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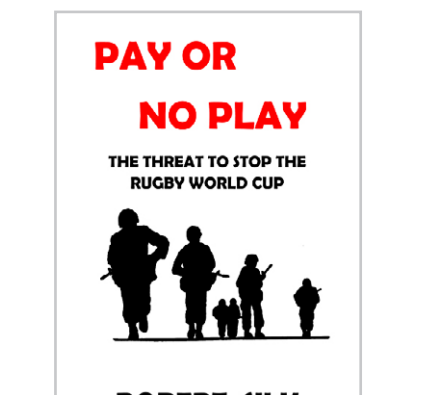
Value-packed packages to make your day!

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](#).



Featured Titles

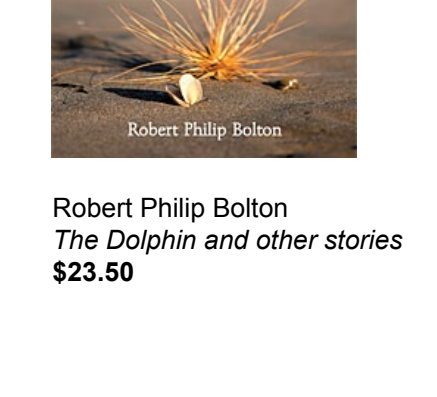
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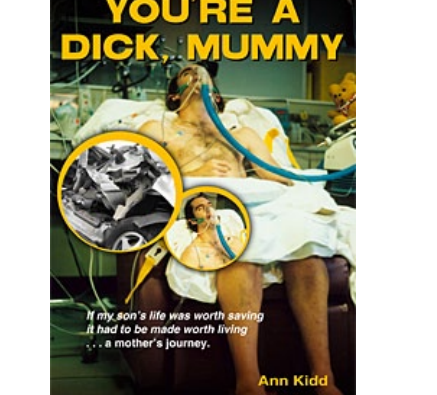
Robert Silk
Pay or No Play
\$30.00



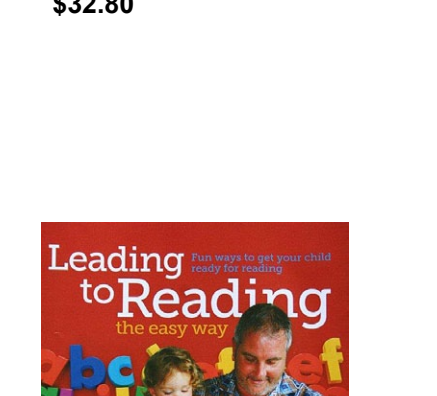
Robert Philip Bolton
The Dolphin and other stories
\$23.50



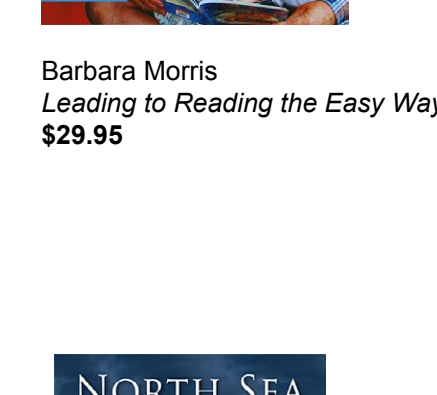
Ann Kidd
You're a Dick, Mummy
\$32.80



Barbara Morris
Leading to Reading the Easy Way
\$29.95



Gerry Wright
North Sea Warrior
\$35.00



Ian Packman
The Stones of Akron II
\$40.00



Glenda McHale
Everybody has a Guardian Angel
\$20.00

We send a warm welcome to all new members!

Congratulations to PublishMe members who are doing a fantastic job of marketing their newly-launched books. A pat on the back too, to all authors who have renewed their efforts in letting people know about their books and how easily the books can be bought from the PublishMe Shop.

The current run of reprints will pick up even more as we count down to Christmas, so plan ahead to ensure your pre-Christmas print run is in our schedule.

An end of year gift for you . . .

We'll waive the standard \$30 set-up fee for anyone who places an order for a reprint of their book before November 18. (minimum 30 books)

Just email [Joni](#) with your request – please quote the reference code: WAIVE to ensure you get the \$30 discount.

It's a great way to have extra books for Christmas giving . . . and save money at the same time!

