



ALLi News Monthly

ISSUE 04 OCTOBER/NOVEMBER 2012

Dear Members

It's almost a year since the idea of setting up an alliance of the world's best self-publishers first surfaced as an idea. What an exhilarating year it has been, from putting out the first tentative feelers in December to advisors like Jane Friedman in the US and Joanna Penn in the UK, to meeting the mighty Joel Friedlander at the Independent Book Publishers Association Publishing University, to our launch at London Book Fair in April all the way to now, with 300+ members, advisors in every corner of the world and every genre of writing.

We've a daily newspaper in place, an already successful blog, a very lively closed Facebook group (see right), live MeetUps all over the world and lots of projects coming together, including a reachout to readers through the library system which we are piloting with the UK-based Reading Agency (see p. 2), and hope to extend to other territories in 2013. And a variety of discount deals. Two for UK members this month, on p. 4.

As we grow, we'd like to introduce you to the people who are making ALLi a force in the writing and publishing world, with a regular Behind The Scenes slot in the newsletter, kicking off this month with Andrew Brown, of Design for Writers, who does the layout and design for the newsletter you're reading right now -- as well as other ALLi visuals and book covers for some of our members.



We are thrilled by the calibre and quality of our membership and have adopted a new slogan to match it - The World's Best Self-Publishing Writers & Advisors. If you know anybody who falls into that category, do tell them why they should join our great - and growing, alliance. If you'd like to make a present of a membership to a writing friend or somebody in writing services - and the gift-giving season is almost upon us - we have Membership Vouchers for Author and Partner Members. More details p 3.

While you're thinking about that, you might also take a moment to tell us, by leaving a **comment about what you most like about being a member**. And what you'd like us to do better. Or next. These comments are showing us where we can best allocate our resources.

And finally the other initiative we're putting in place right now is a monthly online group event, where we bring writers in the same genre together to do a reading and Q&A with readers, including book giveaways and prizes. See p. 4 below for more details.

We'll keep the excitements coming and we know you're an exciting lot too. Send us your news and we'll share it next month.

Till then, happy writing!
Orna

ALLi Connect

We invite you, as always, to connect on our Forums and News Channels.

Forums

We have a number of options for ALLi connection, depending on which you prefer:

- Our member-only **Facebook group** is our liveliest discussion forum but because not everybody is on FB, we also facilitate discussion on a **LinkedIn Group**.
- We also have a **Google Group**, which is mainly used for announcements. This is the place to tell other members about your book or a service that you offer.
- Goodreads is the foremost social networking group for writers and we have a **Goodreads reader-writer community**.
- We have a **Pinterest Community Board** too.

We also engage with the wider indie author community on **Twitter** and our open **Facebook** page. (Please drop by and follow/like us).

News

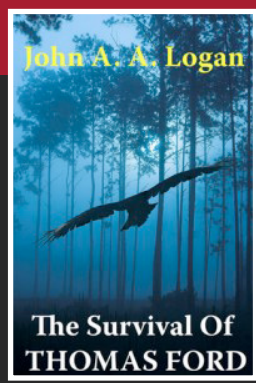
Keep abreast of all that is happening in the fast-moving world of self-publishing by subscribing to our **Self Publishing Advice Blog** and/or newspaper, **The Indie Authors Daily**.

Book of the Month...

THE SURVIVAL OF THOMAS FORD

BY JOHN AA LOGAN

Our book of the month for November 2012 is The Survival of Thomas Ford by John AA Logan. You can find it on **Amazon**



New Members

A big welcome to our newest members :

David Pamah

David Biddle

Mark Tuban

Geoffrey Twins Adventures Ltd

Teresa Cranford

Jason Kurt Easter

Jackie Rill Studio

Geoffrey Arnold

James Toner

Tom Evans

Susa Hill/Long Barn Books

Shelli Wells

Stacey Wallace Benefiel

Maxine Millar

Toni & Shannon. Duolit Publishing, LLC

Jan Behr

Wayne Smallman

Gregory Deloatch

John Hanley

Mike Krentz

Brian MacLearn

Victoria Barry

Graham Bird

Linda Dell

William Zink

Maggie Harryman

John Kavanagh

We are so pleased to have you as a member of our indie author alliance.

Do let us know how we can be of service.

Indie Authors Into Libraries

One of our core jobs is to reach out to readers and the literary framework that is already established on your behalf. And the UK Reading Agency's Reading Partners Scheme, a unique programme, revolutionising the way libraries and publishers work together to reach readers, has caught our eye.

The Reading Agency started the programme in 2004 to bring author events and exciting reading promotions to communities throughout the UK by linking writers with libraries.

