

Publishing Possibilities
Subtitle: Eight Steps to Understanding Your Options and Choosing the Best Path for Your Book
By Cheryl Pickett
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Getting Your Publishing Options Straight

Simplifying the Path to Publishing

Reviewed by Carolyn Howard-Johnson, award-winning author of *This Is the Place* and *Harkening: A Collection of Stories Remembered, Tracing*, a chapbook of poetry, and the author of the HowToDoltFrugally Series of books for writers

The days when authors were at the mercy of others is gone. Any writer in any genre now has choices; those who rely on the old, traditional mode of publishing may be doing themselves a disservice. Equally so of those who plunge headlong into the world of partner, subsidy or self publishing without considering what that will entail.

Publishing Possibilities, by Cheryl Pickett gives a new author the essentials they need to choose a publishing process that is best for his or her books and gives experienced writers options they may never have considered.

Authors who have been around publishing for a while may have picked up shreds of publishing wisdom that are not rooted in fact, even terms that are misused. Pickett clarifies. She also offers these more experienced authors new possibilities, especially if their work has taken a new direction. A publishing plan for one genre may work fine but not work as well for another.

I must insert a disclaimer here. After reading *Publishing Possibilities*, I asked Cheryl to contribute a column to my newsletter, Sharing with Writers. That does not diminish my belief that this book serves authors. In fact, it confirms that I found it a useful resource for writers.

Publishing Possibilities is short and clearly written so it does not soak up valuable time an author could use doing other things to further their careers unnecessarily. It gives them the essentials on publishing as well as resources for finding more information from seasoned and trusted publishers, writer's Web sites, and consultants.

Carolyn Howard-Johnson's first novel, *This Is the Place*, has won eight awards. Her book of creative nonfiction *Harkening*, won three. A UCLA Writers' Program instructor, she is also the author of another book essential for writers, USA Book News' Best Professional Book of 2004, *The Frugal Book Promoter: How To Do What Your Publisher Won't*. The second in her HowToDoltFrugally series is *The Frugal Editor: Put Your Best Book Forward to Avoid Humiliation and Ensure Success* also a USA Book News pick and winner of Reader Views Literary Award and the New Generation Award for Marketing. Learn more at www.howtodoitfrugally.com