

L. Cooper Press



www.lcooperpress.com

You've finished your novel.

CONGRATULATIONS!

Break out the champagne/beer/soda/milk & chocolate cake and **CELEBRATE!**

You deserve it after all your hard work, and don't let anyone say otherwise. It **IS** hard work. Many say they want to do so, but few actually put in the time and the work, not to mention the family sacrifices, to actually write and complete a novel. You've done so!



But then, after your celebration, you're faced with one, HUGE question: What Now?

Do you query an agent for entry to one of the big New York publishers? What if you go to the trouble of learning how to write a query, you practice, and finally send it only to receive a rejection notice? That's okay, you rationalize after suffering through the hurt, some famous writers received rejections, some up to 200 before a publisher took a chance. So you try again and again.

What if you wait and wait and do not even hear back? I waited three months one time for an agent to tell me she hadn't even had time to read my query. I was devastated. And that put me into the frame of mind to accept an online publisher's contract offer, which was a horrible experience. Of course I didn't know that at the time.

A writer friend waited nine months to hear from a top romance publisher, and what did she get for her patience? A rejection letter.

But what if the heavens open and you get a positive response? Hooray! Now, after another celebration, you'll play another waiting game, sometimes for months, even a year, to see if a publisher will buy your book. If they do, if you receive that magical call, you'll have another month or so for negotiations, then you'll wait a year or up to 18 months after you sign the contract to see your book published.

Is that what you want?

If you're like most other writers, you want your masterpiece published today, but knowing that's unlikely, you think tomorrow. Ok. Realistically, maybe in a month . . . or two. But not in a year or two, and that's if an agent or publisher accepts your book. That process can be intimidating as each agent likes the query in its own particular form. Problem is, you don't always know what form they prefer.

But the choice you make for your novel depends on what you want—your goal(s).

If your biggest dream is to see your book on the chain bookstore shelves, the commercial big publisher is the way to go, no matter the number of rejections or the wait time.

Before you invest all that time, however, you might want to check alternate routes to make the right decision for you.

What about one of the many online publishers? When you search, you'll discover there are many from which to choose.



However, be aware of the negatives:

- Rarely do any pay an advance. Some do, but the largest, I found, is \$500. While that may sound high to a writer who hasn't yet made any money, who has only experienced expenses, that advance is generally all you'll receive from that publisher during the time of your contract. While most intend to be successful, many have financial problems and have difficulty meeting payroll – and your royalties. Some have closed overnight, leaving their authors tangled in a financial/legal mess. Before you sign with them, do a search for any 'beware's' or 'problems' with that publisher(s)
- They require you to do your own marketing, which is always good to do, but it helps if the publisher actually tries to sell your book in ways other than placing your book's info on the web.
- They hold your book rights for several years, and
- During those years, they take a major chunk of your royalties
- What about the cover? Most publishers other than the 'Big 6' uses istock or a similar site for images, then use a template to arrange the images. While **LCP** authors may also use images from iStock and/or other sites, we have a designer artist who personally creates your cover using the images. As a result, YOU own the image and you can use it on business cards, fliers, bookmarks, or any other way you choose. You do not have to get permission from us or be required to buy the cover. Most of the hundreds of online publishers require you to purchase the cover if/when you choose to leave them – if you can leave before the contract expires. Most of the time you would have to buy your way out.
- Although most they say they offer marketing, their marketing is placing your book and info on their site along with the major online markets, and/or going through a known distributor so customers may order your book through a bookstore. With few exceptions, the publisher will **NOT** be able to place your books in a major

book chain. No matter how they'd like to do so, they cannot. Most chains will not accept books other than from the major publishers. The smaller online publishers who label themselves as 'Traditional Publishers' are **NOT** large enough to employ enough staff to:

1. properly **EDIT** your book. Most do not employ professional editors. Most use the services of their own authors who are decent with English and grammar. And they're usually not paid enough to do a proper job.
2. **Vet** your book for accuracy and/or comments/phrases about people that could cause a lawsuit - which is a major reason most bookstores will not take a chance and add your book to their system. Most will not even grant a book signing event if your book is not with a major publisher. If they do, you will have to buy copies of your own book beforehand, bring them to the bookstores, and give the bookstore a percentage of your sales. Always check so you'll be prepared.