Publishers have found this to be a real boon. "We've made so much progress through Reading Partners that it's now hard to imagine a book campaign without some kind of library involvement," says Joanna Prior, Managing Director, Penguin General Books

"The millions of people who walk into 4000 libraries every day offer publishers and writers a different route to readers," says Stephen Page, CEO of Faber & Faber. "Through Reading Partners we've been able to work with libraries across the country to bring our writers and their work to the attention of this audience in exciting new ways. The relationship between activities in libraries and book purchasing is dynamic and something that publishers are now much more attentive to in their marketing."

Now the Alliance is hoping to benefit



Library staff could soon be promoting your book.

self-publishing writers in the same way, by tapping into the extensive framework constructed by the Reading Partners Agency.

Reading Partners (RP) offers self-publishers:

- Reach into reading communities and to readers (across audiences)
- Digital and offline opportunities to engage and promote participation
- Create engaging and innovate projects linking readers to books to on and offline reading spaces
- Experience, expertise and knowledge in working with public libraries and other markets (schools, prisons, colleges, museums, workplaces) to engage readers
- Ability to deliver bespoke projects and to scale
- A trusted, credible, quality and creative service
- Expert knowledge in reaching and building audiences for reading
- The Reading Agency's ability to lever in external funding.

As it is a pilot, places on this scheme are limited for now. If you are in the UK and interested, please write to info@allianceindependentauthors.org, expressing your willingness to get involved. Please be ready to avail of the opportunity, able and willing to do events, provide press kits, and work with the library services to create and deliver a project tailored to your readership before applying.

If this pilot partnership between The Reading Agency and ALLi works, we'll be extending it to the US, Canada and other regions in a similar way.

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

Volunteers Wanted

We have a number of projects that we want to kick off in 2013, to keep to our mission of bringing the best indie work to the attention of readers and the literary community.

Letter Writing Campaign: We now have a long list of all the largest literary festivals throughout the English speaking world. And we need volunteers from each territory to write to them, on behalf of ALLi, urging them to include self-published writers in their programmes. If you'd be willing to lend a hand, write to info@allianceindependentauthors.org. We're quite happy for you to promote your own work,

and that of other ALLi Members as part of this endeavour.

New Reaching Readers

Event

We tried doing a group giveaway in October with Goodreads, using their giveaway facility but unfortunately the limitations meant it wasn't possible to co-ordinate group activity in the way we would like. So, in true creative style, we're now trying Plan B. Keeping the same genre groups in place (Nov: Women's Fiction; Dec: Literary; Jan: Mind, Body, Spirit Nonfiction), we are going to bring willing authors together for an online group event and giveaway.

If your book falls into the genres listed above and you'd like to take part in this event,

which will include author reading, audience Q&A, book giveaways and prizes, please write to info@allianceindependentauthors.org and say a) which month and genre you are interested in and b) which book you would like to give away -- it must be a print copy and you must take responsibility to send it to the winner, regardless of where they live in the world.

Gift Vouchers

We now have lovely gift vouchers available for a year's Author or Partner Membership, which would make a very nice gift for any writer or anybody you might know who provides a service of any kind to writers -- editorial, design, formatting.

If you'd like to purchase a voucher, [write to us here](#) saying which category you want and we'll send it directly to you - or your friend.

Member News

In November, **Dan Holloway** will be taking his New Libertines spoken word show to Woodstock Poetry Festival and Oxford's Sounds of Surprise festival at the Albion Beatnik Bookstore on the 23rd, where he'll be performing alongside Beat legend Michael Horovitz on the 16th. He will also be performing at 3 Minute Theatre in Manchester's Afflecks on November 13th as part of Sadcore Dadwave, celebrating the very best conceptual and alternative literature from the UK and US. Dan has two new conceptual books out, All of these Taxonomies are Political and Download Steve Roggenbuck for Free, both downloadable for free from his website (<http://danholloway.wordpress.com>) and the publisher 79 rat press (<http://79ratpress.blogspot.com>).

James Calbraith has been scaling the heights of Amazon, with *The Shadow of Black Wings* reaching a regular top ten bestseller listing for Alternate History and top 20 for Historical Fantasy

Fiona Joseph, author of *Beatrice, the Cadbury Heiress Who Gave Away Her Fortune*, has been delighting audiences in the West Midlands, UK, with her talks on

the unconventional life of the chocolate manufacturer's daughter, Beatrice Cadbury. Fiona's events are listed here: <http://fionajoseph.com/events/>

In a display of typical indie genre-busting, **Natalie Buske Thomas** has two very different books out this month. *The Miracle Dulcimer: 27 Easy-to-play Songs for the Mountain Dulcimer* and *The Magic Camera*, a fantasy, middle grade, YA novel, originally a trade paperback now repackaged and available on Smashwords <https://www.smashwords.com/books/view/248208>

Other new releases from members this month include **Giacomo Giammatteo's** second book, *A Bullet For Carlos*, a mystery/thriller and the first in the new Blood Flows South Series and **Dianne Ascroft's** ebook edition of *Hitler and Mars Bars*, an historical fiction set in war-torn Germany and post-war rural Ireland ([UK Amazon](#)).

