



From the Armchair

...for March 2011

A Word from Senior Publicist, Lindsey Landis



In the coming weeks, many of our new authors, new staff and followers will be speaking with me over the phone and in-person as I work to get us geared up for our six book releases this summer. I

want to formally introduce myself and explain my role at TLT.

When I met CEO Randi Ertz, I was working for AuthorHouse- the largest vanity publisher in the U.S.- and I was looking for a major change. I did not like the way that authors and employees were treated as expendables by the company. Randi brought me in to help develop TLT's publicity structure and offered me the position of senior publicist. I leapt at the opportunity. Her passion and vision for publishing and her care and concern for the people around her has made

me want to be a part of the TLT family for years to come.

As the senior publicist, my job responsibilities include: meeting with authors, overseeing the marketing and publicity department, communicating with our followers on Twitter, newauthorsclub.com and Facebook, planning events, promoting our brand throughout the community and of course... putting together this awesome newsletter.

The senior publicist is responsible for maintaining our company's image and for developing strong publicity campaigns that offer support to our authors. I take this job seriously and try to make myself as available as possible.

I hope to get to know many of you and I welcome you all to email me at any time (lindsey@tltpublishing.com) with questions, comments and suggestions. I would like to personally thank you for your continued support. We appreciate all of the love that our fans show us and we want you to know... we love you, too!

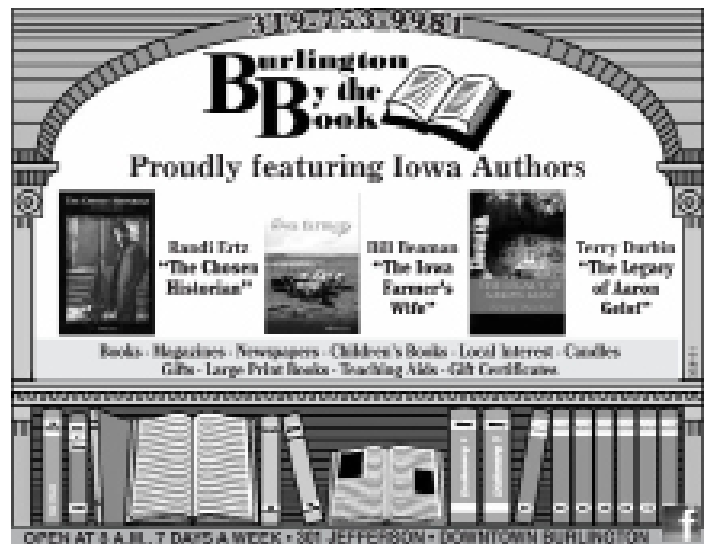
Welcome to the Family!

TLT announces its newest authors

The TLT team has been hard at work in the past month. We've signed 12 new authors for 27 new books! Seven of those authors will release books this summer. Announcements will be made on our [website](#) and through our social media outlets when ARCs become available.

- Sang Kromah
- Geeta Schrayter
- Kerry Castorano
- Stephanie "Frankie" Belveal
- Jimmy Ranzinski aka JD Gordon
- Melissa Buell
- Paul Schumacher
- John Hanley
- Matthew Cronin
- Sal Nudo
- A.T. Russell
- A.P. Stephens

We will continue to review manuscript submissions for 2012 projects through the coming months. We consider ourselves fortunate to add such promising, talented authors into our mix.



Bella from Twilight. Holden Caulfield from Catcher in the Rye. Scarlett O'Hara from Gone With the Wind. Howard Roark from The Fountainhead. Jo March from Little Women. Arthur Dent from Hitchhiker's Guide to the Galaxy. Hermione from Harry Potter. Captain Nemo from 20,000 Leagues Under the Sea. Allie Hamilton from The Notebook. Heathcliff from Wuthering Heights. Bella from Twilight. Scarlett O'Hara from Gone With the Wind. Howard Roark from The Fountainhead. Jo March from Little Women. Arthur Dent from Hitchhiker's Guide to the Galaxy. Hermione from Harry Potter. Captain Nemo from 20,000 Leagues Under the Sea. Allie Hamilton from The Notebook.

TWITTER POLL

If you could be any literary character for a day, who would you choose to be?

Post your answer on Twitter and tag us [@tltpublishing](#). We'll share our favorite responses here next month!

Guest Columnist:

Arthur Dodge, creator of newauthorsclub.com

For the past month, TLT has been promoting a new social network site, newauthorsclub.com. It was created specifically for authors, aspiring authors, avid readers and publishers as a “cyber space” for sharing works and ideas. We asked the site’s creator, Arthur Dodge to tell us why he created the network in his own words...

“This site is the result of a lot of conversations with writers who kept telling me the same thing, or asking the same questions. How do I get published, or if I do, how do I get noticed? I think I must have heard at least a dozen people tell me they had a really great book written but had no idea where to go with it. The stories all had a similar ring of confusion and disillusionment. I thought about a site that could be a resource for authors who wanted to be able to see their work displayed along with others who have similar interests and goals. A place to find and be found. A one stop network for authors and readers to come together. Where writers would be able to see their writing in published form and also interact with their fans as well. My partner, Jim Lottman, convinced me of the social network format that provided not only display and publishing aspects, but also the ability to show profiles, pictures, videos, blogs, schedule events, contact others and all the other benefits. I found Facebook to be confusing, but thought that if you could dedicate

the site to just readers and writers it would be more useful and less confusing. So far I have been very pleased with the response and activity. I hope to be able to offer services in the future that will make it a more complete experience for both reader and writer. I am open to all suggestions and comments and am always available through the site. Please join us soon!”

We encourage you all to visit newauthorsclub.com and set up a member profile. (Please note: if you have already published your book or will be publishing your book through TLT, you must get our permission before posting a “preview” on the site). You can check out [TLT’s page](#) and join our [group](#) to show your support. Best of luck to Arthur in his future projects!



Go check us out on newauthorsclub.com and create your own author/fan profile!

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 *Cassay C...*

Cassay has been indispensable as our unofficial Twitter expert. She has been promoting our 20 book giveaway contest with her own tweets and has given us numerous valuable ideas for special promotions and contests to boost our following. We will be implementing some of her great suggestions in the coming months as we begin to release information about our new books!

Cassay C’s Stats:

240 followers

Twitter: @cassayc

vampsweresandcassay.blogspot.com

vampsweresandcassay@yahoo.ca



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!



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 submissions@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'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 March.

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