



News and Views You Can Use

Your monthly newsletter from Patrika, your Author's Advocate™
www.acappella.com acappub@aol.com

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Who We Are

Whatever your publishing needs, **A Cappella** offers a wide variety of high-quality publishing packages to suit you. Our packages offer various combinations of publishing, editorial and marketing services for a truly customized self-publishing experience. We provide a convenient and affordable method to get your work in print and to reach out to your target audience.

When you publish with **A Cappella**, we will provide you with the experience, expertise, and extensive service requirements necessary to support you and your unique needs. Here are just a few of the benefits you will enjoy:

- Complete control over your creation
- Retain all the rights to your work
- Fast and efficient publishing process
- Access to worldwide distribution and marketing
- Your book will never go out of print

In 2009, for the first time, more books were self- and subsidy- published than traditionally published. That indicates a more accepting attitude toward self-publishing and e-book publishing. If you or someone you know is uncertain about their publishing path, please let them know that we consult and can also coach them through the publishing process. We have published almost every possible way - - from e-book, to POD to traditional. And the word "publishing" is not just the printing process (a concept many publishers seem to be missing these days). True publishing includes marketing including promotion and publicity, too.

Advocate House (AH) is an Author Originated Publishing subdivision of **A Cappella Publishing**. AH has been providing authors an alternative to traditional book publishers since 1997. The book publishing market sector has undergone significant changes over the last few years, as companies amplify their focus on digital media, print on demand and internet focused distribution. AH is embarking on an exciting growth path, continuing its innovative heritage to meet the needs of a fast growing, mixed media and internet driven publishing.

A Cappella University

[Writing, Marketing and Publishing Classes](#)

Whether you need to improve your writing or determine your best route to publication, or need to know how to market your book, there are classes here for you: acappella.com/classes

January

Newsletter

Volume 4, Issue 12

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Asking a Favor

Keep us on the Writer's Digest's 101 Best Sites of the Year

Please send your nomination, along with our web name (A Cappella Publishing, Inc.) and our URL

(www.acappella.com)

To:

writersdigest@fwmedia.com

Subject: "101 Websites"

Send a copy to

acappub@aol.com and your help won't go unnoticed!

Tell A Friend

Send a copy of the *A Cappella Newsletter for Writers* to one or more author friends you think would benefit from more information on the business of writing. Suggest they subscribe and tell them how to do it - something like:

Patrika will make it easy on you. Send an e-mail with **SUBSCRIBE** in the subject line to janavivien@aol.com and she'll do the work for you.

The Editor's View

The Benefits of the Author Interview.

As the author of a nonfiction book, do you frequently seek interview opportunities and accept those that come your way? I suggest that you do. An interview with a blogger, editor, website manager or radio/TV show host can benefit you and your book in many ways. It's a good way to expand your readership and become more widely known in your field or on your topic. It also gives you new material to use in your promotional efforts. You can point your blog, Twitter and Facebook followers to the interview, post excerpts in your blog and at your website, use portions of it in your promo pieces, and so forth.

The questions and your responses might inspire you to compose new articles for appropriate publications and even write new books or booklets related to your topic or the theme of your book. The line of questioning may give you some food for thought about your project, your promotional tactics and your career. Consider this an opportunity to reflect and possibly regroup and adopt new and better marketing strategies.

Interviews can be challenging. You don't always know how the questions will be framed, so you are pretty much speaking off the cuff. It's not easy to respond intelligently and succinctly on the spur of the moment. So each interview is a learning experience and good practice for future live presentations.

Need to improve your interview skills? Toastmasters is a good way. But then, experience is also a great teacher, so dive in and set up those interviews. You'll see great benefits from them.

Patrika

Note to Subscribers

If you've purchased *Write Publish & Market Your Book*, *The Writer's Tool Box* or *How to Write Your Own Life Story*, I'd love you to review it on Amazon.com or BN.com. Keep it simple; just tell what part of it you found most valuable. If you do, send me the review link (URL) and I'll send you a free e-booklet on Writing Fears and how to overcome them as a thank you. acappub@aol.com

Yes, I do consult.

I tailor my fees to **your needs** - everything from [coaching](#) to [full edits](#) to [hour consultations](#), to [helping you with your marketing campaign](#) or [your path to publishing](#).



Markets

FUSE MAGAZINE is interested in writing that examines artworks and cultural events in terms of the relationship between political issues and contemporary culture. **Details:**

<http://www.fusemagazine.org/write.html>



Avon Romance

avonromance@harpercollins.com

Payscale for Novels/Collections: Pays unknown advance & unknown royalties.

From the publisher: "Right now we are looking for romances in several areas-historical romance, contemporary romance, including romantic suspense; paranormal romance, women's fiction, African-American romance, inspirational romance, and erotica."

