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Analysis of Needs and Goals

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### Introduction:

There are many challenges that come with writing a book. No matter what the book's subject, however, the biggest problem comes after the material has been created. One issue that a writer new to the publishing world might encounter is choosing the best line of action for their work. Publishing a book is not as simple as a writer submitting a manuscript to a potential publisher and having them take the author's work for a fee. There are many different outlets for publishing in our digital world. Not only are there numerous publishers and the challenges of attracting the attention of one, there are also different types of publishing and different methods of presenting yourself.

In discussions with perspective authors, there are many methods that come up that were not considered by other authors. Also, questions of what material should be published and how were asked, opening the discussion to even more answers.

### Part One: Problem Identification

From personal experiences of trying to get published (by myself and others), there are several problems that come with finding the "right way" to publish something. There are many successful publishing stories, but no two are the same. A problem in the publishing industry is, with all of the options, how does a perspective author decide which option is in their best interest?

### Part Two: Problem Analysis

Lack of knowledge is a hindrance to writers attempting to get into the field. Talking with other authors entering the dreaded world of publishing, the main problem for not knowing how to get published, was lack of knowledge on the subject. In discussion with other authors, the following questions and uncertainties came up:

- Perspective authors were not sure what medium of publication to pursue for their work. They lacked knowledge on:
  - Digital publishing
  - Magazine/journalism publishing
  - Traditional publishing
  - Publishing in anthologies
- Questions were raised on qualifying factors
  - How long is a novel? When is it a short story?
  - What genre does it fall under?
- Authors were not sure how to go about finding representation or if they even wanted to be represented
  - Is an agent the best option?
  - Is a publishing company right for my book?
  - What options are available for self-publishing?
- The group had difficulty agreeing on a single method of getting published.
  - Different authors had different types of material
- Authors had issues picking how they would want their work presented.
  - Do I want big bookstores ordering my book and running the risk of not having them sell?
  - Would it be beneficial to consider having a certain number of copies printed to prevent overstock?

During the discussion, it was realized that the group had plenty of instruction of how to write their works, but they were uneducated in how to handle it afterward and what they should do with their work.

### Part Three: Problem Solution

There are a few ways to go about solving the problem presented by this issue. Inexperienced writers could be given additional courses in their writing training, emphasizing how to get published and what methods are available, but not all writers receive technical education in their careers. There are books that offer different methods, but none really seem to agree and can quickly become outdated with all of the changes happening in the industry. In an increasingly digital world, there are options for websites that could give the education needed or at least offer more instruction, but not all of them offer the best advice for choosing your publication path.

When looking at these problems, the easiest solution is a cumulative education. The simplest of these would be some type of step-by-step guide to lead the writer toward their best option, so they are not forced to sift through the endless options of the publishing world. Novice writers need the knowledge to give their publication the best chance it has. In response, an instruction will be created to guide an author through the process of choosing their publishing method. Using this tool, the author will:

- Identify how they want their material presented
- Educate themselves on the various “selling platforms” of publishing companies
- Gain the knowledge of how to best approach self-publication
- Develop a sense of what to expect when entering the publishing world

The new writer will be given a comprehensive overview of what their options are before they are forced to jump into a choice that might not be best for them.

#### Part Four: Articulated and Prioritized Goals

In order to work toward solving the problem, a flow chart will need to be developed. This chart will help the author develop their idea of what kind of author they are. It will also help them figure out what options are best for them and where to fall back to if their initial choice doesn't work out. Through out the guide, the author will be given a series of questions (i.e. how well do you take advice from others) to help them decide what best fits their personality, in addition to their preferences of how they are represented and what it takes to get them to their goal. The goal of the instruction is best described as:

**Perspective and inexperienced authors will better understand all available options available when considering the publication of their first material.**