

## How to Be a Successful Hybrid Author

By Jennifer Ashley

This workshop defines a “hybrid” author as one who pursues both **traditional publishing** (signing a contract with a publisher who then edits and distributes the book for an advance plus royalties or royalties only) and **self-publishing** (author is in charge of all editorial, design, and distribution of the book in return for royalties from vendors).

- Advantages
  - Self-pub
  - Trad pub
- Disadvantages
  - Self-pub
  - Trad pub
- Disadvantages to being a hybrid author and how to deal with them
  - Juggling schedules
  - Conflicts with agents
  - Conflicts with trad publishers
  - Time / energy costs

### How to be a Hybrid author

#### Self-pub

- Writing
- Series
- Publishing schedules (consistency)
- Where to release what (POD, audio)
- Marketing
- What to expect

#### Trad pub

- Targeting publishers
- What to expect
- A word about option clauses and non-compete clauses**

#### Juggling two different worlds

- Time / scheduling
- Working with agents as a hybrid author
- Working with traditional publishers while self-publishing

*New York Times* Bestselling author Jennifer Ashley is a hybrid author with 75 traditionally published books, 30 self-published books thus far, and many more in the works. Visit her website at <http://www.jennifersromances.com>