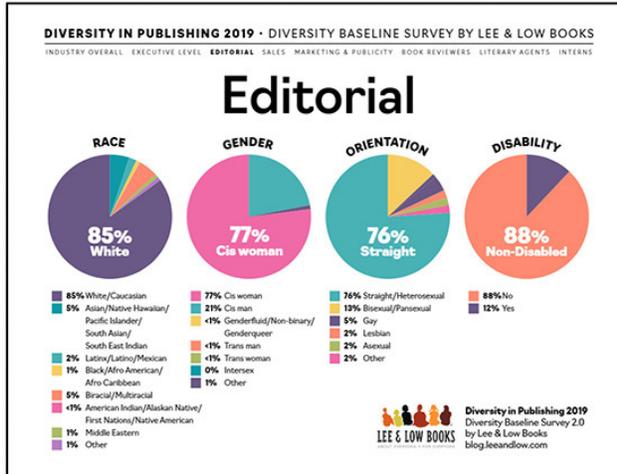
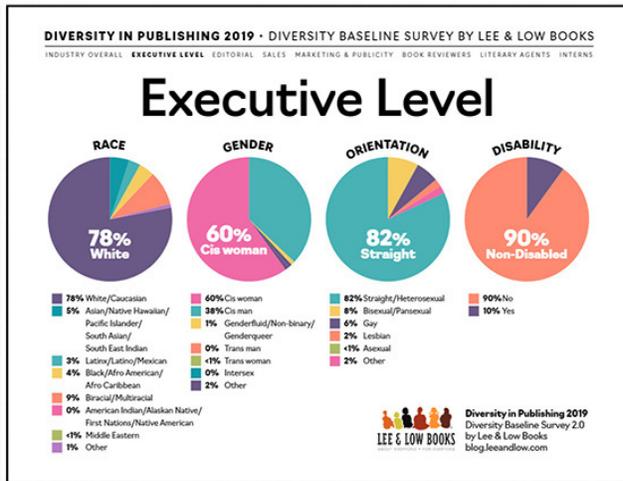
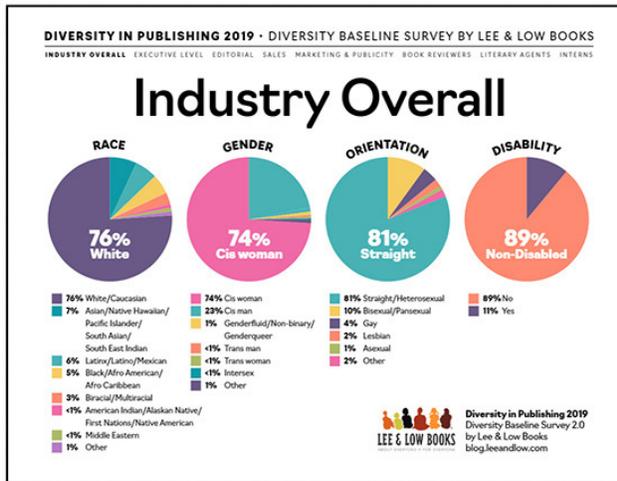
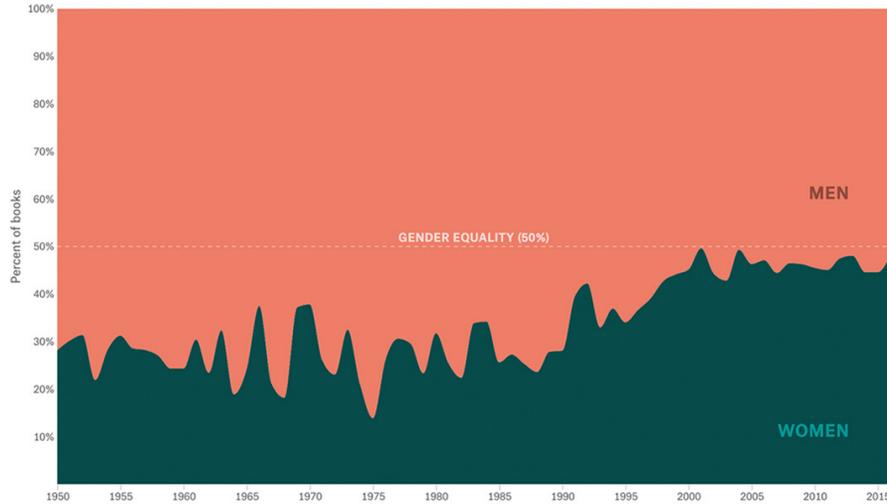
WOMEN & PUBLISHING

