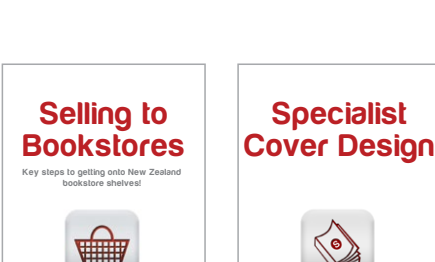


## In this issue:

- Festive message from Joni
- Great launch for Danger Close
- I met my Soul in a Coffee Shop
- Rally book getting good traction
- Moongolly wows readers
- Why Willie's book was so important
- Calling undiscovered poets!
- Christmas gift buying
- Two fascinating new books
- Ebook success
- We're taking a break
- Outrageous rejection notes
- Some tips
- . . . and a quip

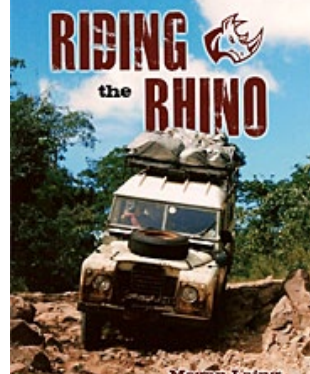
## Value-packed packages to make your day!

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](#).

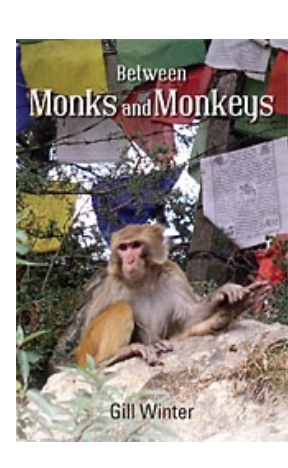


## Featured Titles

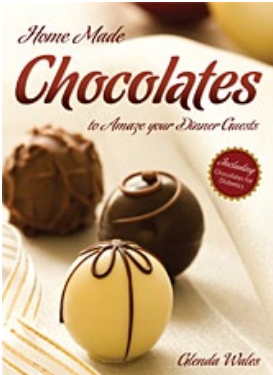
(click on the book cover to view)



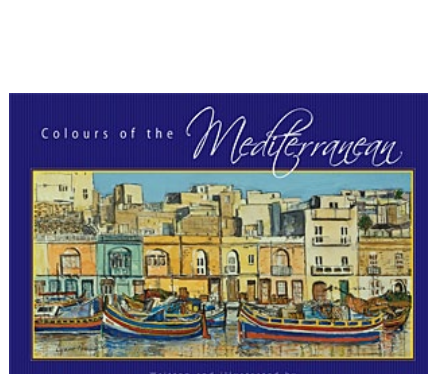
Megan Laing  
*Riding the Rhino*  
**\$45.00**



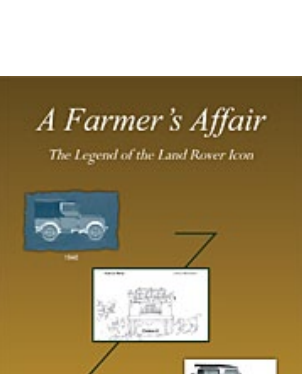
Gill Winter  
*Between Monks and Monkeys*  
**\$20.00**



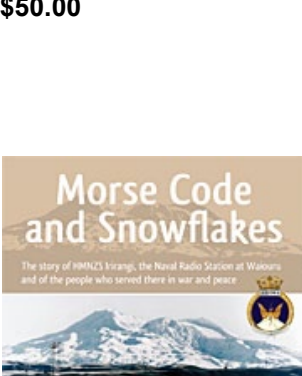
Glenda Wales  
*Home Made Chocolates to Amaze Your Dinner Guests*  
**\$25.00**



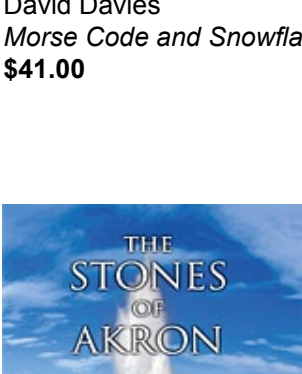
Lynne Strode-Penny  
*Colours of the Mediterranean*  
**\$51.25**



Duncan Munro  
*A Farmer's Affair*  
**\$50.00**



David Davies  
*Morse Code and Snowflakes*  
**\$41.00**



Ian Packman  
*The Stones of Akron - Book 3*  
**\$40.00**

## News from Joni



Greetings and Merry Christmas everyone. I hope you are all organised for the approaching festivities.

