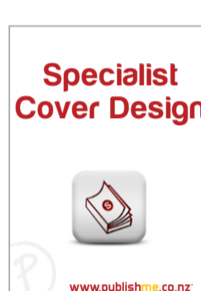


In this issue:

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- New books and great holiday reading
- Riding the ebook wave
- Self-publishers on bestseller list
- How to join the March celebrations of books and reading
- It's time to put your writing to the test!
- A tip
- . . . and a quip

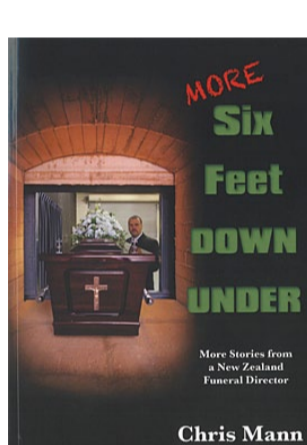
Value-packed packages to make your day!

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](#).



Featured Titles

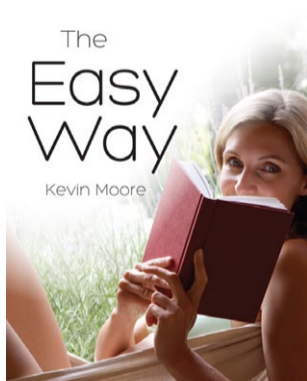
(click on the cover to view)



Chris Mann
MORE Six Feet DOWN UNDER
\$26.95



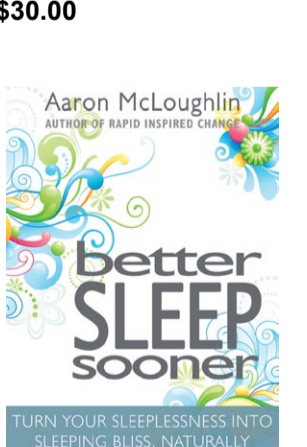
Nathan Simpson
Black Amber
\$29.95



Kevin Moore
The Easy Way
\$20.00



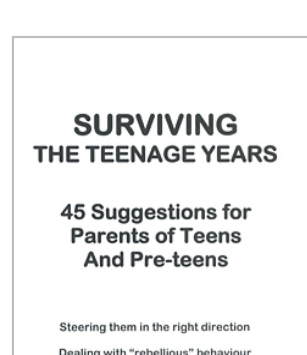
En Dor
The Wedding Anniversary Record Book
\$30.00



Aaron McLoughlin
Better Sleep Sooner
\$24.95



Louise Gilbert
I Met My Soul in a Coffee Shop
\$29.99



Anon
Surviving The Teenage Years
\$14.35

Best wishes for a creative, successful and enjoyable 2012

It's nice to be back, though it would be easier to face keyboards and inboxes if it wasn't just so gorgeous outside. However, your support crew here is rested after a holiday break and ready to help turn your writing into books you can be proud of!

Coming back to work also means being reminded of the office Christmas party. In these photos, before setting off for a delicious al fresco lunch, members of the PublishMe team have a hurried discussion behind parasols when called on for an impromptu item to entertain other workmates; who were admittedly fabulous and a hard act to follow! A lovely end to the year.



Also shoe-horned into a busy end of year was a spectacular tramping trip for our directors, Jane and Graeme. If you're planning to be near Queenstown/Lake Wakatipu the Rees-Dart Track comes highly recommended. The Mt Aspiring National Park will do your soul good . . . and by the look of those peaks, good for your lungs too!



Our promise

It's so nice to get heartwarming feedback from PublishMe authors – they really make us feel good about coming to work! It was kind of Dave Hayward, author of *Point of the Spear*, to include this comment on the acknowledgements page in his new book, *Danger Close* . . .

'Again I thank publishme.co.nz. They are the good guys of the publishing business in New Zealand.'

Thanks Dave!

PublishMe's promise is that when you come to us

- we respond quickly, accurately, professionally and knowledgeably
- you will find us welcoming, friendly and supportive
- . . . and we will deliver a quality product, on time.

Those are the things we strive to provide to everybody who comes to us for print and self-publishing services. It's what we think sets us apart – that dedicated personal assistance which enables writers to realise their goals. (That, and the gorgeous parasols!)

Jottings from Joni . . .



Happy New Year to you all. I hope you all had a great time over the Christmas and New Year period. I was kept busy moving house and then had some family visit from the South Island. It was kind to catch up on some reading too. I opted for some trashy novels for a bit of escapism although my Lomax gave me some grief and kept freezing on me but I reformatted it again so it seems to be working fine now. Fingers crossed.

