Types of Publishing:

Where To Go After Reaching Happily Ever After

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Instructional Topic

After almost four years of researching, writing and editing a book, the last thing that an
author thinks about is actually getting the book published. Once the final copy is
within reach, the next step is figuring out how to get the supposed masterpiece out
into the world of bookstores and libraries. There are many how-to books and
suggestions online, but these are often specific to a certain genre or type of
publishing. Sometimes, defining what the book is about can be an author's
greatest challenge. This instructional design project would be a perspective
author's brief look into all the available options and give them a sense of what to
do after deciding what they want to do.

This instructional design project would focus not only on what to do next, but the
different options that are offered in the digital age. In addition to traditional
publishing, authors now have to consider self-publishing, digital publishing,
representation and navigate a small gauntlet of professional organizations in order
to reach their intended goal of getting their book out their.

Intended Setting

The project will focus mostly on authors who have never tried to brave the publishing
world before, the young, twenty-something-year-olds who finished their novel
between classes and now want to throw their work in with the rest of the lot. The
easiest presentation would be one or more flowcharts, which the perspective
author navigates based on preferences to questions posed within the chart along
the way. It would probably be set into a document placed on the web or
somewhere else easily accessible to individuals who have never published before.

In the world of publishing, there are many ways to publish a manuscript. The best-

known way is the traditional route of finding an agent, and then attracting a

publisher and having them promote the book for the author. However, with the

increasing popularity in digital publications, it is easy to get lost in all the options

that are available after searching the Internet. Authors can represent themselves

in the world of publishing, instead of trying to attract the attention of an author.

There are also self-publishing options and a variety of available options in

between. The perspective author has a variety of options, but only one will really

work for their manuscript. The purpose of this instructional design would be to

clarify that path and make the options easier for the writer to navigate.

Target Audience

The instructional material would contain information about the various types of

publishing and ask questions of the viewer, ideally leading them to their preferred

option for publication. The audience would be guided through the different

modes of publication and given more options within each option until they "make

it" into the publishing world. Modes of self-publishing will also be explained so

that viewers with an interest in that line of publishing can use that as an additional

option.

Ideally, the instructional design project would show the author-to-be all of the possible

routes they could take before going into a world of confusion that they might not

be ready for. The charts would give them a broad overview, but it would make

the author ask questions they may not have thought of and have them look at their

work more carefully before descending into traditional publishing or jumping for

something out of their reach in self-publishing.

<u>Supporting Details</u>

In the world of publishing, there are guides of what to do in certain modes of publication.

Judith Applebaum and Carole Blake are experts with books written about how to

publish a book in traditional publishing, but give no indication about how to

decide if traditional publishing is the right path to go down. *How to Get Happily*

Published is Applebaum's work, and gives a framework in the traditional

publishing world from the perspective of a publishing analysis. Carole Blake's

work, *From Pitch to Publication,* is a more up to date version of Applebaum's

piece written by someone with thirty years as an agent working in the traditional

publishing industry.. There are also guides on the Lulu website and the

CreateSpace website (a child of Amazon.com). However, there are few guides as

to how to come to a decision about how to choose your publishing outlet.

Most resources of any value provide information about only one method of publication.

Some resources exist, but don't Michael J. Dowling published and article on The

Book Designer website about choosing a method of publishing a manuscript.

Dowling's piece provides a series of advantages and disadvantages to multiple

publishing outlets and general information about each. The course will be

structured similarly to the article, but provide students with the chance to explore

each of these methods in relation to their own work in a discussion atmosphere.

Works Referenced

Applebaum, J. (1992). *How to get happily published: A complete and candid guide*. New

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      for publishing your book. Retrieved from

      http://www.thebookdesigner.com/2011/12/how-to-choose-the-best-method-for-

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