It has been an amazingly busy month or so here at PublishMe. A big thank you to all of you who got your orders in on time and worked with us to ensure the Christmas production schedule was achievable. We had a few last-minute books in and we tried our hardest to accommodate where humanly possible.

The big reoccurring theme this month has definitely been eBooks. It's all anyone wants to talk about! So what I am advising is, if you want a quote, let me know. How we do it is we convert from the final PDF so it depends on the complexity of the file as to how this will be done. There are so many eBook success stories out there of authors being plucked from obscurity overnight when an eBook best seller so I think it's certainly worth researching.

In other news we have just put the third instalment of Ian Packman's *Stones of Akron* on the shelves this week which is very exciting! We are also doing some proofs for a graphic novel which is so much fun to be a part of as the artwork is just divine and has printed beautifully.

As I am writing this there are only five working days left until the holidays but you wouldn't think it to look out the window - it's raining cats and dogs out there! The team is just putting the finishing touches to the year's projects now and thinking about what we want to achieve next year. All in all, there is a very positive buzz in the office.

I hope everyone has a lovely time over the holidays and that 2012 brings new momentum to you and your projects.

Joni

## A successful launch for Danger Close

After positive feedback for his first book, *Point of the Spear*, Dave Hayward said he was greatly encouraged by readers to "address the big one for my generation - the Vietnam War." *Danger Close* shows something of what it was like to be a Kiwi soldier in that war, and, importantly, how it was for the wives and children who were left behind in a military enclave in 'peninsula Malaysia'.

A soldier for thirty-three years, Dave's active service included Malaya as well as South Vietnam. The 60 book launch guests who crowded into the delightful Poppies bookstore on a Saturday afternoon in Feilding came from as far away as Tauranga and Wellington and included a number of Vietnam veterans (see images below). The traditional wine and nibbles were provided before the bookstore owner, Margaret Kouvelis, introduced the author. In turn, he introduced two people who had reviewed his book. Their enthusiastic comment was well received.

The signing began and, when the rush melted, 23 books had been sold. It was an enjoyable and successful event for all involved, Dave said.

*Danger Close* is being very well received and offers a rare insight into the realities of a contentious and unpopular war. Get [your copy](#) now from the PublishMe online bookstore.



## 'A book is our arms reach out into the world'



Louise Gilbert reflects on her first publishing experience . . .

"I've been writing this book since I was twelve. That's approximately twenty three years; eight thousand one hundred and eighty eight days. They say that writing a book takes longer than expected; I didn't realise what that meant until now".

This is the opening paragraph of *I met my Soul in a Coffee Shop*, and it's true. A book is an extension of who we are. A book is our arms reach out into the world that says "I'm here, this is me, this is who I am." And who we are is a lifetime project.

I met with PublishMe before I wrote the first line of this book. They have been there every step of my journey. Thank you PublishMe; thank you for valuing my work, and holding my dream as tightly as I have been! I'm now out of the other end and very, very pleased with the end result. On 11 November 2011, at 11:00am *I met my Soul in a Coffee Shop* was officially launched.

I had my books, posters, and bookmarks arranged on a table, and they looked great. Thirty people were invited and I was wearing what I hoped was an outfit that was kind of 'authorish' - if there is such a thing! I was confident that the book looked great; my mission for print was to produce a book of high quality, that when you hold it in your hands it feels like what Joni and I would come to say "a trusted old friend". From the feedback I have received, we have achieved this.

There is so much to tell you about this journey that it is hard to summarize my relationship with PublishMe in a few last words - but here goes: dreams, ideas, questions, format, paper, print, ink, binding, cover, design, illustration, launch, dates, delivery, boxes, unpacking and WOW, here it is! Celebration. *I met my Soul in a Coffee Shop*. Thanks so much to everyone.

