



From the Armchair

...for February 2011

A Word from CEO Randi Ertz...



I founded TLT Publishing on the belief that a publishing company was more than just a company that focused on the bottom line. I wanted to establish a publishing house that cared about ALL the little things, which is where I got the name. I believe that is important for a publishing house to value things other than just the bottom line. So I set out to establish TLT as a publishing house that cares about its readers, authors, publishing team and the community. This means that I understand that all these people are essential in developing and growing a strong publishing house.

So how do we show we care? Our goal is to produce quality books at reasonable prices for our target audience. We also have several programs in place that benefit that audience. We have a Book Club Ad-

vantage Program which offers a 25% discount to all book clubs and it's members on all TLT selections through our bookstore. We offer a 30% discount to all book bloggers on all TLT selections because we know that not only are bloggers consumers but they have just as much impact if not more than "traditional reviewers" with other consumers. We also believe in developing a dialogue between us, our authors and the readers.

When it comes to caring about our authors, we value them and treat them as part of the TLT family. We want to provide the authors with a feeling that though we are a small publishing house, we are a publisher that cares about them, their work, their rights, and their future. I believe that honesty, trust and respect are crucial in all relationships, especially in this business when authors are unsure of who to trust.

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CALL-OUT FOR SHORT STORY SUBMISSIONS

TLT is hosting its very first short story competition!! We are currently accepting submissions.

Theme: New Beginnings
Genre: Author's choice!!
Length: 15-20 pages

The TLT team will select a winner and the top 10 submissions. Winner will receive an autographed copy of every book we publish in 2011 and his or her story published on the TLT website. The top 10 stories will be published in an anthology of short stories. Each author will receive a complimentary copy of the book and recognition on the TLT website. A portion of the proceeds from the sale of the anthology will go to benefit Make it Right- a charity that supports the reconstruction of the Lower 9th Ward in New Orleans.

All submissions should be sent in polished, final form to marketing@tltpublishing.com. Entries will be published "as is" with no editing from the TLT team.

For more information about the contest, please visit our [community page](#).

Deadline: April 1st

We would like pictures of YOU with your favorite TLT title in your favorite reading spot to feature on our community website. Have a friend snap a shot and email it (high resolution, please) to: publicity@tltpublishing.com.

Your photo could go here!



BOOK CLUBS

This special section is devoted to the members of TLT's Book Club Advantage Program. We appreciate your support and want to return the favor by offering you this space for news and announcements. Please send all submissions to: publicity@tltpublishing.com.

If you have a book club and are not signed up for our BCAP program, please visit our [community page](#) to join today and start receiving your special perks!

Blogger of the Month

Why we love *The Cajun Book Lady*...

The Cajun Book Lady was one of our first followers and has been actively promoting our site and our mission on Twitter. If you'd like to help The Cajun Book Lady win an autographed copy of every one of the books that TLT publishes in 2011 and 2012, follow us on Twitter and mention her in a tweet to us @tltpublishing.com



The Cajun Book Lady's
Stats:

thecajunbooklady.com

650 followers

Twitter: @krislovesbooks

ksg_amg@yahoo.com

Get to Know Our Authors

Hilary LiDestri & Alisa Griffin
Consumed

TLT: Where is your favorite place to write in or out of the house?

HILARY: I used to love to write at a little tea house in Dallas until they closed. Anywhere I can get massive quantities of hot or cold Jasmine Green tea is a big hit. I need to steer clear of groups of women as I find the chatter distracting. I stumbled onto a fantastic "tea" house in New Orleans that also housed several psychics- there was amazing energy there and I'd love to go back. At home, I write where ever I land.

ALISA: I enjoy working away from the distractions of home, preferably somewhere with, of course, complimentary Wi-Fi and, ideally, free-flowing beverages of all varieties.

Consumed is now available at the [TLT bookstore](#) and on [Amazon](#).



WE'RE HIRING!!

We're currently searching for two interns to join our marketing and publicity team!

Experience Level: college junior or senior OR recent graduate

Duration: 3-6 months, depending on the project

Location: Wicker Park, Chicago

Compensation: This is an unpaid internship, but course credit may be available.

Job Description:

TLT publicists and publicity interns assist the senior publicist in promoting TLT books to the media. They are also responsible for managing social media efforts and teaching each author appropriate and effective methods of self-promotion. The publicity interns work largely from home, with occasional meetings, training sessions and company social events in Wicker Park.

Requirements:

The ideal candidate will be working on or have just received a degree in journalism, communications or a similar field. He or she must have experience working with various media outlets. We are looking for publicity interns who are self-motivated and able to work independently. He or she must have an understanding of and respect for deadlines and must be detail-oriented. Having a sense of humor and a "go-with-the-flow" attitude is a big plus.

To apply:

Please write a press release for the last novel that you read. The release is not to exceed one page in length. Submit this, along with your cover letter and resume to TLT's Senior Publicist, [Lindsey Landis](#).

Applications will be collected throughout the month of February. Interviews will begin in April.

Thanks for reading *From the Armchair!* Keep checking our website for up-to-date information about new releases, events, special promotions and company news.