



I Want to Be a **Publisher!**

As recently as twenty years ago, becoming an independent publisher was out of the reach of most people, since the work required to prepare, print and distribute a book required significant up-front costs. But with the rise of the Internet and print-on-demand technologies, it is not possible to run a profitable publishing company right out of your home, with no more equipment than a computer with Internet access.

A publisher actually has a lot of jobs. He or she can do them all his or herself, or can manage a team of people who do these different things for multiple books being published.

- **Acquisition:** the publisher is in charge of deciding what to publish. Some small, independent publishers publish books they have written themselves; others find and publish books that have been written by other people.
- **Planning:** the publisher has to decide what needs to be done in order to get the book from its original manuscript form into a published book. What kind of book will it be? Who is likely to buy the book?
- **Editing:** to ensure that the book realizes its full potential, the publisher has the book edited. This means that an editor goes through the book, analyzing its structure and making suggestions about how the book can be improved. Editors also correct sentence structure, grammar, word choice, spelling, etc.
- **Designing:** the publisher also oversees the interior design for the book. Some self-publishers do this work themselves; others hire freelancers to do it for them.
- **Art Directing:** All books require some kind of artwork, even if it's just a simple text-only cover design. Some books, like children's picture books, contain illustrations. All of the art work having to do with the book needs to be overseen and coordinated.
- **Copyediting:** Before the final book is printed, a final sets of eyes goes over the manuscript to check for correct spelling, grammar, and punctuation.
- **Production Management:** the publisher decides who will print the book; what kind and color of paper to use, etc.
- **Distributing and Selling:** the publisher is responsible for getting the books into brick-and-mortar or online bookstores by dealing with wholesalers and distributors. Publishers send out catalogs or provide "meta-data" to online sellers, and they also have sales people who show the publisher's latest books to booksellers or library acquisition committees.

Name _____ **Community Helpers**

- **Marketing and Promotion:** finally, the publisher is responsible for making sure that the public finds out that the book exists so that they can make the choice to buy it. Publishers do this by making sure that the book gets reviewed or advertised. Nowadays, publishers may often launch social media campaigns to get people to tell their friends about a book through platforms like Facebook and Twitter.

Publishing is a big job, but it is a rewarding one. Publishers play a key role in getting new ideas out into the world. How cool is that?!

1. How has publishing changed over the last twenty years?

2. What is the minimum equipment a self-publisher needs to run a publishing company?

_____ 3. Which of a publisher's jobs involves deciding what to publish?

- A. Distributing and Selling
- B. Acquisition
- C. Planning
- D. Editing

_____ 4. Which of a publisher's jobs involves laying out the interior of the book?

- A. Designing
- B. Marketing and Promotion
- C. Copyediting
- D. Editing

_____ 5. Which of a publisher's jobs involves making sure that the public knows about the publisher's books?

- A. Distributing and Selling
- B. Marketing and Promotion
- C. Art Directing
- D. Planning