



ALLi News Monthly

ISSUE 02 AUGUST 2012

Welcome Indies

We hope the sun is shining on your self-publishing projects this month.

One of our core beliefs here at ALLi is that collaboration and partnership is the way forward for publishing -- including self-publishing.

We simultaneously admire indie spirit and know that good books almost always require collaboration. Our definition of self-publishing is a process that recognises **the writer as the creative director of the book** -- not just in getting it written but also in getting it published and getting it read.



This doesn't mean doing everything ourselves, but meeting other players in the process - distributors, publishers, agents, marketeers, booksellers - as partners who support the writer's efforts. This is in opposition to traditional trade publishing, which sees the writer as a resource to be mined, a 'content provider'.

In recent weeks, we've seen Penguin USA paying \$116m for self-publishing company Author Solutions (about which our **watchdog advisor, Victoria Strauss**, has this to say) and

UK bookselling chain, Waterstone's, teaming up with Amazon Kindle, the company their MD, James Daunt, had six months before dismissed as a 'ruthless, money-making devil'.

In this issue of your newsletter too, partnership is bursting out all over.

A new and easier way to submit your books for translation rights consideration with our international rights agent, Jennifer Custer at AM Heath.

A link with Inverness-based creative talent development agency, HI-Arts, to bring the Alliance and its benefits

to independent authors in the remotest parts of Scotland.

And our new Goodreads group, to connect you to new potential readers.

However indie spirited we are, we all need help along the way. Do let us know any way we can help you,

Have a great August. Sonas, Orna



Member News

Congratulations...

Steven Lewis's self-published book *How to Write Perfect Press Releases* has been chosen by the University of Sydney as a textbook for its public relations students.

Ruth Heald's "27", due for release in July 2012 by Dancing Parrot Press, was selected as a Quarter-finalist in the Amazon Breakthrough Novel Award.

Steen Holmes is a finalist in two categories for the eFestival of Words awards for her novel *Finding Emma*. She's in the Best General Fiction and Chick Lit/Women's Lit categories.

John Logan's *The Survival of Thomas Ford* is a finalist in the eFestival of Words too, featuring in 'The 'I've been Shyamalaned' Award for Best Twist'.

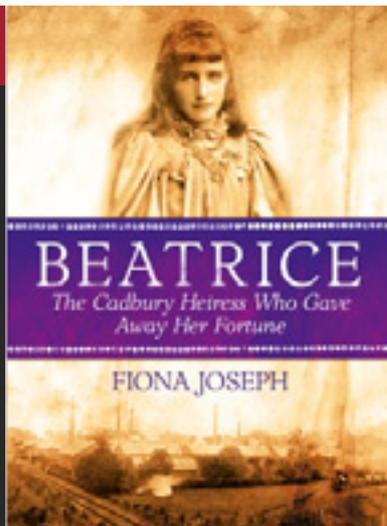
Send your news to:
max@allianceindependentauthors.org

Book of the Month

Beatrice

The Cadbury Heiress Who Gave Away Her Fortune. By Fiona Joseph

See the full review at [Amazon](#)



New Members

A big welcome to our newest members:

Chandler McGrew
Charles Harvey
Christine Frost
Connie Brentford
Design for Writers
Donna Cummins
Elizabeth D. Castro
Fenella Jane Miller
Fiona Joseph
Franz McLaren
Ilana Katz
James Calbraith
Janette Currie
Jeri Fink
Joanne Phillips
John Joyce
Lambert Nagle
Laura Kubuitsile
Lindsey Parsons
Lionel Snell
Liz Jansen
Patricia Fulton
Paul Dettman
R G Mehrabi
Richard Wright
Robin Sullivan
Ruth Barrett
Ruth Heald
Shane Connolly
Stephanie Chilman
Terri Giuliano Long
Tom Barry
Wren Publications

We wish you a successful and enjoyable self-publishing journey and do let us know how we can help.