Joni – good authors, good rugby

Hi everyone,

With another month under my belt, it's safe to say I am feeling at home here at PublishMe.



The month of September was filled with even more exciting projects and interesting people. I would personally like to say a big congratulations to Nathan Simpson who has his first print run of books in production as I type. Nathan's project was one of the first that I took on from the beginning so it has been very exciting for me to see it near completion. Adrian and I have also really enjoyed working with Nathan. His first novel with PublishMe entitled *A New Fate* from his Black Amber Series shall be hitting our bookshop before the month is out. We will be giving you all the details on his novel in next month's newsletter.

I have also been working closely with Louise Gilbert whose book *I Met My Soul in a Coffee Shop* is now at proof stage. Louise has been a pleasure to work with and her book is certain to capture the imagination of all who pick it up. Again, I am not going to give away any details, just rest assured that as soon as it's live in the PublishMe bookshop, I will spill the beans!

This month I had my first seminar which was an amazing experience although a little nerve-racking initially. I would like to thank all of you who came along. The feedback was great and I certainly feel that everyone I spoke to got something from the experience, which at the end of day was the goal!

In between all the talk of books, design and ISBN numbers, I have had some fantastic conversations about the rugby. Charles Brown author of *The Coming of Pakeha Religion* gave me a fantastic insight into the haka so thank you for that. I must admit, it's been my favourite part of the games, watching the faces of the other teams. Ireland may have been sent packing this weekend so I guess there is not much else to say except . . . Go All Blacks!

Until next month . . .

Joni

We're breaking out the bubbles!



Wooahoo! Very soon we'll have our 5000th member in the PublishMe community. We are proud of the supportive ways we can help writers to become published. We'll certainly never tire of seeing happy authors holding their books for the first time! Thank you for your interest and support. We may be over-stating our case by mentioning bubbles, but whatever is in that glass, we will raise it to you all!

Do you wish you'd asked your parents more about their lives?

The recent seminars on memoirs and family histories were very enjoyable gatherings in a lovely venue – thanks BNZ and congratulations on the fine new facility you make freely available to your customers. Great response from those who attended the seminars and exciting for us to get an inkling of just how many precious memoirs and family histories are being written or planned. Start yours now – you'll never regret it!

For those who couldn't make it we have collated some notes into a [download](#) which will help with your planning, writing and the practical aspects of the publishing process.

The important thing is to start recording those special stories and milestones, but it helps to talk to us early in your writing project – our advice can save you time, money and energy!



Memoir writing course in Auckland – enrol now, course begins Oct 13.

Over eight weeks and during two-and-a-half-hour sessions this recommended course will cover all aspects of writing memoirs.

Deborah Shepard is an experienced teacher of memoir who has taught a popular series of Life Writing courses since 2006. Her courses are nourishing and rewarding and you will enjoy the supportive and friendly environment.

Click [here](#) to learn more and to enrol in this course which starts Thursday October 13.

PublishMe, your book ambassadors

At our recent seminars attendees looked through the samples we displayed – they were looking for inspiration in the use of photographs, the layout, use of colour, cover design, type size, whether to include an index, etc – the samples were very useful in helping them imagine how their own work might look.

In regard to samples, please read the two paragraphs below. They are from our Terms of Trade (see the bottom of our website's home page) – if you do not wish your book to be available in PublishMe's reception area or at a seminar for budding authors, please email us.

We like to sing your praises and feature authors' works in PublishMe newsletters, in social media and other promotional material. If you do not want us to feature your book or your cover design please inform your client manager.

For promotional purposes we like to display or use your books as shining examples to other writers – any copy made for that purpose will be printed at PublishMe's expense. We are very aware that not all books are for the public eye and we would use our discretion. However, clear direction from you is welcomed – please inform your client manager in writing if you do not want your book to be promoted by us in that way.

NZ Post Book Awards 2012 – get your best books in now

Entries are now open for these prestigious annual book awards. More than 2000 entries are expected and those will be distilled to an exciting final shortlist.

Entry forms and further information can be downloaded [here](#).