Our next mission - ePublication! The journey has only begun . . .

## Rally book getting good traction

Gayle Cresswell's book *The Rally Game* has been reviewed in the latest edition of Petrolhead magazine. The book, "a great read for guys and girls of all ages from teens onwards" is getting very good feedback from people who are not usually readers of novels. It's available from PublishMe's online bookstore. *The Rally Game* was also reviewed in *Wheelspin*, the Harbour Capital Car Club's magazine. Len Fisher, the editor, noted that Gayle 'clearly has an excellent insight to the rally scene . . . delightful read; the sort of story many rally drivers dream of!'



Gayle is co-driving the Rover in this recent photo!

## Moongolly wows readers

*Moongolly* is a work of supernatural fantasy fiction and with part of it set in New Zealand this book will be even more of a temptation for readers here. Author Jennifer Hanning, who now lives in Australia, is delighted that the book has gained the interest of the UK's 'Angel Lady', Jacky Newcomb, multi-award-winning author and paranormal expert. Jacky's comments are hugely encouraging for Jennifer.



*Thank you so much for sending me a copy of your book Moongolly. I do get sent a lot of books and I must admit I rarely pick them up due to time restraints but I was very drawn to reading your book. It was both cleverly written and beautifully executed; weaving a novel into real life encounters.*

*I would not hesitate to recommend this moving and intelligent book.*

Jacky

Note: 'Review' is a highly searched for, term on the web. Inject new interest in your book by gathering and posting reviews.

## Why Still Building is so important



'If you have ever thought of recording your history, don't procrastinate - don't sit there, do something about it before it's too late.'

So says 85-year-old author and 'construction tycoon', Willie Still, who has just released his truly comprehensive book, *Still Building*. It is not just an autobiography, it is also a history of one of Taranaki's leading businesses, the construction company of Riddick Bros and Still Ltd. In turn, it therefore documents much of the development of New Plymouth since the 1950s.

Willie says that he thought it would be helpful to future generations to have his many notes and records, memories and research recorded. "Well, I have had an interesting experience writing my book, *Still Building*. In discussion with Gordon Brown at Rotary . . . Gordon suggested his wife Kath, (Mrs B), as the one to assist and put in order and to edit the material I had accumulated and so right he was. She tackled the process with great enthusiasm and through interviews with the family, and research she carried out

so proficiently, she wrote the story as told to her. This has given a flowing and interesting edition which has proven to be so well received and the compliments and congratulations have been surprising. I have over 70 cards, letters and phone calls expressing thanks and admiration for producing not only a family record but a ringside seat of the unfolding of the history of Taranaki's development in the last half century.

Gordon introduced me to PublishMe and the experience and helpfulness has been everything I ever expected and more. From Kath's typed script and a hundred photos, PublishMe's designer, Adrian, compiled a book of which we are justly proud.

We decided that the book was not only about us so we would present a copy to those who feature, are mentioned or have a long association with our family or through business.

We have arranged through the New Plymouth bookstores, Mitre 10 Mega, Bookstop Brougham Street and Mainly Magazines Devon Street to sell the books. If you have ever thought of recording your history don't procrastinate - don't sit there, do something about it before it's too late. To have a guiding hand to help is essential and PublishMe will be enthusiastic and diligent to produce a product you can also be proud of."

(Thanks Willie! It was our pleasure . . . it's a very special publication and a real asset to the region.)

## An invitation to undiscovered poets

**Bill Manhire** is looking for new poetic voices. He will give a public poetry masterclass offering comment on the work of three budding poets. If you would like to be considered for one of the three spots send three poems of up to 30 lines - follow the link for further detail. This event takes place on 13 March 2012 in the Embassy Theatre, Wellington.

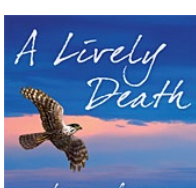
## Gift-buying made easy



Do give books - religious or otherwise - for Christmas. They're never fattening, seldom sinful, and permanently personal. Lenore Hershey

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 a happy author.