Join the ALLi Goodreads Group

ALLi has already an established social media presence on Facebook (both the [open](#) and the [closed](#) group), [Google](#), [LinkedIn](#), and [Twitter](#) (do join us). Now we are pleased to introduce our most important social network, the [Alliance Goodreads community](#).

If you have time for only one social network, we believe Goodreads should be it. Why? Because that's where the readers are. Launched in 2007, Goodreads is far and away the largest site for readers and book recommendations, with more than 9.5 million members—a figure growing daily.

For those of you unfamiliar with the site, Goodreads users recommend books, compare what they are currently reading, keep track of what they have read and what they plan to read, engage in book clubs and online discussion, arrange to meet up, and more.

To maximise your ALLi Goodreads experience:

- **Sign up:** Goes without saying. If you are not already a Goodreads member, then sign up today. The process is very fast and you can immediately add Alliance team Orna Ross, Marese O'Sullivan and Karen Lotter as friends, along with fellow members and Alliance advisors.
- **Join the Group:** Also goes without saying. Simply go to: <http://www.goodreads.com/group/show/73787-the-alliance-of-independent-authors> and join the community.
- **Bookshelf:** Add your books to the group bookshelf to develop our catalogue,

immediately identifiable by readers looking for quality indie work. We are working on various ways to bring a readership to these books (see below).

- **Invite:** Invite your Goodreads network to the group to multiply its readership.
- **Spread the Word:** Tell those you know about the group, via blog, Facebook, Twitter or word of mouth.

Here are some of our plans to expand the influence of Alliance writers across the Goodreads readership:

- **Raising Awareness:** We will be holding polls, quizzes and starting discussions and promoting the group multi-platform on our other social media, our blog and our website.
- **Giveaways and Excerpts:** We invite you all to share your books in some of the time-honoured, digital ways through our group. This gives readers just one place to come to for quality indie work.
- **Monthly Online Book Readings:** We will be holding online video and audio readings, which can then be permanently stored on the group.
- **Publicise Your Books and ALLi Events:** In short, we shall look to utilise all Goodreads book promotion features to bring a readership to your books. We shall also publicise our Meetup events and any author-specific events you share with us (e.g. readings, signings, launch parties, etc.)

So don't miss out. [Come across and join in.](#)



Self-Publishing Advice Blog

ALLi continues [The Self Publishing Advice Blog](#), daily from Monday to Friday, covering a wide range of issues under three categories: 'Get it Written', 'Get it Read' and 'Get it Published'.



We've had some very useful and thought-provoking posts from a range of people. Just a few highlights include [The Right Copyeditor for an Independent Author](#) by C.S. Lakin, [Independent Authors and Visibility](#) by Linda Gillard, Karen Lotter on the all-important issue of [SEO for Your Author Website](#) and a very useful consideration of the [value of audiobooks](#) and a five-part series on which distributor to use to get your book out into the world, from [Smashwords versus Book Baby](#) to [What It Takes to Successfully Work With A Trade Publisher](#).

The blog's reach has noticeably increased over the past month, a trend which will escalate in the the autumn. We are particularly keen on posts that draw on our members' personal experiences, some of which are also finding their way into our upcoming [Indie Authors' Manual](#). It's all good publicity for you so if you'd like to write something for the blog, email your idea to: info@allianceindependentauthors.org.

Submissions should be bursting with useful, practical advice for indie authors from a personal angle. Do read the blog to get a flavour of what we are looking for.

August Picks chosen by ALLi Members

An exciting montly list,
selected by members, for
members, in alphabetical
order....

Angels Mark. Natalie Buske Thomas.

A cross-genre page-turner, a disturbing (yet entertaining!) thriller about American government, a female president, and the future of the nation. #4 of the *Serena Wilcox Mysteries*.

The Amber Heart by Catherine Czerkawska

A turbulent historical drama of obsessive love, tragedy and triumph, that has been described as a 'Polish *Gone With the Wind*'.

The Shadow of Black Wings (Book One of the Year of the Dragon) by James Calbraith

Detailed, fast-paced historical fantasy based around the turbulent mid-19th century opening of Japan to the West.

