



# ALLi NEWS MONTHLY

The Alliance of Independent Authors

## Editor's Letter

### It's Book Fair Time

If it's Spring in literary land, it must be get-ready-for-the-book-fairs time. My first visit to a such fair was back in 2004 as a literary agent (I always called myself The Accidental Agent -- it was a role I fell into as a sideline to running a Writing School, representing talented students and graduates who were being offered dire contracts from publishers.)

London Book Fair (LBF) was the event and I will always remember my reaction to seeing the sheer size and volume of the business underlying books. It was an overawing experience for one who approached words primarily from the perspective of writing and what struck me most forcibly was the absence of authors.

The only writers to be seen were the celebrity scribes being wheeled out by their publishers for the event, or the occasional writer who had bought a visitor's ticket, hoping to be a part of the action, only to find themselves ignored by the very busy publishing folk, rushing up and down the aisles, between multiple, and in some case, multi-million dollar deals.

All has changed in less than a decade.



Now, the boom in self-publishing has put writers where they ought to have been all along -- at the heart of the industry. Both LBF and BEA now make provision for authors and run significant writer education programmes. And self-publishing services, then in the tiniest of small booths down the back, now occupy a larger proportion of floor space each year.

We've been hustling to ensure that ALLi members get the opportunity to enjoy and benefit from LBF and BEA and are planning an extensive programme for both fairs. We'll have details of BEA in the next newsletter but in

the meantime you can read about LBF, and how to get your discounted tickets, on p. 2.

ALLi, of course, launched at LBF last year and so we'll be celebrating our first birthday there. On Monday April 15th, we're having a party at The Pembroke Pub (5 minute walk from the Exhibition Centre) at 7pm. I do hope you can come and look forward to meeting you.

Till next time, Happy writing!

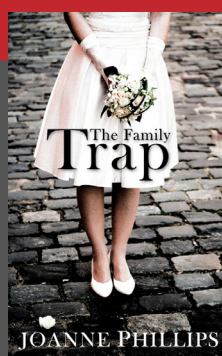
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### Book of the Month

## The Family Trap

BY JOANNE PHILLIPS

Our book of the month for March is Joanne Phillip's *The Family Trap*, the stand-alone sequel to Phillip's debut novel *Can't Live Without*. Becoming a granddmother at 38 isn't easy -- even before you find out that you're now pregnant too.



## 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/>





## New Members

A big welcome to our newest members:

Kenneth Brimhall, Author  
 Davinia Andrew-Lynch, Partner  
 Carol Englehaupt, Author  
 Val Mullally, Author  
 Lorraine Hynson, Associate  
 Paul Sauve, Associate  
 Karen Myers, Professional  
 Jane Steen, Author  
 Richard Redner, Author  
 Ebook Partnership  
 Diana Horner, Partner  
 Philip Grant, Author  
 James Lesni, Author  
 Cynthia Gamble, Author  
 Sarah Dale, Author  
 Mark Allen, Partner  
 Deidre Noble, Associate  
 Janis Kearney, Professional  
 Jennifer Kepler, Partner  
 P H Tomkins, Author  
 Ana del Carmen Ortega Ruiz, Associate  
 Warren Armstrong, Author  
 Kirsten James, Professional  
 Rebecca Kemp, Author  
 Sarah Breeding, Partner  
 Evelyn Walsh, Author  
 Ronald Herron, Author  
 John Bond, Partner  
 Athina Papa, Partner  
 Thomas Rex Garland, Associate  
 Katherine Wishart, Author  
 Eamonn Mcloughlin, Associate  
 Jack Tipping, Author  
 Natasha LeBrake, Author  
 Tiffany Peck, Author  
 Stephanie Wright, Professional  
 Kathleen DiSantos, Author  
 David James Minter, Author  
 Tomohiro Okai, Author  
 Carolene Garside, Author  
 Liliana Neeves, Author  
 Natalie Wright, Professional  
 Jonathan Chamberlain, Professional  
 A Robert Neurath, Author

# ALLi Goes To The Fair

We're working hard to get ALLi and our members well represented at the two biggest global book events, London Book Fair (LBF), and Book Expo America (BEA).

First up is LBF - Mon 15th to Wed 17th April - and we have organised a discount entry for the three days of the fair for only £15. You can get your discount here: <http://www.londonbookfair.co.uk/alli>

Here are some of the finalised events, organised by ALLi:

**Sunday 14th, 2pm:** Mark Coker and Steena Holmes will speak at the

**Digital Minds Conference** that always precedes the fair, all about the rise of self-publishing and the hybrid author.

**Monday 15th, 10 am:** Orna Ross on **Going Indie: Lessons From The Alliance of Independent Authors on Successful Self-Publishing.**

**5pm:** Launch of *Choosing a Self-Publishing Service 2013: An Alliance of Independent Authors Guide* (Ebook) by Ben Galley. Details soon.

