



## **"Practical Problem-Solving Advice for Publishers"**

### **Eighteen Ways Book Publishers Add Value to Content**

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#### **How Do Publishers Add Value to Content?**

You are probably asking this question as you contemplate self-publishing as an alternative to seeking a commercial book publisher for your manuscript. You are also wondering what tasks publishers perform to justify offering what seems like a modest royalty to authors. Consider that publishers add value to content in these 18 ways:

1. Decides what information is valuable as published content
2. Researches markets in order to plan new products
3. Decides the best formats for publishing specific information
4. Manages and pays for the subject matter expert review process
5. Serves as expert coach and advisor to authors
6. Edits manuscripts for content and style
7. Supervises the indexing process
8. Designs the book professionally
9. Develops artwork and illustrations suitable for the book
10. Negotiates collaborative projects between co-authors
11. Researches and checks facts
12. Promotes and publicizes the book through a multichannel system
13. Manages multiple distribution channels in print and digital formats
14. Makes books available to its existing networks of buyers
15. Arranges for sales and distribution in global markets
16. Pays royalties and fees to authors
17. Manages permissions requests for the author
18. Licenses books to maximize subsidiary rights income in physical and digital formats

#### **Also of Interest:**

- *Commercial Publishing vs. Self-Publishing: Advantages/Disadvantages*, 2019, 2 pages  
<https://tinyurl.com/2p8m459p>

**Call Jack McHugh** if you are evaluating whether to seek a commercial publisher or to self-publish and to learn more about the book publishing business. Let McHugh explain the pluses and minuses of each course of action. **414-351-3056**

### **About John B. McHugh**

John B. “Jack” McHugh is a 40-year veteran of the book publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary’s Press. Jack is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. Jack’s specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, organizational design, and startups. He is the manager of a LinkedIn™ group, Association and Nonprofit Publishing. <https://www.linkedin.com/groups/2949807/>

### **John B. McHugh: Practical Problem-Solving Advice for Publishers**

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