

# Finding a Publisher for Your Book

Dr Rachel Killean

Queen's University Belfast



# Things to consider when choosing a publisher:



Who publishes the books you like and use in your work? They might be interested in your work.



What kind of audience do you want to speak to (e.g., constitutional lawyers, Southeast Asian scholars). Look for book series in these areas.



What kind of market do you want to publish in? Have a look at the publisher's website, do they publish in those markets?



# Ways to learn more about possible publishers:



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Have a look through the website and guidance for authors, this is usually the best starting place.

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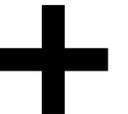
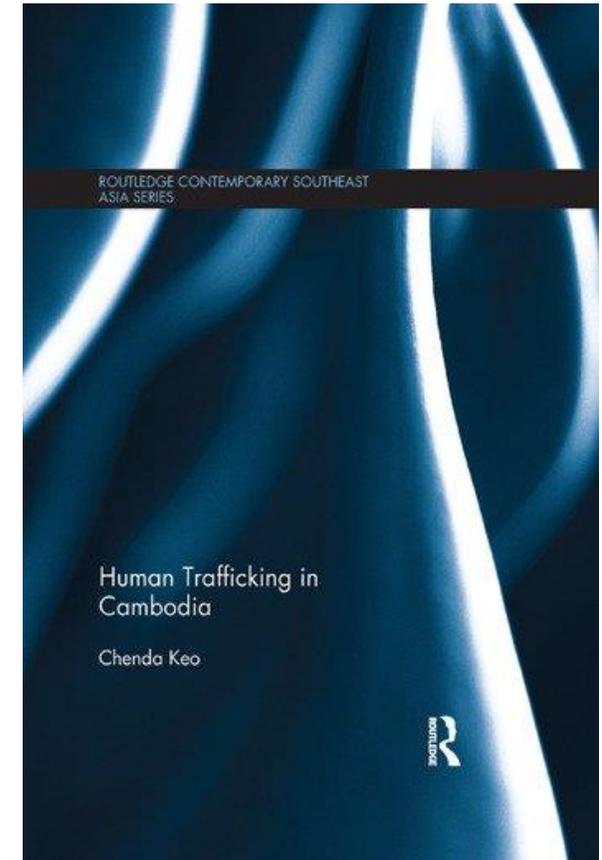
Does the series have a commissioning editor or a series editor you could talk to? They can give you advice on whether your book is a good fit.

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Has someone you know (or someone an acquaintance knows) published with them before? This can be a good way to learn if they deliver a good publishing experience.

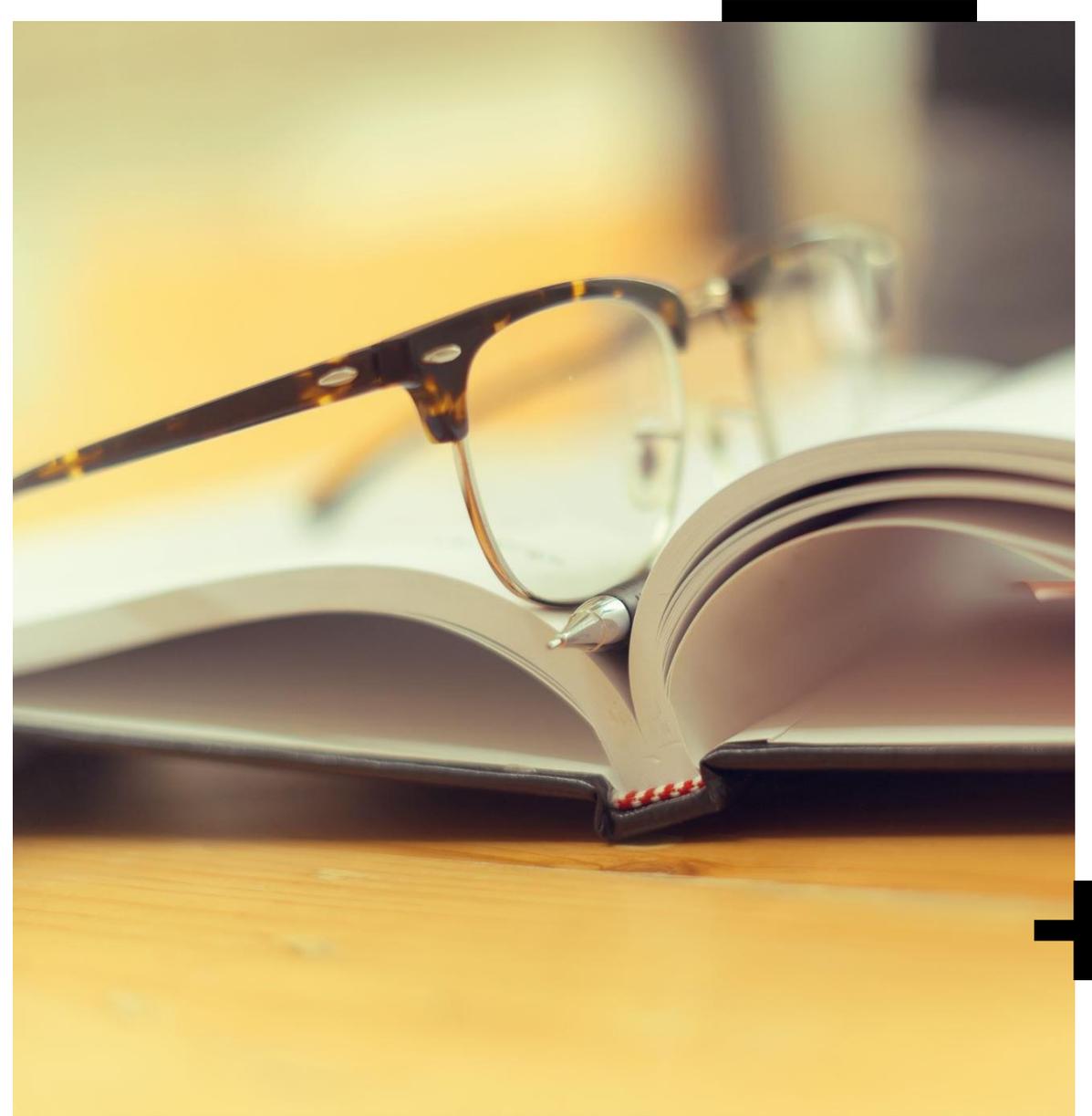
# Examples of English Language Southeast Asia Series:

- [Routledge Contemporary Southeast Asia Series](#)
- [Cornell University Press NIU Southeast Asian Series](#)
- [Asian Studies Association of Australia Book Series](#)
- [University of Wisconsin Press New Perspectives in Southeast Asian Studies](#)



# Considering self-publishing?

- This has become more popular, and is open to anyone with an internet connection!
- However, there are things to think about:
  - Who will review and edit the book? Will this be you, a colleague, a company?
  - Who will design and format the text into a book? Guides exist online or you can pay someone.
  - How will you distribute it? On your own website? Through an e-book seller? In hard copy?
  - How will you reach your audience? This will need more marketing without a publisher...
- Free sharing: Academia.edu; SSRN; ResearchGate



# Marketing your book

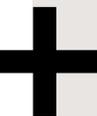


## Things you can do

- Social media promotion
- Share the introduction on a research depository (SSRN; Academia; ResearchGate)
- Ask someone (kind) to review the book
- Promote at speaking events – request promotion materials

## Things your publisher should do

- Create promotion materials and a discount code for you to share
- Include your book on their website and catalogue, as well as other book seller websites
- Recommend to libraries, other academic institutions, academics and professionals



Questions?

