

# A Writer's Guide to Traditional Publishing: Some writers still want to do things the old-fashioned way. But is that a smart move? (Clue: No. It isn't.)

Michael Allen

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This is a book which will tell you all you need to know about traditional publishing.

Publishing is a business which goes back over 500 years, and if you're going to succeed as a writer you need to know how the business has developed and changed over that time. Otherwise you can make serious mistakes, with long-lasting effects.

The aims of this book are therefore as follows:

- (i) To provide you with a short history of publishing, from the beginning of the trade in the late fifteenth century to the present day;
- (ii) To enable you to understand how likely or unlikely it is that you will be able to interest a traditional publisher in your work;
- (iii) To enable you make informed and realistic decisions on what sort of books to write, and how much time and effort you might sensibly devote to that work;
- (iv) And, finally, to show you that there are now more ways than one to make your work available to the reading public.

A Writer's Guide to Traditional Publishing is the fifth in Michael Allen's series of practical, down-to-earth guides for writers; the previous ones deal with emotion, viewpoint, style, and success. This one will be most relevant to those who write fiction, whether short stories or novels – but non-fiction writers will also find it useful.

Michael Allen's first novel was published over fifty years ago (1963). He is the author of numerous other novels and short stories (some written under pen-names) which have variously been published in hardback, paperback, and ebook editions, in the UK, USA, France and Denmark. He has also run two small publishing companies.



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