








In this issue:

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- A tip
- . . . and a quip

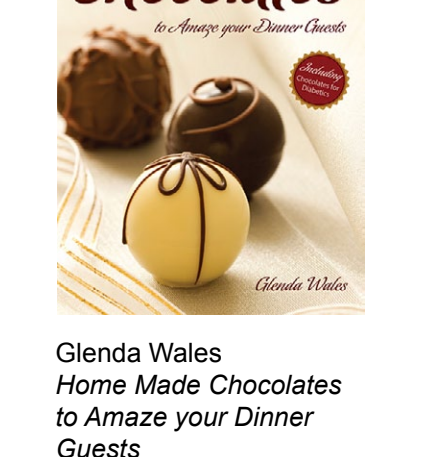
Value-packed packages to make your day!

There is so much you can gain from these new packages created from PublishMe's extensive publishing and print industry knowledge. We're sharing that valuable knowledge so that your publishing projects will be planned and created as seamlessly as possible, while giving you the best return on your investment and allowing the most profile for your work. The packages will save you time, reduce uncertainty at critical stages in the publishing process, and they complement the information already available on the PublishMe website. Just click on these covers for more detail or visit the current package selection on the [PublishMe Shop](#).

 The Look and Feel Package Turn your content into a book to read all day!	 Steps to Coming Out on Top Make a name on your publishing investment
 Marketing Success Cover your goals, your budget, your market with your message!	 The Book Launch Package Getting it right on the night
 Bookings to Bookstores Key marketing package for new releases	 Specialist Cover Design
 Standard Cover Design	 Steps to Marketing Online Reach more eyes, leads and customers

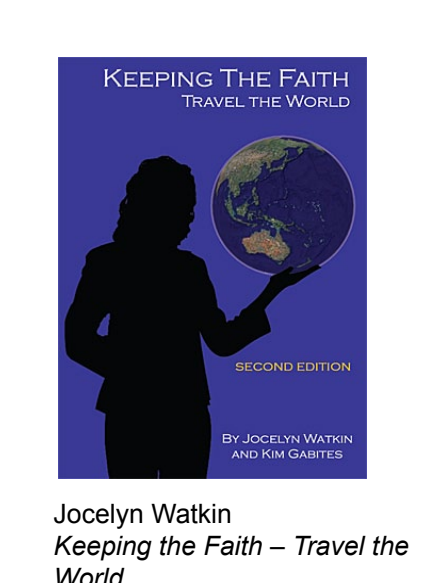
Featured Titles

(click on the cover to view)



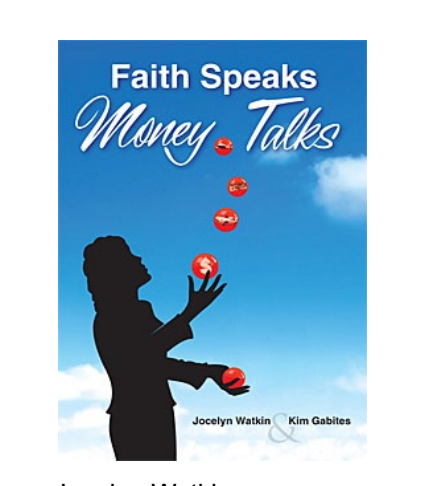
Home Made Chocolates
to Amaze your Dinner Guests
Glenda Wales

Glenda Wales
Home Made Chocolates to Amaze your Dinner Guests
\$25.00



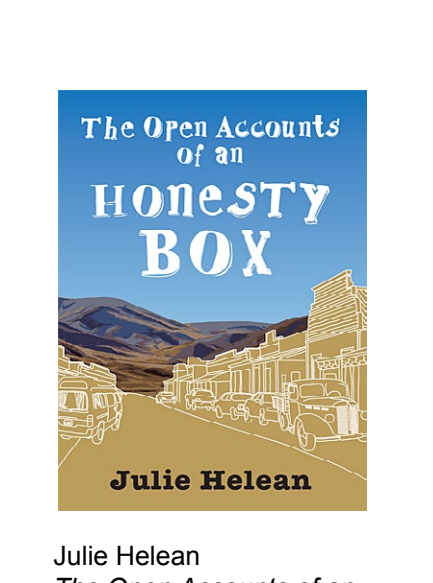
KEEPING THE FAITH
TRAVEL THE WORLD
SECOND EDITION
BY JOCELYN WATKIN AND KIM GARRETT

