

# **How to Recognize a Publishing Scam and Avoid It**

## **Tactics scammers often use:**

- Appeal to our deepest desires
- Someone noticed my book and said it is good
- Book Scouts have flagged your book
- Use the title, "Literary Agent" or "Hollywood Executive"
- They will do the work for you
- Book price is too high. You need to republish it.

## **How do legitimate literary agencies work?**

- Ask you to submit a book proposal or query letter
- Very clear instructions
- Agents tend to represent specific genres
- Don't ask to have you spend money.
- They get paid if they sell your book
- They will have a list of their clients, not just testimonials
- Link to the author's website or traditional publisher site

## **What can you do if you are contacted by one of these scammers?**

- Don't let your emotions get in the way of your judgment
- If it sounds too good to be true, it probably is.
- If they say a book scout has flagged it, ask them to see what the book scout said or why they think this would be a good book for adaptation.
- Guarantee they have no idea what the book is about and in most cases, there are no legitimate book scouts.
- Demand they take you off of their email and call lists
- If they don't, you will report them to the Attorney General's office for violation of the Consumer Protection Code.

## **Select Legitimate Self-Publishing Companies**

- Supported/Assisted:
  - Author Solutions' Imprints - Archway Publishing, Westbow Press, AuthorHouse, Balboa Press, Uriel Press, iUniverse, Xlibris, LifeRich Publishing
  - Outskirts Press, Xulon Press, BookBaby
- DIY/Online: Amazon Kindle Direct Publishing (KDP), IngramSpark, Lulu

## **PRESENTER INFORMATION:**

PRESENTER: Keith Ogorek, ALC President

WEBSITES: [www.authorlearningcenter.com](http://www.authorlearningcenter.com); [www.fuzeframe.com](http://www.fuzeframe.com)

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