**7pm: PARTY! The Pembroke Pub (5 mins from Exhibition Centre). ALLi's First Birthday Party.** Meet and mingle with press, book bloggers and reviewers, and self-publishing's finest. The party is being sponsored by Amazon and representatives of KDP and Createspace will be there, together with Kobo, Smashwords, Bookbaby and more. And of course, you, our awesome indies. Watch out for your invitation, coming soon.

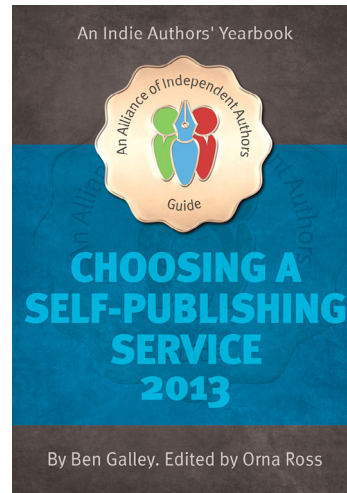
**Monday 15th through Wed 17th,** various times: KOBO KWL: ALLi Author Spotlights (see below)

**Wednesday 17th:** Author Lounge

**11am:** The Author as Entrepreneur - Orna Ross & Polly Courtney.

**12-2pm:** Author Lounge: Indie Author Clinic. ALLi Author and Partner Members meet with aspiring writers to

**1pm:** Thames Room: Advanced Online Marketing for Authors - Joanna Penn



## Author Spotlight BEA & LBF

As you know, we're always endeavouring to bring our members books to the widest possible audience. To that end, we're working with Kobo to get our members featured in the Author Lounge at LBF and the Kobo Booth at BEA.

If your books are published on Kobo Writing Life (KWL) and you'd like to apply to be featured in the Author Spotlight, email Geraldine at [info@allianceindependentauthors.org](mailto:info@allianceindependentauthors.org) and let her know you are available and interested.

You must:

- be published on the KWL platform
- let us know which fair you will be attending, BEA or LBF
- be willing to do signings, talks, meet readers.

More information to follow but register your interest as soon as possible. Kobo will select writers based on their criteria, which include a mix of genres and styles.



# Member News this Month

**Steven O'Connor** has released his second young adult near-future thriller, **MonuMental**, a standalone follow up to EleMental. When Pier 9/Murdoch Books, who had aquired Monumental, dropped their young adult list, Steven became a proud indie writer instead. Follow him on **Twitter**.

**James Minter** has turned his experience of Haemochromatosis (Iron Overload), a genetic disorder that touches 1 in 8 people, into a spoof thriller (**The Unexpected Consequences of Iron Overload**) to a) raise awareness, b) raise funds for the Haemochromatosis Society and c) bring a smile to people who are suffers. Since mid-October he's raised £2,500 through donations and royalties.

JJ Franklin signed copies of her book at Waterstones in Stratford-upon-Avon recently. Urge to Kill is the first in a series of novels featuring DI Matt Turrell of the Warwickshire Police. Available from **Amazon here**.

Dan Holloway was part of Penning Perfumes, part of a national UK tour sponsored by the Arts Council. Words and scents collided in this multi-sensory night presented by olfactress Odette Toilette and poet Claire Trévien. If you'd like to know more about this pairing of poetry and perfume, see: **penningperfumes.tumblr.com**

Lambert Nagle gave away copies of **Revolution Earth** on Library Thing and GoodReads.

Melissa Foster of **World Literary Café** hosted ALLi Partner Member **IPR License** Director Hannah Sheppard in an interesting talk on foreign rights.

Our Irish Advisor, Vanessa Fox O'Loughlin, continues her dynamic support of Irish writers, indie and otherwise on **Writing.ie**, and now she has also launched, with Y books, a one-stop, self-publishing shop, called **Kazoo**. The company's first book is being distributed to bookstores by Easons and Argosy.

Mary Maddox epublished a thriller **TALION** now on sale

Eliza Green did an extensive blog hop for BECOMING HUMAN, book 1 in the Exilon 5 trilogy, Full details on her **website**.

Chris Casburn (writing as Christopher Joyce) launched **The Creatures of Chichester**. This first book by Christopher Joyce is targeted at 7 to 12 year olds and was made possible by bringing together the talents of fellow Alli members Jane Dixon-Smith who created the cover design and Pauline Nolet who provided proof reading.

The book is now available on **Amazon.co.uk** and **Amazon.com**. School visits are being planned for this term.