## New to PublishMe Shop



### A Lovely Death

When Heather Carpenter's 24-year-old son died in a skateboarding accident it created a huge vacuum of loss in the family. Heather, a career consultant, counsellor and educator, has written this beautifully-told book about the impact of a tragic death, offers practical coping strategies and explores beyond despair to hope and joy.

"The counsellor part of me believes that a mother plays a huge part in the family healing. If a mother can find and express joy after the death of a child then she gives permission for all the other family members to do this as well."  
Part proceeds of this book will support SurfAid International.



### For a Fee of 2 Shillings

This is Faye Whittaker's first novel but she has [three](#) other books in the PublishMe shop well worth checking out!

Set in pre- and post- World War II New Zealand, *For a Fee of 2 Shillings* is the story of Miri, Joe, Emma, Maui, Thomas Gregory, John Peters and other well-crafted characters who are confronted by bigotry, prejudice, and the need for help in order to meet society's expectations. It's also about the influence of maokutu - a curse that impacts on many lives in the coastal township. Dramatic and poignant, this is a fascinating first novel.

## Ebook success for Christchurch author

There's a lot to look forward to in the exciting world of publishing! Christchurch author, Oli Hille, became an ebook best seller within 6 days of launching his book. He is an independent ('indie') publisher (aka a self-publisher). Check out this TV3 [interview](#), with comments by Jocelyn Watkin of The Story Bridge. (Be patient while a TV3 ad plays for a few seconds first!)

Get a quote for the creation of your ebook. Time is tight now with all that must be achieved before the Christmas break but make a note to email [Joni](#) a pdf in January (the usual edited, proofread, final layout file - not a manuscript please) and we'll be happy to give you a quote.

Want to know a little more about ebooks? We've created an [info sheet](#) which answers common queries. Just enter your email address to access the info sheet. Your next step? Contact PublishMe to discuss the creation of your ebook.

## Publishers can be useful . . . or outrageously rude

A number of PublishMe authors have self-published with the plan that significant sales will attract the attention of a publisher. While PublishMe is not endorsing this particular company it is useful to be aware that companies such as [Publishers' Desk](#) help bring authors and publishers together for a small annual fee. It might have been just the right solution for JK Rowling who was rejected by a dozen publishing houses before the first Harry Potter book was taken up by a small publisher, Bloomsbury. Enjoy this batch of wickedly amusing [rejection notes](#) from editors . . . in time they will have regretted these responses!

## When do we take a break?

Our Christmas shutdown will be from Thursday December 22 though we will not be in the office after 10am that day . . . we're off on our annual surprise Christmas lunch! So it's best to **consider Wed Dec 21 the final day for queries and calling in**. A good number of us will be back on deck on Wednesday January 4 to help you create your next publication! In the meantime a quick survey around the PublishMe team revealed a good variety of activities lined up for the break . . . family Christmas gatherings, beaches, househunting, reading, gardening . . . and enjoying all the treats, excesses and slothfulness of the festive season!



## You're helping to enrich lives

You help us to sponsor the Duffy Books in Homes programme. By printing and purchasing through you assist us in fostering reading and getting books into NZ homes. Thanks.



## Tips

- It pays to have your book covers laminated. While a book cover is generally sturdy, if laminated it will be even more durable and smart. A gloss laminate will enhance the colours on the cover but the smooth, satin finish of a matt laminate is a popular option as well.
- Marketing your instructional or self-help publication? Pique readers' curiosity by selecting a quote to tempt them to buy, or ask a question that is answered in the book.
- Readers love lists - we can't resist them. Use them in your book marketing. 5 reasons why . . . The top 3 ways . . . 10 favourite . . . 7 mistakes we don't need to make . . .

## Quotes and quips

"Feeling gratitude and not expressing it is like wrapping a present and not giving it."

William Arthur Ward

"Without readers, publishers are silent and powerless. As you cultivate your craft of writing, make time to introduce a young one to the amazing world of the printed word. The greatest contribution you can make to the world of publishing, without a doubt, is the simple act of inspiring the love of books in a child. No agent for change is more powerful, important or valuable."

Dave Bricker [www.oneHourSelfPub.com](#)

Follow us on Facebook

