Self-Publishing Services Directory
2022
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Welcome to the 2022 edition of this directory of self-publishing services from the Alliance of Independent Authors (ALLi). Our aim in this directory is to connect indie authors to the best publishing services available today.

ALLi’s core mission is ethics and excellence in self-publishing, and this directory is an important component in our work. It is a listing of all our Partner Members—self-publishing services that have been vetted by our Watchdog team and signed up to our Partner Code of Standards.

Together with the searchable database in ALLi’s member zone, this directory offers authors a trustworthy guide to the global self-publishing services sector. These are not the only good services in self-publishing, but all have been tried, tested, and approved by ALLi’s Watchdog desk, and all have legions of happy author customers. On page four you can see the Partner Code of Standards to which they must sign up upon joining.

Behind this directory is a great deal of teamwork and feedback from ALLi members and followers. Partner Member applications, and the information we receive about services, are overseen by ALLi Director Philip Lynch, and evaluations are also provided by John Doppler, whose long activist experience, sound evaluation skills, and savvy reasoning are such an invaluable asset to ALLi and the wider author community. Also contributing to our knowledge are our team of advisors, ambassadors, and author activists.

We rely on your feedback to keep our information up to date, so we’d love to hear your feedback on any of the services here: good, bad, or anything in between. This is a huge and ever-changing arena; we greatly rely on our members to bring us intelligence about services.

If you need more help in choosing the service that is best for you or in knowing how to evaluate a service, check out our publishing guidebook, Choose the best Self-Publishing Services (e-book free to members in the member zone and all formats can be purchased in the ALLi bookstore).

Also included in the directory is a selection of articles from the ALLi blog.

We hope you enjoy and benefit from our directory. We love to facilitate long-term, positive relationships between author-publishers and publishing services.

Happy writing, publishing, and creative business!

Orna

ORNA ROSS
DIRECTOR
ALLIANCE OF INDEPENDENT AUTHORS

CREDITS


Design: JD Smith.

Advertising and publishing assistance: Sarah Begley.

Partner Code of Standards

A MEASURE OF QUALITY
Explaining the ALLi Partner Member Code

ALLi’s mission is to foster excellence of ethics and self-publishing. Each service provider listed in this directory is vetted by our Watchdog team in accordance with ALLi’s code of standards.

We take every care to ensure our author members access services that agree and comply with the code. Author members who become ALLi Partner Members agree to the following:

• **Integrity**
  We recognize that Partner Membership of ALLi means our primary aim is to be of service to the writing and reading community. To that end, we follow through on all promised services and fully honor all advertisements and publication agreement terms. We never spam authors with unsolicited commercial communication e.g. email, social media messages. Neither do we oversell or harass authors to buy our services.

• **Value**
  We add value to each publication commensurate with the fee charged to relieve authors of key publishing tasks and enhance readability, design, or discoverability.

• **Clarity**
  We make it clear what we can and cannot do for the self-publishing writer and how our service compares to others.

• **Partnership**
  We involve authors in planning and decision-making for key aspects of the publication process, from titles and cover design to sales and marketing strategies.

• **Service**
  We are accountable for our work. We keep authors informed each step of the way and provide good customer service and follow-up.

• **Communication**
  We provide helpful and timely information to authors at all stages of publication and beyond, and we facilitate authors to get access to any necessary ancillary information.

• **Community**
  We have a long-term commitment to author-publishing and support the empowerment of self-publishing authors and where possible give back to the indie author community.

• **Terms and Conditions**
  Our terms and conditions of service are clear and unambiguous, explaining the full range of our services and highlighting any unincluded service which a client might reasonably expect to be included.

• **Transparency**
  Terms, including pricing, are accurate, complete, and transparent to all. We develop trust, loyalty, and put our customers at ease by presenting pricing and other terms in a clear and easy-to-understand format on our website. Pricing is displayed as a total cost, fixed fee, cost per unit, or unambiguous price range. Where this is not possible and quotation pricing is necessary, our website shows indicative example pricing, referencing a relevant professional organization.

• **Complaints**
  Our customer complaints policy reassures customers that we value their feedback, are committed to resolving their issues fairly and promptly, and are committed to continuous improvement. We:

  1) explain how customers can make a formal complaint

  2) identify the steps taken to discuss, address, and resolve complaints and indicate solutions offered.

• **Continuous Improvement**
  We recognize that we work in a fast-changing industry and commit to keeping up to date with new trends and technologies, particularly those that are beneficial to authors. We incorporate such benefits into our programs or inform authors about their availability.

ALLi also has an ethical code for authors. See: https://www.allianceindependentauthors.org/ethical-self-publishing/
How was your 2021? Do you want to have your best writing and publishing year yet in 2022? Orna Ross uses a particular planning method that integrates all the aspects of a writing and publishing business and fosters creative flow. Here’s an overview of the Go Creative! planning program for indie authors.

At ALLi, I see many indie authors who are working hard but failing to move forward. Maybe they can’t finish their final draft or even their first. Maybe they have finished their manuscript, but they can’t get through the challenges of book production or after production are stuck on editing, formatting, or cover design. Maybe they have a book or many books out, but they’re not selling. Or they’re selling, but the author is making losses or in debt.

