



ALLi News Monthly

ISSUE 04 JANUARY 2013

Editor's Letter

Happy New Year ALLi Members

And what an exciting year it's shaping up to be. Our first post on the Successful Self-publishing blog this year was about why 2013 is going to be a great year for indies, thanks to the expansion of opportunities and outlets, more professionalism among self-publishers and, mainly, the growth in ebooks.

Recent research from Pew Research Centre found that the number of Americans aged 16 and over who have read e-books grew from 16% in 2011 to 23% in 2012. Over the same period, the number of those who read p-books fell from 72% to 67%. However we might feel about this, it's an unstoppable trend and where the US leads, the rest of the world follows.



Even if we love print - and which of us does not? - this is good news for indies. Most of our members find most of their income comes from ebooks -- in many cases as much as 95% -- and profits are almost always higher, as costs are lower.

In any case, we don't believe that ebooks mean the death of print. It is likely that they will co-exist quite happily, serving different needs for readers, when things settle down. That's why we'll be producing print (POD) versions of the three publications we have planned for this year: our ALLi guide to

self-publishing, our guide to working with indies for the books industry, and our self-publishing services comparison guide. More about these upcoming publications, and the campaigns they will support, on Page 2.

Top of our resolution list also this year is developing our events programme -- our worldwide meetups, Goodreads group activity and our online events. Mark your diaries for January 23rd when we'll be talking to Mark Lefebre, Director of Self-Publishing & Author Relations at Kobo, about how to use Kobo's new Writing Life Platform to reach readers in more than 70 territories worldwide. You can find out more here: [Cracking Kobo Event](#).

We are also delighted to be sponsoring the Free Online INDIE Revolution Conference 12 - 14 February organised by our YA advisor, [SR Johannes](#), where I'll be holding a session on Breaking Into International Markets.

2013 will also see ALLi running events at Book Expo America and at London Book Fair, where we'll be celebrating our first birthday on Monday April 15th. Keep the date free and I'll tell you more about that next time.

Till then, Happy writing!
Orna

ALLi Connect

Forums

- 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](#).

Member Zone

Check out the member-only area of the website by logging in with your password anytime: <http://allianceindependentauthors.org/>

Book of the Month...

UNTRACEABLE

BY SR JOHANNES

A suspense-filled mystery with surprises that keep you guessing all the way to the end. See the book on [Amazon](#).



New Members

A big welcome to our newest members:

Heather Mewis, Author
David James, Author
Daniel Cooke, Author
Jennifer Walters, Professional
Lorraine Brand, Associate/Student
Iida Ruishalme, Associate/Student
Richard Denning, Author
Deborah Young, Author
Elaine Hillson, Associate/Student
Tom Chalmers, Partner
Sarah West, Associate/Student
Janey Burton, Partner
Wendy Toole, Partner
Chris Casburn, Associate/Student
Steve Bailey, Author
Lyndon Pugh, Author
Carole Craig, Author
Gillian Mason, Author
Florence Osmund, Author
Sherri McLain, Author
Kim Traore, Associate/Student
Jill Boonah, Author
Elize Green, Author
Kathryn Gallagher, Author
Walter Morton, Author
James Lythgoe, Author
Vicki Hopkins, Author
Memoirs Books, Partner
Lara Nance, Author
Daniela McGhie, Associate/Student
Winifred Cook, Professional
Derek Beaven, Author
Tanja Pleva, Author

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.

ALLi Publications and Campaigns 2013

We are concentrating on two main campaigns for 2013. The first is getting the mainstream literary establishment to **open up to indie authors**, and make room for self-published writing in bookstores, festivals, reviews and awards. We're calling it: Open Up To Indie Authors and will use media, letter campaigns and other tactics to encourage established literary organisations and companies to acknowledge and include self-published work.

We are targeting four segments of the industry 1. Independent Bookstores, 2. Book Events Organisers, 3. Book Bloggers, Reviewers and Review Publications and 4. Book Prizes and awards) in five territories -- UK, USA, Canada, Australasia and others.

For each of these four cohorts, we need to think:

- What would we like to see them doing?
- What are the challenges to making that happen?
- What do 'they', established organisations and companies, need to do to bring about the change we want?