Jocelyn Watkin
Keeping the Faith – Travel the World
\$34.50



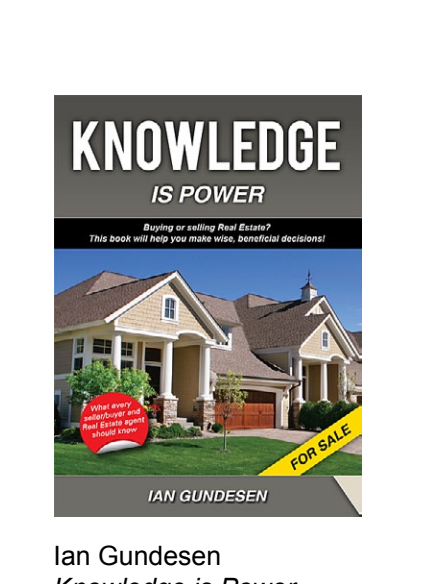
Faith Speaks Money Talks
Joseph Watkin, Kim Garbett

Jocelyn Watkin
Faith Speaks – Money Talks
\$28.75



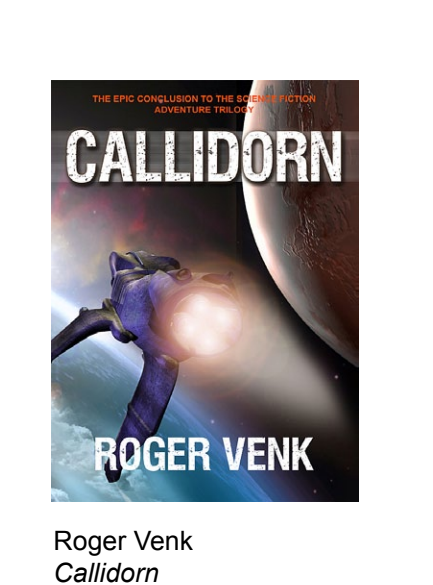
The Open Accounts of an Honesty Box
Julie Helean

Julie Helean
The Open Accounts of an Honesty Box
\$35.00



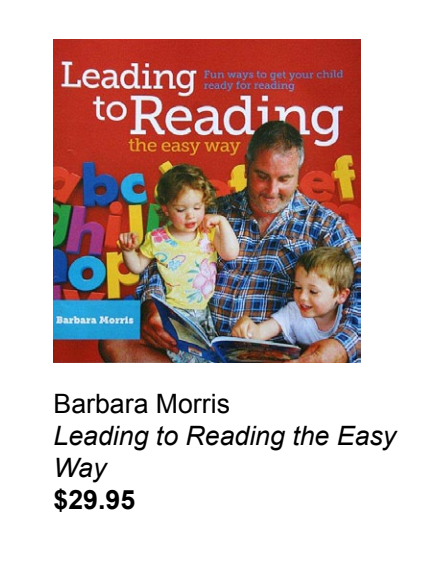
KNOWLEDGE IS POWER
Buying or selling Real Estate? This book will help you make the best decision!
IAN GUNDESEN

Ian Gundersen
Knowledge is Power
\$20.00



CALLIDORN
ROGER VENK

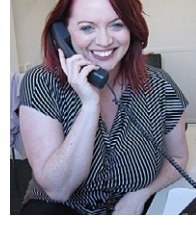
Roger Venk
Callidorn
\$25.00



Leading to Reading
the easy way
Barbara Morris

Barbara Morris
Leading to Reading the Easy Way
\$29.95

Introducing our new Client Manager, Joni Warren



A vibrant, smiling redhead with a wonderful Irish lilt has stepped into PublishMe's client manager role. Joni Warren has been on board for just a week and is eagerly soaking up the PublishMe processes.