A few of us started back on the 4th so it was a quiet few days but it gave us all time to catch up on all that paperwork!

People seem to be back in to full swing this week though with lots of enquiries coming in. The New Year is always a good time to review old projects that, for whatever reason, have dwindled on your priority list. For those rainy sunny days, (we seem to be having a lot of them here in Taranaki!) it might be an idea to revisit your publishing goals and make 2012 a productive year.

Remember, we have some great information up on our website and under our free downloads section and if there is anything you can't find there that you want to know about, feel free to contact me and I'll certainly try and point you in the right direction.

Win a copy of Fracture!



Sci-fi . . . what are you missing out on?

Karen Whittaker launched her book *Fracture* in November, on Auckland's North Shore. Good food and lots of fizzy punch was the order of the launch day along with many signed copies of *Fracture* flying out the door. In Karen's speech she mentioned that the idea for the story came from a dream she had in 2003. Interestingly, a few weeks after the launch, Karen's friend's four-year-old son mentioned that he had a very strange dream the night before, would like to write his story down and have a book launch for it where chicken kebabs, marshmallows and punch would be served! Nice to know some people were inspired by Karen's speech at the launch!

Here are some recent comments from those who attended the launch and bought the book . . .

"Just finished your book in a day. For someone who doesn't read sci-fi, I couldn't put it down."

"Wow, for a first book, just amazing! I loved how it got into the action straight away and then the characters still developed throughout the story."

"I read it over two nights and I didn't predict the twist at the end!"

"I really liked the dialogue between the characters, just a really good story."

Win a copy! Just [email](#) us, in no more than 50 words before Tues Jan 31, to convince people to become readers of sci-fi . . . or, if you're not a sci-fi fan, to say why you should give it a go!

If your reply takes our fancy a copy of the fast-paced and riveting *Fracture* will delivered to your letterbox with Karen Whittaker's compliments!

You can check out a short video clip about *Fracture* [here](#).

New books



Stones of Akron III by Ian Packman

The trilogy is complete! For all those who love a well-told story of adventure, intrigue and challenge this trilogy will be ideal. Ian Packman has taken more than five years away from his well-paid career to write these three books – his reward has been an avid and growing *Stones of Akron* fan-base of all ages!

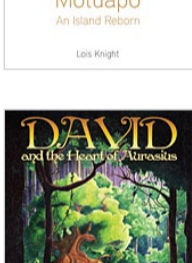
All three books are on the PublishMe Shop and you can check out [www.stonesofakron.com](#) for more info.



Grandma's Island – Motuapo, An Island Reborn by Lois Knight, compiled and edited by Lisa Lark.

This book about a family who worked very hard to make their part of New Zealand a better place is just released and will have wide appeal.

In 1975 Lois and Richard Knight purchased gorse and weed-covered Motuapo Island in the Bay of Islands. This is the story of their 30-year dedication to planting over 10,000 native trees and plants and raising a family on the island amid huge challenges. The rewards were amazing achievements and hilarious incidents.



David and the Heart of Aurasius by Rebecca Timmis

According to Jo, PublishMe's dispatch queen and avid reader, this is a novel well-pitched for young fantasy/adventure readers. She says it will hold the attention of 10-14 year olds, which is excellent news because this is the first in a series of five books – lots to look forward to! Jo suggests that those five books will be a good gateway into the magic of other fantasy series such as the books of Christopher Paolini, who wrote his first book, *Eragon*, part of the bestselling *Inheritance* series, when he was just 15. If you're looking for a gift for a young reader then this first novel by Rebecca Timmis is a great place to start.

More books – make the most of holiday season reading time

Nestle into your favourite chair or hammock with a book by a New Zealand writer! To learn more just click on these titles selected from our [PublishMe Shop](#).