Pat's Pick

Who would think a pen could be improved on? This one has a memory. It remembers whatever you draw with it and the kind of paper you use doesn't matter. After you've drawn or doodled, you use its USB cable to transfer the images to your computer. Just like that, it's a digital file! Children's authors who illustrate their own books will want this for sure!

Writer's Protect Your Original Work in Minutes!

Instantly establish the date and time-of-creation of all your files, including screenplays, proposals, Web pages, treatments, inventions, lyrics and ideas. Register and protect your original work online at [Protect Rite](#)
(\$18.95 (US dollars) for 10-year registration)

Also: [Writers Guild of America, West Online Registration Service](#) - for concepts, documentaries, manuscripts, lyrics, etc.
(\$20)



Writing Tip

Here's a fun, quick, online dictionary:
<http://onelook.com>

Book Gossip

65.9% of U.S. public libraries provide access to e-books. Hawaii lead the pack with 100% of its libraries offering e-books

I'm sure you've all received emails/notices from what appears to be Facebook, Amazon, with links asking for you to check on an order, asking you to login and correct a problem, etc. DON'T CLICK ON IT unless you know it's the real thing. You just might have been "phished."

Writing Q & A

Q: When is the "Pub Date" and does it matter?

A: "Pub Date" is not the same as "Bound Book Date" or "Ship Date." "Bound Book Date" refers to the time when the book comes off the printers press. "Ship Date" refers to the time when your warehouse releases back orders and begins to ship your title to book store accounts, including wholesalers. Then finally comes "Pub Date." This is the day when you really begin to market your title to the consumer. This is when you should begin media appearances, advertise or have display promotions in stores. The time from "Bound Book Date" to "Pub Date" should be between 4 to 6 weeks. This time must be allowed for you to tee your title up from the time it leaves the printer's plant to the time it is displayed in stores to support your marketing efforts. Finally, remember that whatever you plan to do to support the publishing of your book, you must leave enough time to develop and implement your strategy.

During this new year, gift your family with a
Million Dollars Worth of Memories

See acappela.com/writeown.htm



Contests



Deadline February 5, 2012 : Fifth Annual Amazon Breakthrough Novel Award (ABNA) ABNA brings talented authors, reviewers, and publishing experts together to find and develop new voices in fiction. If you're a writer with an unpublished or previously self-published novel waiting to be discovered, visit CreateSpace to sign up for regular Contest updates. The entry period for manuscripts begins January 23, 2012 and runs through February 5, 2012. See the Contest Official Rules for more information on how to enter.

LOS ANGELES BOOK FESTIVAL - CALL FOR ENTRIES
Our grand prize for the Los Angeles Book Festival is \$1500 cash and a flight to Los Angeles for our gala awards ceremony in March, 2012. Entry forms are available online at LosAngelesBookFestival.com or may be faxed/e - mailed to you. The Los Angeles Book Festival is part of the JM Northern Media family of festivals, which includes the DIY Convention: Do It Yourself in Film, Music & Books, the New York Book Festival and the Hollywood Book Festival.

Word Play

The Washington Post's Style Invitational asked readers to take any word from the dictionary, alter it by adding, subtracting, or changing one letter, and supply a new definition. Here are some of this years winners:

Decafalon (n.): The grueling event of getting through the day consuming only things that are good for you.

Glibido (v): All talk and no action.

Ignoranus (n): A person who's both stupid and an asshole.

Increase Your Odds of Getting Published

Getting published involves more than being a great writer. If your goal is to see your work commercially printed, you need to know how to effectively approach editors and agents.

Have no fear—take these marketing courses that will ensure your work catches an editor's or agent's eye!

[Stalking the Markets](#)

[Book Promotion](#)

[Book Promotion Time Table](#)



Quote of the Month

“It is impossible to discourage the real writers—they don’t give a damn what you say, They're going to write.”

~ Sinclair Lewis.

Enjoying this newsletter? If you're benefiting from this newsletter, please forward it to three other writers who might find it helpful. (We'd like to hit 10,000 subscribers by this winter.) Thank you!

Don't forget to send in your suggestions, feedback and your writing questions. And check out the writing resources page at acappela.com

Patrika

TELL A FRIEND - Any writing friends who would be interested in this newsletter? Send them this link with your suggestion to sign up: acappela.com

If you have received this mailing in error, or do not wish to receive any further newsletter mailings from us, simply email us. You will be automatically excluded from any future mailings including our Newsletter that shares tons of free writing and marketing tips, tricks and techniques: janavivien@aol.com.

To update your e-mail address, simply reply to this e-mail with both your old and new e-mail address. (We'd like your name, too.)

NEED A COPYRIGHT?

The address of the copyright office is

<http://www.loc.gov>