Joni's extensive print background is a real asset. She's also creative – she writes, she loves music and she's a very happy import into the sunny Taranaki community after the Christchurch earthquakes . . . no doubt she will have stories we can share with you all!

Books attracting buyer attention . . .

Warm response to recipe book

We love good news and this letter from Joy and Robbie Peel was really heartwarming!

Hi Publish Me

We would love to share our success story regarding our **Whirlpool Crisp n Grill Microwave Recipes** book. We were very ambitious with our first run, ordering 2500 books and as of now we have sold them all. We travelled the North and South Island promoting our books through Paper Plus stores, Fisher & Paykel outlets and, latterly, Harvey Norman stores. On our travels we visited newspapers seeking a writeup as the book was new, with great success, particularly in Christchurch with the food section of the Christchurch Press. The day after the writeup we promoted the book at Paper Plus Merivale where we achieved sales of 150 books in 1 day. There were people everywhere.



We were well received wherever we went with our beautifully presented recipe book which we feel is of great credit to the Publish Me Team, ie Ocean and Adrian.

We thoroughly enjoyed working with this extremely professional team and at this stage are working with them on another print run of the Whirlpool book!

Joy & Robbie Peel

Roger's book highlights his expertise!

Author of *The Cosmic Engine*, Roger Hanson has been catapulted, almost literally, to stardom.



In June Roger was invited to give a lecture to the Flamsteed Astronomical Society at the Royal Observatory in Greenwich, London – previous speakers have included many well-known scientists and science authors. [John Flamsteed was the first Astronomer Royal (1649-1719)]

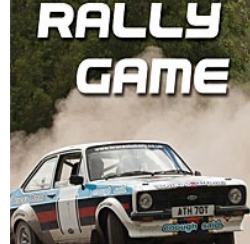
Roger said, "The subject of my talk was "Evolving Universes"; this presents the idea (not my own) that our Universe is the result of the process of evolution through a lineage of many earlier universes – an idea that is gaining momentum in some sections of the astrophysics community."

A review of the lecture and photos of Rogers are well worth viewing [here](#). The Flamsteed lecture is a very prestigious audience and it is a measure of their regard that, as a result of his appearance, Roger has been invited to give another talk at Greenwich next year.

Congratulations Roger, it's exciting to know how well-received your work is among the scientific community and that it is generating good discussion! To learn more see Roger's [website](#).

The Rally Game is an adrenaline-filled read . . .

God created gravel, go forth and worship him sideways!



Rick Randall is a young mechanic who dreams of becoming a Champion Rally Driver. He has an ancient Escort rally car he is rebuilding (yet again), some good mates, and a tolerant boss. Can he do well enough to get a shot at the National Rally Championship?

Gayle Cresswell has taken publishing like a duck to water and her excitement about marketing her first published novel, *The Rally Game*, is a real delight. Gayle is inspiring; she has folders of plans and marketing strategies, contacts and timelines – we're sure her book will sell like hotcakes.

'A compelling, descriptive read from a well-researched author. A story within a story. Easy to imagine sitting in the car. Can't wait for "The Beginning".'

Mike & Helen Cameron (long-established rally team and winners of a number of NZ titles)

As soon as she had picked up her first copies Gayle wrote to us: 'I can't quite believe the interest in the book already, six firm orders from friends in the UK, one from Australia. I've sold a good number locally and my Facebook inbox has been inundated by requests from people wanting copies!'



A launch has just been held at the Woodville library, with two times National Rally Champion, Richard Mason, (who is also leading the Championship this season) as guest speaker, (pictured with Gayle), and a 'Skid Launch' is planned for August 14 at Gayle's local car club's event at Prenter's Gravel Pit. An interview with Pahiatua-based Taranaki TV will be shown on their current affairs show 'UnderCurrent' several times over the next week or two.

. . . Father's Day is just a month away . . . add The Rally Game to your gift list! In fact it's a book for all readers. Copies are available [online](#) at PublishMe or by emailing gaylecresswell@gmail.com – she can also tell you of outlets where you can purchase.

