



ALLi NEWSLETTER

The Alliance of Independent Authors

Editor's Letter

'Tis The Season...

Yes, it's that time of the year again. In Europe and North America, the mid-winter holiday season approaches. Long dark evenings under lamplight, with a fire or candle flickering and a favorite beverage within arm's reach, provide the perfect conditions for new adventures in reading. And the popularity of Christmas all over the world, even down south where the sun is shining and the beach beckons, means that the next six weeks is the most important time of the year for anyone who sells books.



Trade publishers and bookstores are experts at knowing how to sell books at this time. But what about indie authors? We've been gathering your best ideas for reaching readers at this time of year (see page 4 for more) If you've got a great idea, or something that worked for you during holidays past, do share it [here](#).

The past months have seen us upgrading our website and transferring all your data across from the old site to the new. As some of you know, it hasn't been an easy job but we're almost there and the new platform will allow us to do all sorts of things we couldn't do before. If you haven't logged into the member zone in a while do check it out and refresh your profile if you've published a new book or offer a new service.

And let us know (info@allianceindependentauthors.org) if you find any problems. We're still ironing out the final bugs.

We've also been working hard on the "Open Up To Indie Authors" Campaign (if you haven't already, do sign our petition [here](#)). Debbie Young, our intrepid blog editor is just putting the final touches to the Handbook we'll be distributing to reviewers, festival organisers, bookstores and libraries — and of course to you and other indie authors, about how we can take our rightful place in the books and literary industries.

And a third strand to activities at the moment is plans for a new programme to take your books out to a wider audience, in the form of a reader-based award for our Books of the Month. You can find out more about that on Page 3 and do join us for a Google Hangout on Air on Dec 11th where Amy, Joni, Kathy and I will be explaining how it will all work.

Until next time,

Happy writing and publishing

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**.

Christmas Poems

As we get ready to launch our new Book of The Month competition, our selection schedule is on hold so we have no book to feature in this slot this month. As an alternative, Orna is offering a free ebook of poems. If anyone would like this free book of poems for the festive season, featuring poets from WH Auden to Adrienne Rich to Dan Holloway, just send her an email at orna@allianceindependentauthors.org, letting her know which format you'd like. Happy Holidays!



Member Zone

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

New Members

Michael R Shelton, Associate/Student
Diane Reed, Associate/Student
Lee Mundy-Steel, Author
Naomi Blackburn, Partner
Joanna Campbell Slan, Author
Kathryn Jankowski, Associate/Student
Anita Exley, Author
Jazzmine Breary, Completely Novel Ltd, Partner
Jae Erwin, Author
Elizabeth O'Lughlin, Author
M Ruth Myers, Author
Bernie Corbett, Partner
William Pryor, Author
Pat Benson, Partner
Annie Pearson, Author
Sandhya Kutty Falls, Author
Barbara Levell, Associate/Student
Heather Reyes, Author
Lisa J. Yarde, Author
Brian Freyermuth, Author
David Beasley, Author
Lynne Cantwell, Author
Kim Fournier, Author
C J (Dicto) Westwood, Associate/Student
Cristina Saressalo, Associate/Student
Andrew Rajan, Associate/Student
Theo Rogers, Author
Rasana Atreya, Author
Andrew Godson, Author
Geoffrey Arnold-Pinchin, Author
Wendy Mason, Author
Michael Daugheerty, Author
Pamela Hutchins, Author
Kenisha, Partner
Trevor Bell, Associate/Student
Vernon Mealor, Author
Gina Fava, Author
Helen Hart, Partner
Peter Moddel, Associate/Student
Gerard Zweers, Associate/Student
Daniel Dillon, Partner
Tim Lee, Associate/Student
Richard Fitt (Authors on Line), Partner
Shiela Rawlings, Author
Cara Acred, Associate/Student
Ross Wilson, Associate/Student
Jana Joujan, Associate/Student
Chris Baker, Author
Rosalind Simpson, Associate/Student
Pat Benson, Partner
Gary Johnson, Associate/Student



New ALLi Books of The Month Award Programme.

A cornerstone of ALLi's mission is to encourage excellence in author-publishing, and our Monthly Book picks and Book of the Month (featured in this newsletter, on the home page of the ALLi website and on the Self-Publishing Advice Blog) is one way that we do this.