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? Bestseller listings? Festival readings? Competition finalist? Send your news to: info@allianceindependentauthors.org

Behind the Scenes

Andrew Brown

Design for Writers

We begin our *Behind the Scenes* series with Andrew Brown, owner and designer at [Design for Writers](#).

"Helping with the ongoing progression of ALLi materials is a great way to contribute to the Indie community" says Andrew, whose [Design for Writers](#) has become firmly established in recent years, working with clients from around the globe on book covers, promotional materials and websites. "The community has grown in size and professionalism over that time, and ALLi is right at the heart of it all."

ALLi members can benefit from a 10% discount on web & cover design costs by quoting ALLIMEMBER12 when emailing hello@designforwriters.com (valid for work booked by end 2012 for completion by June 2013.)

You can follow Design for Writers on [Twitter](#) and on [Facebook](#).



Self-Publishing

Advice Blog

The Self Publishing Advice Blog continues to cover a wide range of issues under three categories: 'Get it Written', 'Get it Read' and 'Get it Published' - and we encourage all members to sign up to have it delivered by email or RSS. Recent useful and thought-provoking posts include:

[Are Indie Authors Devaluing Books? By ALLi Community Builder, Melissa Foster](#)

["Amazon Is Playing Indie Authors Like Pawns," says Smashwords founder, Mark Coker](#)

[Successful Self-Publishing. How I Did It By Fiona Robyn](#)

[I Have A Publisher Now But I'm Still Indie by Steena Holmes](#)

[Why Indie \(For Me\) Means NOT Having A Publisher by Dan Holloway](#)

Our blog now reaches thousands of people with new subscribers coming on every week and we are keen to include posts from members. If you'd like to write something for readers of The Self-Publishing Advice blog, email your idea to submissions@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.

PLEASE Note: we have teamed with our friends at The Writers and Artists' Yearbook, to help develop their upcoming self-publishing platform. If you send us a blog as a guest post, please be aware it may also appear on the Writers' & Artists' Yearbook blog.

November Deals

Bookseller Magazine

TheBookseller.com has implemented a more extensive subscriber paywall and moved a great deal of its content into the subscriber-only area.

Bookseller Magazine is the UK's publishing and bookselling trade magazine. It allows self-publishers, particularly those not familiar with the London market (the biggest publishing market outside NYC, with links to English speaking, Commonwealth markets all over the world).

- follow in depth major industry news stories
- monitor the market and identify key movements using our exclusive charts and analysis, all available in one easily accessible space
- gain a special insight into the business with a top line-up of industry specialists and respected columnists
- access a unique publication and website that focuses exclusively on your specialist area

A print subscription offers:

- 48 Magazines per year, including category previews, delivered to your door
- numerous Supplements including: Travel; Children's; Bologna, London & Frankfurt Book Fairs; Academic & Education; and Future Book.
- discounts on Bookseller Conferences and Reports.

Special Rates for ALLi Members:

UK magazine subscription-including unlimited online access-cost £103 (normal rate £186)

EU magazine subscription-including unlimited online access-cost £157 (normal rate £224)

Worldwide magazine subscription-including unlimited online access-cost £184.40 (normal rate £264)

Click [here](#) to subscribe.

Half Price Byte the book

Event at The Ivy Club

If you happen to be in London town on 19th November, there's a rather cool event happening at The Ivy club, looking at how books are changing and what they will look like in the future, hosted by [Byte The Book](#).

Join Eric Huang (Penguin Books), Graham Rawle (author/illustrator), Chris Harris (developer of Harper Collins' Brian Cox's Wonders of the Universe app and Collins World Atlas app) and Tom Turcan (Launch COO of Pottermore). Byte The Book has kindly made half-price tickets available to our members and Orna and other advisors will also be there. You can [book here](#). The half price code for ALLi members is DiamondStarHalo.

November Author Picks chosen by ALLi Members

PIETA

by William Zink

THE BLOOD OF ZEALOTS

by William J Atkins

A BULLET FOR CARLOS

by Giacomo Giammatteo

DEADLY COAST

by R E McDermott

THE FOREIGN LANGUAGE OF FRIENDS

by Nadine Galinsky Feldman

BLOOD RED

by Vivi Anna (Tawny Stoker)

CAN'T LIVE WITHOUT

by Joanne Phillips

FIND EMILY

by J J Toner

THE PERPETUAL ASTONISHMENT OF JONATHON FAIRFAX

by Christopher Shevlin

BEACH RENTAL

by Grace Greene

