



# From the Armchair

...for July 2011

## A Word from Senior Publicist, Lindsey Landis...

Good day, friends! I do hope that you are all well and are enjoying every minute of this beautiful summer. We've all been keeping very busy- we're gearing up to release several new books and we've already hosted a ton of great events. I have been very impressed by the level of enthusiasm and energy that we have been receiving from all of you-- our [TLT community](#).

You may notice that we have made a few changes to our community website and I would like to address one of those changes today. Starting next week, I am going to begin writing a weekly column featuring a different marketing tip or strategy for new authors. This will be found in "[Advice for Authors](#)."

I was inspired to create this new blog by our recent participation in the [Learnapalooza Festival](#) here in Chicago. I taught a free class to about 15 community members about how to self-promote a book. I was overwhelmed by the appreciation and

gratitude of the class. A big thank you to everyone who attended!

I believe that both traditional and self-published authors can benefit from some marketing advice and I know that many of our readers are authors or aspiring authors. Whether you're submitting your manuscript to us, to another publishing company or if you're planning on striking out on your own, a basic working knowledge of marketing practices and principles is extremely important.

I would also like you to feel free to ask me questions and make recommendations. If there is a particular topic that you would like to see addressed in the blog, please send me an email at [lindsey@tltpublishing.com](mailto:lindsey@tltpublishing.com).

I also encourage you to comment on the posts. I would like to see this blog become a sort of forum where we can all share our experiences and success stories. Isn't that the point of a community, afterall?!

### *You're Invited!*

#### TLT Community Events for July 2011

All TLT events are open to the public- we encourage you to bring friends, family and significant others. We only ask that you send an [RSVP message](#) if you would like to attend.

We're really looking forward to building a strong TLT community through these events and hope that you find the time to join us for a few (or all) of our planned activities this summer!

#### *Harry Potter 7 Screening - July 14th*

It's finally here! Dust off your wands and cloaks. The final installment will be released at midnight on July 14th. We WILL be dressing up like the geeks we are. Location TBD.

#### *The Moth Story Slam - July 26th*

Come listen to the tales spun by some of the best storytellers in Chicago, your neighbors!

#### *Newberry Library Book Fair - July 30th*

We will be dedicating our time and talents to this worthy annual cause. Additional details will be available soon.

Additional information about our events can be found on our community site. If you're interested in being added to the events listserv, please email [publicity@tltpublishing.com](mailto:publicity@tltpublishing.com).

## Publishing Industry Updates

### Penis Enhancement Now Available Through the Kindle



A recent article in The Guardian discusses the new concept of ebook spammers....

"What seems to be happening is that Amazon's platform is being overwhelmed by spammers who "scrape" content from websites or, in some cases, actually lift entire texts, and republish them as ebooks."

[Entire article](#)

This is yet another hurdle for the unknown or self-published author. How do you make your book stand out in all the muck and mire that will now be available through the Kindle? We invite you to participate in a community conversation about this topic by clicking [HERE](#) and adding your comments and suggestions to the post.

We add new information to our "[industry updates](#)" blog on a weekly basis and we share these articles through our social media outlets. Stay updated and stay involved by following us.

**FOLLOW  
US**

(We're awesome!)



## TLT Participates in 2nd Annual [Learnapalooza](#) Festival in Wicker Park

*CEO and Senior Publicist teach free public classes about how to publish and self-promote a book*

On June 25th, the TLT Team went to Wicker Park's Learnapalooza to spread some of its vast, infinite knowledge on publishing. Learnapalooza is a summer festival in Chicago that hosts nearly 100 free workshops, from sausage making to belly dancing. This year the festival had nearly 500 people in attendance.

TLT hosted two classes: the first one was taught by our CEO Randi on how to publish your book, and the second one was taught by our Senior Publicist, Lindsey on how to promote your book.

There was a great turn-out and it was wonderful to see so many aspiring writers taking an interest in getting their books out there. Then again, when faced with the dilemma of choosing between the Worm Composting class or hanging out with us, it's a no-brainer!

If you would like to show your support for Learnapalooza, you can visit [learnapaloozachi.org](http://learnapaloozachi.org). They are currently accepting donations to help support the festival in future years.



TLT CEO Randi Ertz imparts some of her publishing industry know-how on the Learnapalooza 2011 crowd.

### "Dog-Eared"

News and Views from Marketing Assistant,  
Marlen Komar



Have you ever been on the train, reading a happy little beach read, and gotten that look? You know which look I'm talking about; the one from the woman sitting diagonally in front of you, holding a monstrously thick piece of literature that could either pass for an encyclopedia or a weapon. While flipping one of her pages, she flicks a narrow-eyed look at your cover, sniffs, and returns

to reading. That look. It seems like the book world is divided into two parts, with an invisible tape line running through the middle to block off any trespassers. You stay on your side, and I stay on mine (foot stomp optional). You're either a best-seller, or a literary.

Historical novelist Sarah Sheridan points this out to us in her article. The publishing industry and literature world has always put literary writers on a pedestal; they are admired and well respected, which should be expected. But once someone becomes a mass market success, that pedestal gets scooted a little farther from their reach. The attitude is that if a lot of people read your work, then surely it can't be enthrallingly interesting or complex. Art is supposed to be beautifully complicated, and so not everyone can understand or appreciate it.

Even though having the "literary" title might put you into an elite club and offer you the right to sneer at cheerful looking book covers, that doesn't mean you create something good.

[Keep reading....](#)

### Get to Know Our Authors

Melissa Buell  
The Tales of Gymandrol Series



*The Seventh Blessing* takes place in the medieval city of Mittra on the continent of Gymandrol, where Samantha is a magical warrior princess.

Samantha begins a quest after her 18th birthday to learn how to use her "boyish" and unconventional gifts sensibly.

Author [Melissa Buell](#) was born and raised in the small town of La Mirada in Southern California. She currently lives in Fullerton, California where she enjoys camping, scrapbooking and her job as a substitute teacher. She has been happily married for ten years to her husband, Chris. They have two sons Calvin, 8 and Wyatt, 4. *The Seventh Blessing* is Melissa's first book.

For more information or to request a review copy of *The Seventh Blessing*, please contact Buell's publicist-[Caroline Elsea](#).

Melissa's first book in her exciting Tales of Gymandrol series, *The Seventh Blessing* will be released on August 15. [Pre-orders are now being accepted.](#)

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