Now, with a new ALLi Book of the Month competition launching in January, we're taking this program up a gear, providing an exciting new outlet for our members' great books to shine.

There are no genre limitations for this award, no hoops to jump through and no charge for entering – we are simply looking for outstanding books by indie authors.

The first step is nominating great books, which you can do over at the **Self Publishing Advice blog**.

Every month, our judging panel will choose eleven of these books, as monthly picks. We're delighted to work with Amy Edelman of **Indie Reader**, Joni Rodgers of **I'll Have**

What She's Reading and Kathy Meis of **Publish** on this.

The panel will then shortlist three books from that selection and these will go forward to a public vote. The book with the most votes wins Book of the Month.

All winning books will receive an award badge marking their excellence, and there will be Kobo readers up for grabs each month – one for the winning author, and their nominating reader.

To tell you more, and answer any questions you have, Amy, Joni and Kathy will attend a live Google Hangout on Wednesday 11th December at 10amPST/2pmEST/19:00 GMT/.

We hope this award programme will make ALLi a first port of call for readers seeking great indie reads.

Reminders to follow but for the moment, mark the date in your diary and submit your nominations **here**.



Joni Rodgers heads up our "Read An Indie" Campaign



Kathy Meis's Publish displays the winning books in style, with Author Insights and buy links



Member News this Month

A great piece from Self-Publishing Boot Camp's Carla Kingon PBS Mediashift. Her latest piece, 7 Great Resources for the Entrepreneurial Author, was published as part of a series on the Author as Entrepreneur. She also appeared on the PBS Podcast offered on YouTube, How Authors are Becoming Entrepreneurs (Like it or Not).

Debbie Young took part in a panel discussion about literacy and publishing trends, broadcast live on BBC Radio Gloucestershire as part of the Cheltenham Literature Festival, the world's biggest event of its kind. Among the topics – the independent publishing movement, breaking down misconceptions and prejudices and turning the focus to the

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'll find details on the Affiliate Page in the member zone. There you will also find banners for your website and a text link you can use in emails, to send to your author friends. This unique /link code/ identifies you to us. When a visitor clicks on the link on your website and subsequently becomes a member, the wonders of technology (something called 'cookies') keep track -- and you earn your commission.

Our most successful affiliates report that recommendation via email seems to work best. While blogging and tweeting about the Alliance definitely attracts members, an email to someone you know, genuinely explaining the benefits you're enjoying, has most impact.

many advantages of being self-published, and the existence of ALLi. Debbie also had the opportunity to raise the profile of Read for Good, the children's reading charity for which she is an ambassador. You can hear the interview in its entirety via her author website here.

Three major milestones for Bette Lee Crosby. Her book, *The Twelfth Child* was honored with First Place for Women's Fiction in the 2013 Royal Palm Literary Awards Competition. Another title, *Spare Change* became a #1 Bestselling Nook Book at B & N and *Jubilee's Journey*, the long awaited sequel to *Spare Change* make its official debut on November 4, 2013

Connie Brentford's Twitter For Authors course is now open for enrollment, taking the beginner/intermediate Twitter user to a power user in four weeks of instruction. The course is delivered in a multimedia format with videos and PDF handouts. It was written specifically for authors and covers the basics like crafting the perfect author tweets and setting up systems to spend less time on Twitter. It also covers advanced search techniques to find targeted readers, how to shadow another author on Twitter to grow your own targeted audience, and brand monitoring so you can track who is buying your books and tweeting about them. The course is available on my website and contains all of the tips and techniques I've used to build a targeted reader based audience that has helped me sell over 50,000 books.

Congratulations to Linda Gillard, who has sold Large Print rights of *House of Silence* to Ulverscroft who have previously bought two of Linda's traditionally published novels. This will be her first indie book to have a Large Print edition. *House of Silence* was selected for Amazon UK's Top Ten Best of 2011 in the Indie Author category.