- What do 'we', indie authors, need to do to bring about the change we want?

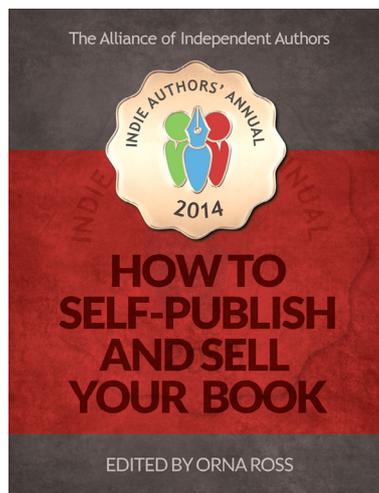
It would be great to get your input on all of these questions. All suggestions and ideas to orna@allianceindependentauthors.org

We will also be surveying indie authors to find out about their experiences on this to date and what they want to see happening.

The campaign will launch at Not-The-Oxford-Book-Festival, Oxford, England on March 19th (details to follow).

And the book that will support the campaign, *Opening Up To Indie Authors: A Guide To Working With Self-Publishing Writers for Independent*

Bookstores, Event Organisers, Reviewers and Prizegivers will be launched in New York at BEA (Book Expo America) in May.



Indie Authors' Annual

The publication schedule for our *Indie Author Annual: How To Self-Publish & Sell Your Books* was derailed last year when a trade publisher came calling, waving a nice contract at us.

Despite initial reluctance, mainly because of the irony of trade publishing a self-publishing manual, we felt our first duty was to the ALLi membership (all profits from the book will go to ALLi) and so considered the offer. On balance, after much toing and froing, we have returned to Plan A, believing that self-publishing will provide a better route for this book.

Thanks for your patience while we worked this through. The first edition of this book is now scheduled for Autumn 2013 and all members will receive a free copy.

Guide To Self-Publishing Services

For some months now, our Services Watchdog Ben Galley has been at work on *A Comparison Guide To Self-Publishing Services For Independent Authors*. His research has led him to conclude that indie authors should be wary of signing up with companies that offer self-publishing packages. "Most package model providers actually use POD printers like Lightning Source and ebook platforms like KDP, they are merely acting as a middle-man, taking a slice of the pie with very little benefit to the writer," he says.

ALLi will be launching this book at London Book Fair in April and again, all members will receive a free copy. If you've had a problem with/want to sing the praises of your provider, please let Ben know: ben@allianceindependentauthors.org.



Behind the Scenes

With ALLi Social Media Manager, Karen Lotter.

"I binge read so I figured I'd better help Indie authors get their books published and sold, so I'd always have good material to download onto my Kindle," says Karen when asked about her involvement with ALLi. With a background in journalism and photography, Lotter spent a long stretch



working as a political speechwriter before raising her thumb on the information superhighway and catching her first ride. Since then, she has become widely known as a blogger, blog builder, web writing tutor and social media guru. She is really into crime fiction, curry, Persian cats and beer. Check out her web development services at ethekwiniweb.co.za.

You can contact Karen at karen@allianceindependentauthors.org.

Goodreads Group

Our Goodreads Group Giveaways are going very well. Genres for the coming months giveaways are:

January: Mind, Body, Spirit

February: Historical Fiction

March: Mystery/Suspense

April: Fantasy

If your book falls into the genres listed above and you'd like to contribute a print book for a group giveaway and/or take part in this event, which may include author reading, audience Q&A, book giveaways and prizes, please write to Geraldine at 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.

We also want to expand the influence of ALLi writers across the Goodreads network. In order to do so, we need two volunteers to work with Geraldine and Orna to organise the following:

Raise Buzz: Organise polls and quizzes and start discussions

Raise Awareness: Help us promote the group on our other social media and blog.

Curate Excerpts: We invite our authors to share excerpts from their books in the group -- we need to co-ordinate this

Monthly Online Book Readings: We want to hold online video and audio readings, which can then be permanently stored on the group.

Publicise Books & ALLi & Author Events

So don't miss out. Come across to **Goodreads** and **join in**. And please volunteer -- it will be a great way to raise your own profile and that of your own books while helping other indies.