Further inspiration from a happy author

Deborah Day has sent an update on the progress of her book, *Where is my Light?* Her marketing success may give you some ideas to consider.

I forgot to share with you earlier, that 3 weeks ago my investment to self-publish my book was paid off fully! Sales are going really well and from now on everything that comes in is profit. An exciting milestone for me and confirmation that I made the right decision to go ahead with this project. The book is selling in Europe and Australasia through 'The Journey Seminars' as my main distributor and is about to be accepted by the same company to be sold in the USA as well. I have started to develop workshops, using the book as a tool, to work with groups of children in schools and am planning to invest in promotional and marketing options next . . . I was recently gifted a promotional piece of film of me reading part of the story by a company called Breakthrough Solutions which is now available for viewing on YouTube . . . it is under the title of the book. This clip has also been posted on Facebook and more requests for copies are coming in from that source too. So all good this end!



How you can save \$300 on our 'poetry book' deal . . . or content of your choice

A wonderful opportunity to get 20 copies of your professionally-designed A5 book of 40 pages. Click [here](#) to find out how to make it happen in plenty of time for you to have the most special Christmas gift for the important people in your life!

Social networking is a powerful tool

By networking with people who are interested in you and the topic you write about, you can raise the profile of your publication, increase your readership, and your sales. You will also gain ideas and suggestions for additional ways to promote your book.

You do that, not by hard sell, but by engaging readers in conversation, interacting with other authors, and offering value to those communities. As an author you want to become known for your area of expertise and you want to be the person people go to regarding your topic.

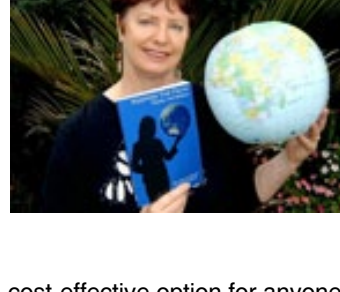
Set up your profile on several of the key networks (Facebook, Twitter, LinkedIn, LibraryThing, GoodReads, YouTube), to meet and connect with more people. By making yourself accessible in this way you're also gaining exposure to people who are looking for speakers or people to interview.

Check out this [article](#) by Michael Stelzner about how he used social media to launch his book – you might take some very useful points from it.

A nice piece here too, [Will Self-Publishing Hurt My Chances?](#)

These courses are not to be missed!

Find out how to publish, market and sell your writing (online or in print) in two workshops: [How to Self-Publish and Market your Books](#) and [How to Blog and Sell your Books Online](#).



The **Story Bridge** team (Jocelyn Watkin and James George) have partnered with the Centre for Continuing Education (part of the University of Auckland) to host these workshops.

Jocelyn, a respected PublishMe client, said, "The courses on August 20 and 27 have sold out. We've been asked by CCE to run more, so the courses will be repeated on Saturday, Sept 3 and 10. I believe the August courses filled up so quickly because of several reasons:

- Changes in printing and technology means that it is much cheaper to self-publish than it was previously (i.e. digital printing is faster and shorter than off-set printing, and particularly suited to cheap runs). Therefore, self-publishing is a cost-effective option for anyone – if only they can discover how to do this properly
- Traditional print publishers are losing ground to electronic books but don't seem to know how to embrace this new technology. As their profits drop and margins are further squeezed, they take on fewer and fewer new authors
- Authors and writers are expected to do a lot of their own marketing, even if they are published by a mainstream publisher, but they don't get a greater share of the profits or get paid for that marketing work (other than their measly 10% royalty).
- Authors/ writers are finally realising (like the musicians did 10 years ago) that they can take control of their own destiny with publishing and take more of the profits
- Social media/blogging is making it easier for writers/authors to promote themselves – if only they can discover how to do this properly
- The Story Bridge/CCE courses offer a solution that writers and authors are looking for – the courses are practical, not overly 'techy' and are taught by two writers who know how to make self-publishing, selling, marketing and blogging/social media really work for writers.

We urge you to attend – click on the links above to learn more. And there's a [discount](#) if you attend both the self-publishing and the blogging course!