**Lyndon Pugh** just released a small paperback serving up slices of Wales, through both paintings and poems. The book is available from **Amazon**, local booksellers or direct from **droverspress@macwester43.plus.com**

**Natalie Buske Thomas** has given Dramatic Mom, the comic she collaborated on with her graphic artist daughter Cassandra Thow, its own web space. First popular on Pinterest, Dramatic Mom contains family-friendly humor about parenting, writing and life's more ridiculous moments. Dramatic Mom is **free and ready to share**.

CS Lakin's Writing for Life Workshops go deep into the craft of writing and publishing over two or three full days, rather than just offer a brief talk in a lineup of numerous presenters. View the **upcoming workshops here!**

Fiona Joseph is appearing at Oswestry LitFest on 13 March 2013 in a sell-out talk about the subject of her acclaimed biography, 'Beatrice – The Cadbury Heiress Who Gave Away Her Fortune' (£12.99 paperback, £7.20 kindle, £7.00 kobo), hailed by festival partner and sponsor, Jools Payne of The Jools Payne Partnership, as "an uplifting antidote to corporate greed and tax avoidance issues." See Fiona's events **Here**

**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: [karen@allianceindependentauthors.org](mailto:karen@allianceindependentauthors.org). We'll feature it on our blog and here in the newsletter where timely.**

## Behind the Scenes



Duolit are Shannon (the author) and Toni (the geek), both passionate about helping indie authors find crazy-dedicated fans through introvert-friendly marketing techniques.

Duolit run ALLi's new Online Creative Clinic, helping us to build our community of new and established indies working together for each other. Join them online on March 14th at 7pm EST and on the 2nd Thursday of every month.

You can also get their weekly advice through their blog/podcast on [selfpublishingteam.com](http://selfpublishingteam.com).





# Successful Self-Publishing Blog

Our blog now reaches thousands of people with new subscribers coming on every week and we are keen to include posts from members. Our guest blogging guidelines are here.

Recent posts include:

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

How to Deal with Rejection and Criticism as an Indie Author. A Guest Post by ALLi's Creative Advisor, Mark McGuiness

Indie Authors ALLi Watchdog Warning: Archway Publishing

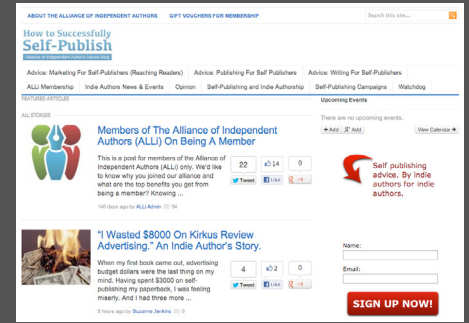
Indie Authors: Jack of all Trades But Master of None? By Sue Millard

Creating Real, Strong Girls in Today's Teen Fiction by YA Advisor S.R. Johannes

Ten Qualities You Must Have To Succeed As An Indie Author

How Self-Publishers Sell Books Abroad

Indie Authors: A Book Review That Shows Why We Shouldn't Take Book Reviews Too Seriously



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**.

## Self-Publishing Services & Partner Members

Our Services Watchdog Ben Galley and other ALLi staff have been hard at work on our Guide To Choosing Self-Publishing Services For Independent Authors which will launching at London Book Fair in April (see page 2).

All members will receive a free copy of this guide, which will also be on general sale.

**AUTHOR MEMBERS:** The effort of analysing providers is ongoing so if you've had a problem with / want to sing the praises of your provider, please let Ben know: [ben@allianceindependentauthors.org](mailto:ben@allianceindependentauthors.org).

**PARTNER MEMBERS:** We are also at work at improving our programme for Partner Members, as a way of encouraging excellence in the sector. We will be including a listing of all PMs in the guide. Please send one paragraph (3 or 4 sentences) about your offering to: [info@allianceindependentauthors.org](mailto:info@allianceindependentauthors.org).

## Translation Rights

New members (and those of you who haven't got round to it yet!) ALLi works with agent Jennifer Custer, International Rights Director at AM Heath, in overseas territories. Jennifer considers all members' books for translation rights potential and, where suitable, representation in foreign markets.

You can find submission details (members only) [here](#) (scroll down!). And read Jennifer's recent update [here](#).

## Affiliate Programme

We run an affiliate programme, designed to encourage members to spread the word about our Alliance -- and to say 'Thank You' for so doing. If anyone joins the Alliance through your recommendation, we will pay you 30% of their first year's subscription.

You register on the Affiliate Program Page by inserting your PayPal email address as asked. This provides you with links and banners you can use on your website. By the wonders of technology ('cookies') you'll earn 30% of the first year's members fee for anyone who joins, after coming through to the ALLi website from yours. This applies even if they join long after that initial click-through.

You can also link your membership badge to your affiliate code. You'll find full details [HERE](#) (members only).

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](#).