Entries close:

- on 28 October 2011 (for books published between 1 January 2011 and 29 October 2011)
- on 25 November 2011 (for titles published between 30 October 2011 and 31 December 2011)

For books that are scheduled to be published after 25 November, an entry must be submitted by 25 November 2011, and copies of the book must be supplied no later than Friday 6 January 2012 to be considered.

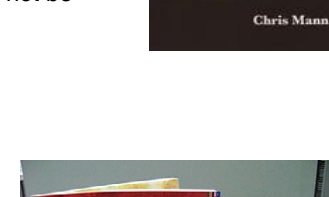
Next book from Chris Mann

For those of you who purchased one of our top-selling books, *Six Feet Down Under*, you'll be delighted that *More Six Feet Down Under* is now available on the PublishMe Shop. Chris Mann returns with MORE stories from his experiences while working in the funeral industry. Unlike his first book, this is not an autobiography, but it follows similar themes and stories. For those of you who loved Chris's writing style, humour and interesting memoirs, you will not be disappointed with this latest, and final, edition.



. . . and a divine dessert book

We do love helping to publish cookbooks, especially if we help with the recipe trials! Christine Hall has travelled the world studiously absorbing different cuisines. She has now created *The World Flan Cookbook*, a beautiful book of dessert recipes you'll return to again and again. If you don't cook then buy one for someone close to you for Christmas! Many are gluten-free recipes or can be made so with simple changes. Imagine the taste sensations in this book – yum!



Books attracting buyer attention . . .

Hello World – sales of this new release are very gratifying according to author Adele Jones.

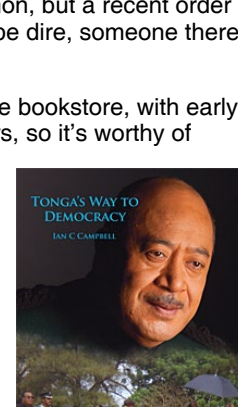
'It has been an exciting and fulfilling experience. The feedback has been incredible which has been a huge surprise to me,' Adele said.

Adele and Rodney were delighted with a recent book launch at their home, Cavalli House, in Russell. Media interest has included a Newstalk ZB interview and Adele and Rodney were interviewed by Kerikeri's The Northern News.

The Easy Way – Kevin Moore is attracting good attention for his fifth book. *The Easy Way*, a work that began as a list of bullet points for a friend's daughter, has evolved into a self-published 140-page book. This article recognises the timeliness of Kevin's book, which is available on the PublishMe Shop. For further background you might like to browse the blog posts from Kevin and others on Guy McPherson's *Nature Bats Last* blog site. Thought provoking discussions!

Whirlpool Crisp n' Grill Microwave Recipes – sending books to Australia is common, but a recent order from Greece for this popular book makes us think that though the economy may be dire, someone there is looking after their inner person.

Tonga's Way to Democracy by Ian Campbell. Selling well on our PublishMe online bookstore, with early interest from university bookshops, the parliamentary library and Australian buyers, so it's worthy of another mention.



Dr Ian Campbell is a former Professor of History & Politics at the University of the South Pacific in Fiji and author of a number of books on Pacific history. He is well-placed to write this meticulously researched, but very 'human' story of Tonga's recent reform to parliamentary democracy after more than a century of self-government by the Tongan royal family.

This timely and thoughtful book flows very well as it examines the process of political change, the protest movement . . . and the irony that it was the King, George Tupou V, who made political reform the first priority of his reign. A recommended book, [available here](#).

A 'must have' book

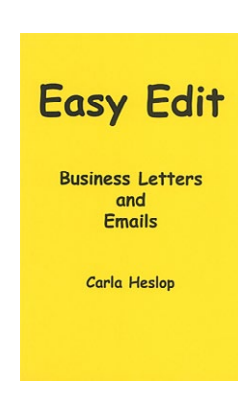
Easy Edit – Business Letters and Emails by Carla Heslop

There are two good reasons to get your business emails and letters right: money and goodwill. If your correspondence looks sloppy, has poor grammar, spelling, punctuation, or if your emails seem abrupt or the information unclear, then you create an impression that your business is the same.

Easy Edit is a valuable tool in ensuring you portray yourself as a thorough and trustworthy person to have a professional/business relationship with!

This invaluable book with handy spiral 'lay flat' binding should be in every business – or on your desk if you work from home. Underneath the simple yellow cover is a treasure trove of solutions to common mistakes. The tips will give you confidence and will strengthen that image you've been establishing of quality, reliability and integrity.