Member News

Dan Holloway has just published his new collection of poetry and short stories, *I cannot bring myself to look at walls in case you have graffitied them with love poetry*. It is also available as a limited edition paperback complete with beautiful artwork by Veronika von Volkova from his [website](#)... **Susanne Lakin** is hosting her writing intensives in the SF Bay Area in 2013. The realization of a long-held dream for Susanne (who writes as C. S. Lakin), the quality writing workshops will feature best-selling authors and highly acclaimed writing instructors in the San Francisco bay area. Details of [upcoming workshops](#) here... And Susanne is also delighted that her blog Live Write Thrive has been chosen as one of the top TEN blogs for writers in 2012 by Write To Done... **Orna Ross's** fiction had a good Christmas, with her three novels - *AFTER THE RISING*, *BEFORE THE FALL* and *BLUE MERCY* occupying the Amazon Top Five British & Irish Fiction (Drama) over the holidays... **Linda Gillard** has been wowing the book bloggers again, with Jessica at The Bookwork Chronicles blog selecting *UNTYING THE KNOT* as her "Most Beautifully Written Book of 2012 and Blogger & author **Morton S Gray** citing *A LIFETIME BURNING* as one of her top 12 books from 2012... **JJ Toner** has a story in the new werewolf anthology, *DRUNK ON THE MOON 2*.

Share your News...

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



Successful Self-Publishing Blog

The [Self Publishing Advice Blog](#) now reaches thousands of people with new subscribers coming on every week and we are keen to include posts from members. Recent posts include:



[50 Ways To Reach Your Reader #6: Newsletters & Mailing Lists for Indie Authors](#)

[Vantage Press Suspends Operations](#)

[Why 2013 Will Be A Great Year For Indie Authors 9 Reasons](#)

[Innovative Book Promotion for Indie Authors How To Be Truly New & Uniquely You.](#) By Natalie Buske Thomas.

[Translation Rights for Indie Authors Update for ALLi Members](#) from our foreign rights agent, Jennifer Custer

If you'd like to write something for readers of The Self-Publishing Advice 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.

PLEASE Note: If you send us a blog as a guest post, please be aware it may also appear on the [Writers' & Artists' Yearbook blog](#).

January Picks chosen by ALLi Members

An exciting monthly list of favourite books, selected by members, for members.

My Memories of a Future Life - the complete novel

Roz Morris

Carol's soulmate Andreq is healer, liar, fraud and loyal friend. Is he her future incarnation or a psychological figment? And can his story help her discover how to live now?

Solomon's Keepers

J. H. Kavanagh

A sensational new entertainment is taking the world by storm. At its heart is Solomon, a microchip implant that is a stolen military secret.

Newton's Niece

Derek Beaven

A lavish and richly detailed portrait of eighteenth century London, through the life of Kit Barker, Isaac Newton's niece.

Theft Of Swords: The Riyria Revelations

Michael J Sullivan

A swashbuckling fantasy; action, adventure and intrigue.

In Leah's Wake

Terri Giuliano Long

What happens to teenage Leah's family when she meets Todd, a high school dropout and former roadie for a rock band. Award-winning literary fiction.

Dangerous Waters - Mystery, loss and love on the island of Guernsey

Anne Allen

A return to Guernsey triggers frightening flashbacks. A novel of recovered memory.

One Blood

Quanto Amaru

A supernatural curse torments a group of people unaware of their hidden connections. Award-winning suspense fiction

American Ghoul

Walt Morton

Howard Pickman comes from a family of ghouls with a long history of digging up corpses, and he's just moved to a new school. A story about surviving senior year at high school.

When Red Is Blue

Sabrynne McLain

When Kate Faraday schizophrenic mother is found dead, Kate is forced to examine all her relationships. A novel of suffering and redemption.

We're now taking nominations for books that you think should make next month's ALLi Author Picks. So, if you've read something by one of your fellow members that's indie and inspirational, let us know. Just send us a sentence or two about why the book is worthy of consideration. February nominations before January 20th to: submissions@allianceindependentauthors.org

We'd like to know what you most like about being a member. And what you'd like us to do better. Please feedback to us [HERE](#).



www.allianceindependentauthors.org