TANGENT daily

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BUSINESS NOTE

Small Press and Big Press Paths

Jane Friedman's interview with Victoria Zackheim argues that books can find very different routes to publication, from a small indie press to one of the largest publishers in the world. Zackheim describes how her mystery series reached Level Best Books and how another novel followed a separate path after years of revision.

For a seller of books or printables, the useful takeaway is to build products that can travel well across formats and audiences, then give them a clear niche. A mystery-themed reading journal, for example, could be packaged as a paperback, a printable tracker, and a notebook cover, each aimed at readers who like series fiction and long-running characters.

Source: Jane Friedman, Working with Small Publishers and Large Publishers: Q&A with Victoria Zackheim
https://janefriedman.com/working-with-small-publishers-and-large-publishers-qa-with-victoria-zackheim/