Pale Kings (Emaneska series) by Ben Galley

Epic fantasy. This sequel to Galley's debut, *The Written*, continues the *Emaneska* series.

The Charter by Gillian E. Hamer

Historical fiction. Will the truth about the 1859 shipwreck of the *Royal Charter* claim tormented Sarah Morton as its final victim?

The Man Who Painted Agnieszka's Shoes by Dan Holloway

A journey into the meanings that underlie and undercut our image saturated society via political extremism; BDSM; haiku; graffiti art and online fandom. Surreal, challenging, rewarding literary fiction. All royalties go to The British Red Cross Tsunami Relief Fund.

Whispers of a Storm (Book One of the Storm Trilogy) by Anthony Lavisher

Historical fantasy. A stonemason and noblewoman adventure through political intrigue and dark plots in the fantasy realm of the Four Vales.

Katrina, the Beginning (Book One of the Royal Blood Chronicles) by Elizabeth Loraine

Young Adult Historical. Vampire series with strong female characters set within the European aristocracy of the 1800s.

Another exciting list, and we want our September choices to give just as much punch. We're now taking nominations for books that you think should make next month's ALLi Author Picks. So, if you've read something recently that's indie and inspirational, let us know — in this case self-promotion is not just allowed but encouraged.

Yell about your books, you know you want to! Just send us a sentence or two about why the book is worthy of consideration.

September nominations before August 15th 2012 to: submissions@allianceindependentauthors.org

Share your News...

If you have something exciting coming up in your literary life, then let us know and we'll alert the membership. Book signings. Festival readings. Competition finalist. Send your news to: info@allianceindependentauthors.org



www.allianceindependentauthors.org



Submission for Translation Rights Consideration

If you want your book(s) to be considered for rights sales in translation territories by our international rights agent, Jennifer Custer (AM Heath), here is the submission process:

You submit directly to ALLi at: submissions@allianceindependentauthors.org.

We need the following documents:

- Author bio
- Synopsis – 1-2 pages max (no blurb style teasers, please; I want to know everything, spoilers included!)
- Manuscripts (electronic versions in word or pdf)
- Anything else you'd like Jennifer to know – book sales, pub dates, awards won, future plans, author platform, working on next novel, etc.
- Good luck! We look forward to facilitating some great international rights deals

Visit us on Facebook, on Twitter, on LinkedIn and now on Goodreads.

Events

Our online and offline meetups are taking a break in August.

We're back in September with new meetups starting up in Birmingham, UK through Gillian Hamer and Zurich through Jill Perrat. We've also linked up with Inverness-based creative talent development agency, HI-Arts, to bring the Alliance and its benefits to indies in the remotest parts of Scotland.

HI-Arts assists self-publishers in the Highlands and Islands of Scotland to develop skills and commercial success and to enable professionalism to be the hallmark of the region's independent publishing - aims very much shared with ALLi.

Full details of HI-Arts projects can be found at: www.hi-arts.co.uk - and if you'd like to know more about their work, email Peter Urpeth: peter@hi-arts.co.uk

Over the next few months look out for announcements of other new meet-ups and if you'd like to start a Meetup in your area, let us know.

We can point you in the right direction, help you get going—and offer a small financial 'thank-you'!

News in Brief

Penguin/Pearson extends reach into self-publishing

Penguin/Pearson extends its reach into self-publishing with its acquisition of Author Solutions fast on the heels of introducing a self-publishing platform in Book Country. MD John Makinson saying that self-publishing is now at the centre of the publishing industry.

Project Gutenberg launches self-pub service

Project Gutenberg has launched a new service for authors to self-publish their work. Currently, the site has 700+ self-published titles available.

Japan is primed for e-book rise

In the next few months, Japan will have four high-profile device launches, including the introduction of the Kindle. More than one million English ebooks are set to be released to coincide with this event.

Bloomsbury ebook sales up 70%

Bloomsbury's first quarter global ebook sales are up 70% with print sales having fallen 2%.

For daily updates on what's happening in the world of writing and self-publishing, subscribe to The Indie Authors Daily.

