
Foreword

To self-publish or not to self-publish—that is the question!

If your manuscript submission campaign has not resulted in getting your children's picture book published during a reasonable time frame of 12–18 months, know that you are not alone! Publishers—large and small—are slammed with children's book manuscript submissions. Getting published by traditional publishing houses is much like winning the lottery. Though more than 20,000 juvenile titles were published last year, publishing houses accept less than 2% of all unsolicited children's book submissions.

You are likely to be frustrated by the tedious process of perfecting your manuscript, typing cover letters ad infinitum, researching publishers, addressing publishers' envelopes and self-addressed stamped envelopes (SASE)—and wasting your hard earned money on costly postage. Perhaps you've received rejection letter upon rejection letter—or even worse, limited response from your targeted list of publishers.

At this juncture, traditional publishing purists would urge you to put aside your unpublished manuscript, strengthen your writing skills, and embark upon yet another version—or a completely new manuscript—that is more worthy of publication. Suffice it to say, the publishing submission cycle can cause even the most patient individuals to experience the 3 Ds of publishing: Disappointment, Disenchantment, and Disillusionment!

When do you discard your manuscript along with every hope and dream of becoming a published children's picture book author? Never! With the advent of desktop technology, there has never been a greater opportunity to publish your own title. The process of authoring your children's picture book resides so close to your heart. No one is more passionate about its ultimate outcome than you!

Self-publishing is a viable alternative to the traditional publishing route for the innovative and passionate. A self-publisher is simply someone who pays to bring a book to print for distribution or sale. As a self-published children's picture book author, your opinion matters. Publishing giants cannot afford to focus their energies on one particular picture book. You have the simple advantage—because you can!

At the inception of your picture book project, your exciting new venture is likely to be a challenging, flexible part-time sideline. You and/or your spouse (or significant other) must maintain a job, at least initially, to fund your self-publishing objectives. To achieve success,

you must enthusiastically—and tirelessly—promote your children's picture book through book signings, marketing events, school visits, speaking engagements, and the media.

If you think practically and comprehend the critical nature of niche marketing, your professional, self-published children's picture book can provide you with an added stream of income that grows over time. Prove a successful sales history—and a traditional publisher may opt to negotiate rights to your title. (You may surprisingly choose to refuse the offer!)

A self-publishing company may not turn you into a millionaire overnight—or perhaps ever. The gold that you discover at the end of the rainbow may take the form of self-actualization and sense of achievement. Whether you publish several copies of your own title on behalf of your immediate family, or hundreds—even thousands—of copies to serve a particular audience, the true reward emanates from your ability to touch others.

For over a decade and a half, my position as president of Arimax, Inc. Publishing has enabled me to navigate the exciting, challenging, and ever-evolving children's picture book industry. Whereas children's picture books are laden with clarity and simplicity, the publishing industry itself is cloaked in complexity and mystique for many aspiring authors and illustrators. My objective in publishing *Children's Picture Books: How to Self-Publish Your Way to Success!* is to empower you with a solid foundation to launch your self-publishing career. Regardless of your current occupation ... your passion, persistence, and determination are certain to infuse your children's picture book with the critical edge that is essential for success!

www.justselfpublish.com