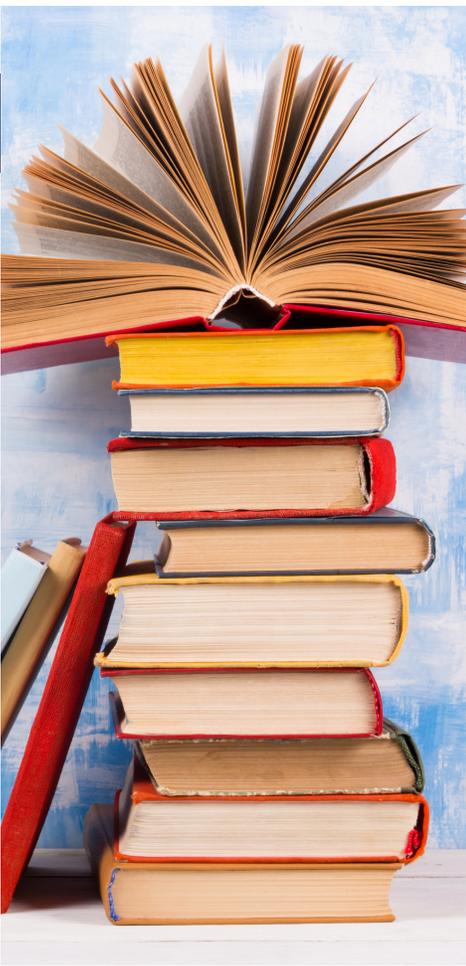


- **Publishing** is a female dominated field, yet women are generally represented in lower level positions.
- Overall there are more women authors than men, yet male authors receive more acknowledgement.
- Women of color are significantly underrepresented.
- The field of publishing is 76% Caucasian.
- When it comes to Op-eds, which influence the greater public conversation on critical issues including social policy, 74% of publications are written by men.

WOMEN & PUBLISHING

New York Times Best Seller List Gender Statistics





WHY PUBLISH?

Establish Credibility

Publishing allows you to be recognized as an expert in your field. With this comes the ability to influence your industry while also advancing your career. This is how positive change happens.

The Stories we tell create the world we live in

The publishing industry as it stands represents the world we live in. Without diverse voices and intersectional perspectives, oppressive structures will continue firmly in place.

Likewise, we will continue the practice of telling stories from a single perspective that keeps the conversation from addressing the concerns of the larger population.

See [**Chimamanda Adiche's**](#) TED Talk "The Danger of a Single Story."





PUBLISHING FORMATS

- **Print:** Books, magazines, newspapers, etc.
- **Digital:** E-books, online magazines and journals, blogs, social media, etc.
- **Traditional Publishing:** Write and submit your work (book, op-ed, research article, etc.) to publishers and seek a publishing contract.
 - This process could possibly include finding an agent to secure a publishing deal for you.
 - The publisher designs, prints/uploads, and distributes your work.
- **Self-Publishing:** Write and publish your own work which includes designing, printing/uploading, and distributing.

SELF VS. TRADITIONAL PUBLISHING

Traditional Publishing

Pros	vs.	Cons
Prestige		Can be difficult to secure a publisher
Backing of an editorial, design, and marketing team		Lack of creative control
Publisher manages distribution		Can offer very little profit
Can lead to recurring book deals		Limited marketing support

Self-Publishing

Pros	vs.	Cons
Complete creative control		Self-publishing perceptions
Get to market quickly		Learning curve
Choose how to distribute		Responsible for own marketing
Much higher profit margin		Can be costly

HOW TO PUBLISH

Traditional Publishing

- Research publishers to find the right fit for your work.
- Develop your book proposal/pitch letter following publisher guidelines (if provided).
 - Research successful proposals and why they worked.
- Reach out to your network and ask for help.
 - Friends and colleagues who have published are a wealth of information and are generally willing to offer guidance and make connections to agents and editors.
- Be prepared for rejection and **DON'T** let it define you.
 - Rejection is a part of the process.
 - It only takes one acceptance to get published, but they often come in a sea of "no thank you" letters.
 - Most times it is not about you or your writing - publishers are looking for different things at different times.

HOW TO PUBLISH

Self-Publishing

- **Write your book or article**
- **Find an editor**
 - Seek out a developmental editor and a copy editor to ensure your work is polished.
- **Design your book**
 - Key for successful self-publishing is having a quality product.
 - Look at other books for design inspiration.
 - Note significant details: i.e. no page numbers on chapter title page.
 - Use cream colored pages vs. white pages.
 - InDesign and Canva are great options for design.
 - You can outsource design for a fee.
 - Create your own publishing label rather than using your name to avoid "self-published" marker.
 - Get an ISBN.
 - Get a Library of Congress Number.

HOW TO PUBLISH

Self-Publishing

- **Design your book cover**
 - Note measurements required that include the binding.
 - InDesign, Photoshop, and [Canva](#) are good tools.
 - You can outsource your cover design for a fee.
 - [Fiverr](#) can be a good option that is very cost friendly.
- **Research publishing platforms**
 - Consider royalties, cost of publishing, design options, and distribution options.
 - Consider both print and e-book options.
 - Look for a platform that offers audio book capabilities.
 - [KDP](#) is the most widely used platform for self-publishing.

RESOURCES

Books:

- *Writer's Market: Most Trusted Guide to Getting Published*
- *Guide to Literary Agents*
- *How to Write a Book Proposal*
- *Getting Published*
- *How to Write Short Stories and Get Them Published*
- *Successful Self-Publishing*

Articles:

- "Why Getting Published Should be on Your 'To Do' List"
- "Op-Ed Writing: Tips and Tricks"
- "Where is Diversity in Publishing?"
- "How are Women Represented in Top Literary Publications"
- "11 Books that Prove there is Nothing Wrong with Self-Publishing"
- "Amazon Pays \$450K a Year to this Self-Published Writer"
- "These Self-Published Authors are Actually Making a Living. Here's How"

