



FOR IMMEDIATE RELEASE: 27.11.13

Jane Friedman Leads the Alliance of Independent Authors Winter Event Programme

From business specifics to watchdog services, non-profit professional association The Alliance of Independent Authors (ALLi) has launched an insightful event programme for this winter.

(LONDON, NOVEMBER 2013) The Alliance of Independent Authors (ALLi) today announced their expanded winter event programme. Featuring a mix of leading figures addressing key issues affecting the self-publishing world, the programme is an insightful series to help advise independent authors.

The programme will commence with an exclusive online hangout featuring Jane Friedman, ALLi advisor and trusted resource on the self-publishing industry. To celebrate the launch of her magazine, Scratch, Friedman will focus on the business side of writing, sharing her thoughts on rights, contracts and the bottom line live with ALLi Members.

ALLi will also celebrate their latest venture, the Book of the Month award, with a special on-air discussion and Q&A on December 11th. Featuring the Book of the Month judging panel, attendees can discuss great indie reads and pose questions for Orna Ross, ALLi Director, Amy Edelman of Indie Reader; Joni Rodgers of I'll Have What She's Reading and Kathy Meis of Bublish. More information [on the awards can be found here](#).

January 7th will see ALLi hosting a special Q&A session featuring Tom Kephart, Community Outreach Product Manager at Amazon. The programme will conclude on January 23rd with a Watchdog Session featuring Ben Galley and Victoria Strauss, offering attendees advice and recommendations on the self-publishing brands and services worthy of their time or their caution. ALLi events are welcome to all members – more information on joining can be found on [the Alliance website](#).

ALLi Director Orna Ross said, "All our seminars and events are aimed at helping our members write and publish great books. As ALLi's membership expands, and more and more of our members become more successful, the type of education they need is changing. Our Winter 2013/14 programme reflects this. We're focusing on services for the professional self-publisher, on how an indie author can make the business of books work commercially, and the perennial challenge of how to reach more readers. We're also delighted to welcome Tom Khepart back for our popular 'Ask Amazon' slot in January."

-ABOUT-

The Alliance of Independent Authors (ALLi) is a nonprofit, professional association for author-publishers. Rapidly growing, with members all over the world, ALLi is now a significant force in international publishing.

For further enquiries, please contact:
Nerys Hudson,
Dialogue Berlin
press@allianceindependentauthors.org
+49 (0) 30 240 834 51