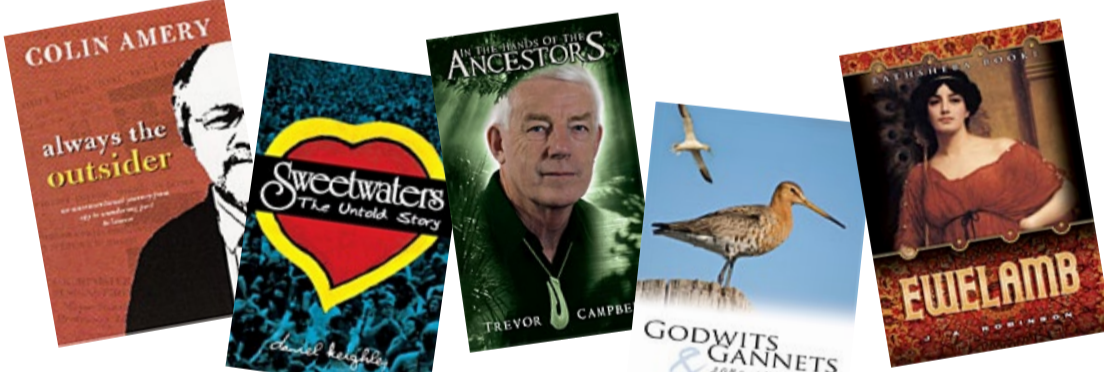
[Godwits & Gannets](#) Short stories to savour.

[Sweetwaters – The Untold Story](#) The shocking background to one of New Zealand's iconic music festivals.

[Ewelamb](#) Finely crafted writing, meticulously researched, absorbing fiction.

[In the Hands of the Ancestors](#) A worthy, sensitively written book.

[Always the Outsider](#) A deeply introspective and offbeat memoir.



Ebooks – publishing is changing before our very eyes

You may have read the *New Zealand Listener* article 'The e-book case' in the January 7–13 issue. It notes that 85,000 New Zealanders now have an iPad or bookreader and 192,000 more intend to buy one within the next year according to research by survey company Nielsen six months ago.

In the United States ebook sales account for 14% of the adult fiction market, though it's not as popular an option here, says Noel Murphy of the NZ Book Council. He does say, however, that "it's coming very, very quickly . . . we are watching something that has been roughly the same for generations changing before our very eyes . . . it's a hugely interesting time."

If you're thinking of creating an electronic version of your book to send [Joni](#) your pdf (the edited, proofread, final layout file – not a manuscript please) and we'll get back to you with a quote. There will be a number of options for placing that ebook file in the marketplace (there are options other than just Amazon) but you will need to do some research to find the best 'market fit' for your title.

While our primary focus is to support you through the publishing and printing process we can supply you with mobi and epub files of your book so you can approach ebook outlets about loading those files onto their sites. They have good 'help' sections to ensure you meet their requirements.

As Noel Murphy has noted, the industry is changing very rapidly. Reading through our [ebook info sheet](#) is a good place to start . . . and Google is also a powerful learning tool.

Self-published novelists hit The New York Times bestseller lists

Last year ten novelists struck it big, pushing their self-published e-books all the way to [The New York Times bestseller list](#). Click these links to read more about self-publishing successes.

[10 self-published novelists who made it big in 2011](#)

[Amanda Hocking, John Locke: poster children for self-publishing success?](#)

Our thanks to Havelock North author Graeme Davidson who sent those stories from the Jan 11 issue of *The Christian Science Monitor*.

Celebrating books – your chance to get involved!

A reminder to you to check out [www.nzbookmonth.co.nz](#) Become a fan of their Facebook page and get even more out of the event!

- The month-long celebration of books and reading is in March this year and 'Books Change Lives' is the continuing theme. If you are an author, make this your opportunity to shine – go onto the website, join up as an 'activist' and start planning how you can make the most of this national book focus. You will also get their newsletters which highlight book events the length of the country. Join us in getting New Zealand reading, talking about, recommending, sharing, borrowing, giving and buying more books than ever before – especially your books!
- Let us know what you're doing for Book Month and we'll share it with the rest of the PublishMe community – you could inspire others to promote their work to readers.

Tip

- Remember, you need to be able to say in 30 seconds max what your book is about and what's in it for the reader. Practise it – engage people!
- PublishMe's [Coming Out on Top](#) specialist package will help you make a return on your publishing investment. It's a nice feeling when you realise you've sold enough books to pay your printing bill, and that all the rest is profit!

Quotes and quips

You can approach the act of writing with nervousness, excitement, hopefulness, or even despair; the sense that you can never completely put on the page what's in your mind and heart. You can come to the act with your fists clenched and your eyes narrowed, ready to kick ass and take down names. You can come to it because you want a girl to marry you or because you want to change the world. Come to it any way but lightly. Let me say it again: you must not come lightly to the blank page.

Stephen King (1947–) On Writing: A Memoir of the Craft, 2000

I was working on the proof of one of my poems all the morning, and took out a comma. In the afternoon I put it back again.

Oscar Wilde (1854–1900)