Elaine Russel's novel, *Across the Mekong River*, just won bronze (cultural fiction) from Reader's Favorite 2013 awards. This is the fourth 2013 indie book award for the

book. It also was: Winner Next Generation Indie Book Award; Silver ForeWord Reviews Book of the Year Award, and Bronze Independent Publishers Book Award. Elaine became inspired and actively involved with the Hmong immigrant community after meeting Hmong children in her son's school in Sacramento and reading Anne Fadiman's *The Spirit Catches You and You Fall Down*. Since then, she has visited Laos many times to research her first adult novel, *Across the Mekong River*, and as a member of the non-profit organization Legacies of War.

Seeley James just kicked off a popular series of interviews with Zoë Sharp. His other recent and upcoming guests include Lance Charnes, Hugh Howey and AG Riddle. Each author gives his/her insights into how they create a character, outline a story, or decide on description.

Dan Holloway was a panelist at the Self-publishing Summit at King's College, London on November 9th, and a member of a round table panel hosted by self-publishing platform Blurb at the Arts Club in London on November 12th. On November 16th he will be MCing and performing with his touring spoken word show *The New Libertines* at Woodstock Poetry Festival.

Karen Inglis has donated 50 copies of her book, *Eeek! The Runaway Alien* to Beanstalk, a UK national literacy charity that trains volunteers to work in primary schools with children who have fallen behind with their reading. Beanstalk volunteers will now be taking *Eeek!* into London schools as part of the London Evening Standard's Get London Reading campaign. *Eeek!* also appears on the respected LoveReading4KidsUK website's Reluctant Readers' list, which is curated by the UK's Literacy Trust. and Julia Eccleshare, Children's Books Editor at The Guardian newspaper.

Great to see our members sharing such wonderful news. As always, keep your announcements coming to **Karen Lotter**



Successful Self-Publishing Blog

Our **blog** continues to bring you the best news and opinion from across the indie world, providing useful and timely resources.

A definite highlight for those who missed them were Mark Coker's recent ALLi workshops on smart self-publishing and merchandising for the Apple iBooks store – Parts **one** and **two** are available for catchup.

Why Indie Authors & Publishers Should Buy Their Own ISBNs

Why Indie Authors Need to Understand the Subculture of Amazon Reviewers

Open Up to Indie Authors Campaign Seeks Volunteers

The Alliance of Independent Authors Watchdog Warning: New Self-Publishing Resource from Writers & Artists

Put The Author At The Centre, Not The Publisher

How to Choose the Best Self-Publishing Service

Indie Authors: Would You Pay for A Book Review? Amy Edelman and Orna Ross Go Head-to-head

Alliance of Independent Authors on Erotica Controversy & Removal of Author-Published Books

Opinion: If Indieland Must Have Gatekeepers... by Dan Holloway



We are – as always – seeking good blog posts from our members – if you are interested, our guest blogging guidelines are **here** and you can email proposals to **Debbie**.

How To Sell More Books At Christmas

We're coming in the busiest time of the year for booksellers. It was Christmas 2009 when, for the first time ever, e-books out sold pbooks. Christmas 2010, the Kindle became the most gifted item ever.

2013 looks set to be the year of the bundle, with Amazon once again leading the field with Matchbook (where your pbook entitles you to a discounted or even free ebook).

Trade publishers and bookstores are experts at knowing how to sell books at this time. But what about indie authors? We asked our members on our closed Facebook forum to give us their best ideas. They were so good we turned them into a blog post. You can read all about them and add your own suggestions **here**.

Behind The Scenes



The latest addition to the ALLi team is Neroli Cannon, who's going to be focussing on member outreach. Neroli worked in the book trade in Australia for over 10 years,

mostly as a sales executive for Penguin Books, Random House & New Holland Publishers, and now lives in London. She also works as a DJ, holding a residency for the last three years at London's iconic Heaven nightclub, as well as playing regularly overseas. "I've watched both the book industry & the music industry change dramatically, in similar ways, in recent years," Neroli says. "More and more artists and authors are going down the indie route and for good reason, to have more control over their

art and more opportunity to get their work out there.

"This is something I believe in strongly, free creative expression and talent being guided and nurtured rather than controlled. ALLi provides that guidance & gives the opportunity for authors to have more of a chance of succeeding with their art, which I believe is a wonderful thing. Something I'm really proud to be part of."

Neroli is the point of contact if you have any queries about our Affiliate Programme (whereby you can earn 30% of the annual membership fee by introducing a new member to ALLi). You can reach her on **members@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**.