Click onto the [contents](#) page . . . this will be the best value \$16.40 investment you'll make in a long time. Check [here](#) to buy. While you're there . . . Carla's *Easy Essay – tips on planning, organising info and more interesting writing* is for anyone who writes articles, press releases, or has an assignment to hand!



A joyful book at a special price

You will love this book that reminds us just how special Christmas is . . . and you'll love the price!

Sarah's Christmas is a timeless book that you will bring out every year – originally \$19.99, we are reducing the remaining books to just \$5 each. Sarah is a bubbly young woman who has two huge passions in her life, drawing and Christmas, and they are combined in this truly delightful book of touchingly innocent drawings and text. Sarah is very proud of her work and rightfully describes herself as 'a champion artist', a title that we changed to 'champion artist and author'!



Share the magic, the wonder and the excitement of Sarah's Christmas.

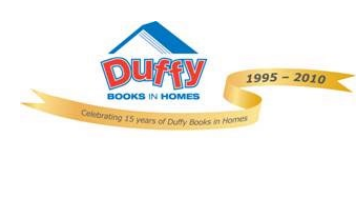
Gift-buying made easy



You know the [PublishMe Shop](#) has a wide range of books.

Click on *New Products* on the left-hand menu for some great books but do also use the search box on the shop's home page. Don't stop there, do searches on interests the people on your gift list have, there'll be a gem there for them and you'll

be supporting an author. You will also be helping us to continue sponsoring the Duffy Books in Homes programme. By printing and purchasing through us you help foster reading and getting books into NZ homes.



Speaking of Christmas . . .

Have you looked at your marketing plan for the Christmas/New Year period? You have the perfect angle of gift-buying, and an audience poised to buy.

Ensure you make the most of the opportunity by looking at two PublishMe packages – Steps to Marketing Success, and the package that focuses on recovering your publishing costs, Steps to Coming Out on Top. See the full selection of valuable packages on our online bookstore, including our popular book launch deal with great posters, flyers and invitations.

The PublishMe Shop offers all authors a secure selling space and we take from you all the headaches of supply, packaging, invoicing, courier tracking, payment collection (and occasional debt collection) in return for a 15% commission – you get the other 85% of the book price! It's a very good solution and Joni is happy to arrange that fulfilment option for you – then you simply tell everyone where they can buy your book . . . 'publishmeshop.co.nz'.

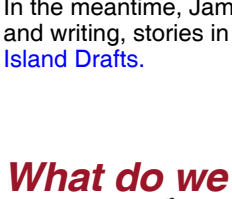
* (Reminder: Authors receive 85% of the GST exclusive price if they are not GST registered, less any discounts they offer to wholesalers. If they are GST registered authors will receive 85% of the GST inclusive price, less any discounts they offer to wholesalers.)

Story Bridge

James George and Jocelyn Watkin, The Story Bridge team, present self-publishing and blogging courses at the Centre for Continuing Education (CCE) at the University of Auckland. They will run courses again in February and March 2012 and will have more details for us in due course.

In the meantime, James and his partner Trisha Hanifin have built a terrific website dedicated to writers and writing, stories in all their myriad forms and styles, reviews and informed opinions. Enjoy, it is called [Island Drafts](#).

What do we know about ebooks?



A Mike Shatzkin [article](#) about what authors and publishers know and don't know about ebooks. We're in a fast-changing world and it's certainly changing rapidly in the publishing environment!

(Article courtesy of the Publishers Association of New Zealand September newsletter.)

A tip

Want to catch a publisher's eye? You're on the right track with PublishMe! It's good to be reminded that a number of famous writers have self-published, including Hemingway, TS Eliot, Margaret Atwood and Stephen King.

- For some writers, self-publishing is an excellent way to build a market for their book before approaching a publishing house with a proven product and an established market.
- Traditional publishers also search for independently published books that will fit their publishing programme.

Self-publishing is a valid process in proving the worth of your work!

Quotes and quips

Books are like imprisoned souls till someone takes them down from a shelf and frees them.

- Samuel Butler

. . . and a palindrome for you to throw backwards and forwards:

Anne, I vote more cars race Rome to Vienna...