



"If I'm going to self publish why do I need to follow standard practices?"

Picture book making is an amazing adventure that mines the breadth of your internal world. The possibilities in form and content are limitless just as, say, the type of house we can design is limitless. Yet there are standard practices that keep the house standing over time. And like architecture, there are some standard parameters that the mainstream publishing world follows for picture book making which are important--even if you self-publish. Here are reasons:

1. Your book will be easier for a bookseller to sell as it will fit the standard description given a picture book.
2. Your book will be easier for librarians to know where it "fits" on the bookshelf, helping them know for which audience it is best suited.
3. Our picture book audience is acquainted with this format and rhythm. They know when to expect a resolve and that let's them concentrate on content.
4. The abbreviated manuscript length of a picture book is a triumph of editing and can often produce a better story armature for illustrations. Think "less is more", Haiku or poetry, instead of the great American chapter book.
5. If you self-publish and you've followed standard parameters, it makes it easier for a mainstream publisher to pick up your book for reprinting or even just to market and distribute.
6. A picture book with standard parameters has a better chance at a larger audience—and, like a well-constructed house, can better weather time. That's a few reasons anyway.