But wait, there's more –

The Publishers Association of New Zealand will offer a new series of seminars focussing on various aspects of digital publishing. The seminars are in Auckland this month.

Sessions will be relaxed and informative, encouraging robust digital discussion. Each will have an industry-based convenor for the session's topic, however the emphasis will be on informal discussion and the sharing of ideas. Attendees are advised to come prepared and ready to take part!

Each Debating Digital session will be rounded off over a glass of wine.
Venue: The National Library, 8 Stanley Street, Parnell
Time: Two seminars: Tuesdays at 16:00 and 23, 4:00 pm to 5:30 pm

View the tempting programme details [here](#).

Editing Masterclass rescheduled

The new Editing Masterclass at Whitireia has been re-scheduled to the former semester.

This is an exciting new course that will challenge and refresh mid-career editors. The new timeframe slots into a quieter time for publishers.

It will also give breathing space to the Christchurch-based tutors, who have been preparing course material in difficult circumstances over the past months since the big earthquake.

See the Whitireia website for more [information](#).

Hello World!

Author Adele Jones and husband Rodney intended only to sail their yacht to Fiji . . . they loved it so much they kept going . . . for 11 years! Adele has now published a great [book](#) of the highlights and dramas of their time at sea.



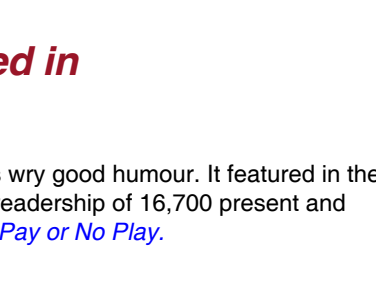
For those authors also looking to host a book launch Adele has reported on the planning of the event . . . 'I sent 100 fabulous invitations (designed by Adrian at PublishMe) to friends three weeks in advance and placed a coloured advertisement in the Taranaki Daily News. The public was welcome to come. A reporter and photographer were alerted and my husband, Rodney, and I were photographed and interviewed about our voyage. This was inserted in the paper the day of the book launch.



We placed courtesy flags of most of the countries we visited round the walls and Benny's Books provided an Etpos machine and kindly offered to take the money on our behalf. A glass of bubbly and three club sandwiches per person were prepared. Tea and coffee were also available.



Rodney and my editor, Maureen Scotland, made short speeches before me. I spoke for about twenty minutes and was fortunate to have fun-filled feedback from the audience, making this event a memorable one for me.



We sold 100 books in the space of two hours. My husband is the best marketing manager a wife could have. The carton of books is permanently adhered to his hip – anyone unfortunate enough to meet him is cajoled into buying one! He is determined to sell every one of the 500 we've had printed.

We're also having another book launch in romantic Russell in the Bay of Islands on Sept 10th at 2pm at our home, Cavalli House.'

Rugby World Cup-focus book reviewed in police newsletter

This [review](#) of Bob Silk's action-packed novel *Pay or No Play* oozes wry good humour. It featured in the July issue of the NZ Police Association's *Police News* which has a readership of 16,700 present and former members of the Police. Click to learn more and to purchase [Pay or No Play](#).

A reminder . . . helping you to understand ebooks!

Based on your queries about ebooks we've created a downloadable [info sheet](#) of responses to those frequently asked questions. Ebook technology is changing rapidly but we will endeavour to keep the information current with regular reviews of the content.

Read the info sheet then contact PublishMe to discuss the creation of your ebook!

Remember too, PublishMe offers an excellent design service for all cover and inside layouts – and [cover design packages](#) to ensure market-standard appeal for your books.

A tip:

- If you had to pay a dollar for every word you put into your book you would quickly notice not only words, but whole phrases, sentences, even paragraphs, that don't need to be there. Tightening your writing will keep it lively.

Quotes and quips

The best time for planning a book is while you're doing the dishes.

Agatha Christie

(Quote courtesy of the Story Bridge newsletter.)
The Story Bridge team, Jocelyn Watkin and James George, offers a super pathway to new heights for storytelling and publishing. Go to <http://www.thestorybridge.co.nz> – it's so simple to get their newsletters.



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