



Morgan James®
PUBLISHING

25TH ANNIVERSARY

Is Morgan James Publishing Right for You?

A straightforward guide to our publishing model,
partnership, and what happens next

**There is no single best way to publish a book.
There is only the best way to publish your book.**

A guide for authors considering a publishing partnership with Morgan James

Choosing a Publisher Shouldn't Be Confusing

Writing a book is personal. Choosing who will publish it may be one of the most important decisions you make in the life of that book.

If you've begun researching publishing options, you've probably discovered something quickly: the publishing world can be confusing. Traditional publishing. Self-publishing. Hybrid publishing. Assisted publishing. Publishers who pay advances. Companies that sell packages. Publishers who want your rights. Others who want your credit card.

Morgan James Publishing was built to offer authors another way.

The Morgan James idea

Combine the professional standards, sales representation, bookstore distribution, retailer relationships, and long-term support of traditional publishing with greater author ownership, flexibility, access, and partnership.

We don't believe our model is right for every author. But for the right author, it can be an extraordinary fit.

So, What Exactly Is Morgan James?

Morgan James is a publishing house, not a self-publishing service and not a company selling publishing packages. We evaluate books for publication, and not every book submitted to us is accepted.

When we offer to publish a book, we enter into a publishing agreement with the author and take responsibility for producing, distributing, and supporting that book in the marketplace. At the same time, our authors retain ownership of their copyright and intellectual property and have meaningful involvement throughout the publishing process.

Think of it less as hiring someone to publish your book and more as entering into a publishing partnership.

How Are You Different from Traditional Publishing?

There are things about traditional publishing that we love: professional editorial standards, beautiful books, sales representation, retail relationships, distribution, and credibility.

We wanted to preserve those strengths while addressing frustrations entrepreneurial authors often experience. Morgan James authors retain their copyright and intellectual property, have meaningful creative input, receive a transparent royalty structure, and have unusually broad access to their books for marketing and direct-sales efforts.

After publishing thousands of books, we've learned something important: books tend to go farther when the publisher and author are both engaged.

Is Morgan James a Hybrid Publisher?

Yes, although the story behind that answer matters.

Morgan James didn't enter an established hybrid publishing category. We helped create it.

When Morgan James began publishing books, we set out to build something that didn't fit neatly into the publishing choices available at the time. We wanted the professional standards, editorial selectivity, bookstore distribution, sales representation, and credibility of traditional publishing while giving authors greater ownership, flexibility, access, and participation in the success of their books.

In 2008, Publishers Weekly recognized Morgan James as the first hybrid publisher to market. Since then, "hybrid publishing" has grown into a broad category, and not every company using the term operates the same way.

That's why, while we're proud of our role in pioneering the model, we'd rather explain what we do than rely on a label to explain who we are.

- We are selective about what we publish.
- We enter into publishing agreements rather than selling publishing packages.
- We professionally produce our books and invest in their distribution and marketing.
- Our books receive established national and international retail distribution.
- Our authors retain ownership of their intellectual property and actively participate in building the audience and opportunity around their books.

**Call it hybrid. Call it unconventional traditional publishing.
We simply call it the Morgan James way of publishing.**

Does the Author Make a Financial Commitment?

Yes. Authors who enter into a Morgan James publication agreement make a one-time \$6,000 commitment upon signing. We believe in being very clear about that (*\$4,000 on Kid's 32-page books*).

The commitment includes:

- Unlimited access to the author's completed eBook files in multiple formats.
- The ability to purchase up to 2,000 print copies at print cost.
- No separate publishing fees for cover design, typesetting, distribution setup, metadata, bookstore access, or sales-team support.

Our core author tends to be entrepreneurial. We want both publisher and author invested in the success of the book. We have found that when both parties have skin in the game, both tend to show up differently.

Why \$6,000?

It creates meaningful alignment without turning the relationship into a fee-for-service publishing package or unnecessarily burdening an author with tens of thousands of dollars in publishing costs.

Will My Book Actually Be Available in Bookstores?

Yes, but there is an important distinction between distribution and guaranteed shelf placement.

Morgan James works through established distribution channels, including Publishers Group West (PGW) and Ingram, giving our books access to major retailers, independent bookstores, libraries, specialty retailers, mass merchants, and online booksellers.

That means your book enters the same retail ecosystem in which traditionally published books compete. It does not mean every bookstore automatically puts every book on its shelves. Retail buyers make inventory decisions based on the book, category, author platform, consumer demand, preorders, sales activity, and other factors.

**Our job is to give your book a legitimate opportunity to compete.
Then we work together to give retailers reasons to say yes.**

Who Markets the Book?

Both of us.

We don't believe marketing should be something the publisher does to an author, nor do we believe authors should be handed a finished book and told, "Good luck!" We market with our authors.

Morgan James Brings	The Author Brings
Retailer and distributor relationships	Voice and personal connection
Metadata and category strategy	Relationships and community
Publisher marketing and promotion	Audience and platform
Co-op and visibility opportunities	Speaking, events, and outreach
Long-term availability and backlist support	Ongoing participation and creativity

A great book shouldn't have a 30-day expiration date.

We think about the life of the book, not only launch week. Success can mean books still selling years later, authors invited back by retailers and event organizers, a growing backlist, and a publishing relationship built on transparency, stewardship, and shared wins.

What Rights Do I Keep?

One of the principles behind the Morgan James model is author ownership. Authors retain their copyright and intellectual property, while granting Morgan James the rights necessary to publish and distribute the book under the publication agreement.

When conversations become serious, we provide prospective authors with detailed information about the publication agreement, rights, royalties, distribution, the author commitment, and other terms. We want authors to understand what they're signing.

Our belief

A good publishing relationship shouldn't begin with surprises.

What Kind of Author Does Morgan James Work Best With?

Over the years, we've discovered that our strongest partnerships tend to be with authors who see the book as more than a product.

They may be entrepreneurs, thought leaders, speakers, consultants, ministry leaders, executives, experts, storytellers, or people with a message they genuinely want to put into the world. They don't necessarily arrive with enormous platforms. But they tend to arrive with purpose.

- They are willing to participate.
- They are teachable and collaborative.
- They are willing to build relationships and talk about their book.
- They are thinking beyond simply "getting published."

They're asking: What could this book make possible?
That's a question we love.

What Happens If Morgan James Is Interested in My Book?

We start with a conversation. We want to understand the book, certainly, but we also want to understand you.

- Why this book?
- Why now?
- Who needs it?
- What do you hope it accomplishes?
- How does it fit into the work you're already doing or the work you hope to do?

If we believe there may be a fit, the project moves through our evaluation and publication-board process. If we're prepared to move forward, we'll explain the opportunity, provide much more detailed information, answer your questions, and give you the opportunity to decide whether Morgan James feels like the right publishing home.

There should be discernment on both sides.

One Last Thought

There is no single best way to publish a book. Some authors should pursue a traditional publishing deal. Some should self-publish. Some should work with a service provider.

And some are looking for the unusual middle ground Morgan James was created to occupy: professional publishing and meaningful retail distribution combined with entrepreneurial flexibility, author ownership, and a genuine partnership.

That's where we live.

Our mission

To educate, encourage, inspire, and entertain with current, consistent, relevant titles available wherever books are sold.



Ready to Start the Conversation?

Tell us about your book.

Visit MorganJamesPublishing.com to learn more and submit your book for consideration.

Publishers acquire manuscripts.

Morgan James acquires relationships.

Celebrating 25 years of publishing thought leaders of today... and tomorrow.