Yet your chances of contracting with one of the online publishers are greater because most of them have lower standards; therefore they accept more.

The advantages of signing with one? You are published, so can say you're a 'published author.'

But do their books sell? And sell well enough to turn over your book rights to them for several years? And be able to live with the small percentages they offer? And depend on them to market your book(s)? Usually, all they can offer in marketing is to place your book on the **online** stores: Amazon, Barnes & Noble, etc, and on their own site. But how many readers will go to the publisher's site to browse books? **Would you?**

A big option, one that's burst onto the scene and revised the book market, is to SELF-PUBLISH. Become an independent author.



The ADVANTAGES of SELF-PUBLISHING?

MORE CONTROL OF YOUR BOOK – with certain self-publishing companies.

- You won't have to wait a year or more to publish
- You won't have to split royalties with a publisher, although with some self-publishers you may be required to do so
- You won't have to sign over rights to your book to someone else. Again, some self-publishing companies require the rights for the contracted period
- If you decide to offer a sale price, you may do so – especially with Amazon's features
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L. COOPER PRESS IS THE EXCEPTION!
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WHY?

With us, you'll have COMPLETE CONTROL of your book and rights!

We offer the absolute **BEST** terms, and,
YOU'RE NOT REQUIRED TO SIGN A CONTRACT!

We cut through the confusion of different packages by offering **ONE PACKAGE** that provides everything you need to be published. And the absolute best features.



Your first step is to read all the instructions on our site, which will save wasted time during the publishing process, then download the **FORMATTING** instructions. Once your manuscript is formatted, pay the fee, then submit your manuscript for evaluation. Even though we're a fee-based publisher, we insist on maintaining high standards by selecting only quality manuscripts for our imprint.

- Once approved, you begin the publishing process by making sure your manuscript is formatted according to the instructions
- Downloading and filling out the license agreement
- Paying the publishing fee minus your evaluation fee, and
- Sending in the signed agreement along with your manuscript, both as Word.doc attachments.
- You'll receive access to documents to tell you all about Amazon's listing advantages offered to Kindle authors as well as Smashwords
- You'll also receive our select list of affordable service providers you may wish to contact - editors, printers for business cards, bookmarks, etc.

WITH L. COOPER PRESS, YOU HAVE CHOICES



Want to publish on Kindle and Smashwords? Or do you prefer the advantages Kindle Select offers, such as offering your book for free for a limited time, or at a reduced price so readers may feel more inclined to try a book by a new author.

Want to try one version, but decide later you'd like to try a different one? It's okay.
With L. Cooper Press, **It's YOUR CHOICE.**

And the BEST reason for choosing L. Cooper Press:

We're authors who've experienced the publishing world, from the larger publishers to the small indies, from legitimate publishers to the scams, so we know what is offered, the good points, the bad. Take advantage of our knowledge and experience and let us help you.

START TODAY AND BEGIN THE PROCESS TO BECOME A PUBLISHED AUTHOR!

We'll help you!

Brenda Hill

As a published author and L. Cooper Press's General Manager, I love to help others with what I've learned about writing & publishing. No matter the genre, your story is unique, told from your own eyes.

When you publish your story, you add to the power and knowledge of the universe, so come along on this venture with Victoria and me and let us publish your novel for the reading and enjoyment of others.

It's truly an adventure of a lifetime!

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Victoria Howard

I am the author of three romantic suspense novels. Born in Liverpool, I spent twenty years living on a croft in the Highlands of Scotland.

During those rare times when I'm not writing, I can be found curled up with a book, gardening, designing knitwear, walking my Border collie, Rosie, or traveling the world. I am a member of Romantic Novelists' Association and The Alliance of Independent Authors.

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