One way or the other, they are underproductive and overwhelmed, overworked and underpaid.

All creative businesses are challenging. Fired by a sense of passion, mission, and purpose as much as by a desire for income, influence, and profits, creative business needs to balance creativity and commerce.

A self-publishing business is one of the most complex and challenging of all. To succeed as a working indie author, you must write well, publish regularly, run a good shop, and fulfill your readers’ expectations, not just once but again and again. You must also do all of this at a profit, so that everyone associated with your publishing business—including you—gets properly paid.

It’s hardly surprising that things can get stressful or overwhelming. Most indie authors approach their business planning armed with little more than a to-do list, yet they’re surprised when they struggle to get on top of things.

A list is better than no written plan at all. But if you’re using nothing but a list, without a contextual framework, it can leave you feeling stressed out and incomplete, with no sense of accomplishment except on the big milestones: finishing the first or final draft, publishing the book, or hitting a bestseller list.

That’s how I used to do it. That to-do list was always there. I’d take it to bed at night, and there it was in the morning, calling me to add a few more tasks. I got things done and would get an occasional rush of achievement, but I never felt like I was on top of it all.

I knew I needed a business planning method that integrated the three aspects of the job—writing, publishing, and business—into one well-honed creative enterprise. But I couldn’t find a planning method out there that worked for me. So over the years, I developed my own way—an approach based on my own writing and publishing experience and conversations with other authors, but also on everything I’d learned about creativity in a previous life as a university teacher of creative and imaginative practice.

A while back, I started to share these planning principles and practices with a small group of authors, through a creative planning program on Patreon, and found it works for others, too.

I have now updated my book Creative Self-Publishing with a section about business planning for authors and produced an accompanying workbook series. I also run a program for indie authors who want to use this planning method. Below is a summary of how it works and you can find out more about joining the program at Go Creative! Business Planning for Authors and Poets.
I’ve come to believe that proper planning is necessary for most of us if we want to master our work as indie authors, but I know planning doesn’t work for every brain and personality—and that’s okay. If you need permission not to plan 2022, you have it! The wonder of being an indie author is that you get to create your business around you: your strengths, your loves, your way of doing things.

Having said all of that, it’s probably worth giving it a go as you won’t know until you try. The planners are designed to be adapted, changed, modified, and used whatever way you want.

**The Go Creative! Program**

Like most planning systems, this program for authors and poets begins with framing creative intentions and goals over the long term, typically a year or maybe five years ahead, then breaks these down into smaller goals and intentions.

It divides the year into four quarters, each quarter into three months, each month into four weeks, each week into six working days, and each day into hours—until you are clear about the tasks you have to do in the time available right here, right now.

Whether you’re planning the year, the day, or anything in between, there are four key planning questions:

- Where am I now?
- Where do I want to be?
- How am I going to get there?
- How will I know I’ve arrived?

### 1. Where are You Now?

Review the previous year. Consider the strengths and weaknesses, opportunities and threats your author-business faced. What unique value did you bring to readers? What is it about your books that makes them valuable to another?

Compile a list of comparable authors and think about your own work compared to theirs—not in any hierarchical way but at the level of offering:

- What do they offer the engaged reader?
- How does that compare to what you’re offering?
- What’s not out there that you feel compelled to write? (Hint: this will be connected in some way to your early life experiences.)
- What can you learn from their book descriptions, covers, and reviews?

### 2. Where Do You Want to Be?

What are your creative intentions for the year ahead? What goals will best feed your personal passion, mission, and values? What goals will most likely deliver the profit you’d like to make and the reach you’d like to have in your genre and niche?
3. How are You Going to get There?

The internet is full of writers counting words. Yes, getting our writing done is vital, but it’s only one strand of success for an indie author who is also a publisher. What are the best processes for you to achieve what you want to achieve—not just in writing, but also in your publishing, in your author-business?

When thinking about the year ahead and what you want to achieve, plan the tools and technology you’ll use to achieve your goals as well as the publishing team you’ll need to support you (editors, designers, formatters, assistants).

- What creative conditions do you need to set up for yourself?
- What is the optimal ecosystem of books and other products to produce the most profit while satisfying your creative passions?
- How much time and money will you need to invest? What sort of return can you realistically expect?
- What about other resources?

Keep things as simple as possible as you plan how you’ll optimally harness your time, money, and resources. Slow down and take it easy. Be realistic and be kind to yourself. Pushing, forcing, harassing ourselves—these usually have the opposite effect to what you intend. Little and often is the most creative way to go.

I’ve found it helpful to recognize that author-publishers must wear three different hats to do our very diverse tasks: that of the maker (writing words and producing books), manager (improving processes and profits,) and marketeer (promoting books and other products and projects)—see below.

4. How Will You Know When You’ve Arrived?

You’ll be measuring. You already have your particular, personal definition of success, but there are four key indicators of a healthy author-publishing business. They are productivity, platform, profits, and personal satisfaction.

1. **Productivity**: Your output. Expressed as words completed (writing productivity) and books published (publishing productivity).


3. **Profits**: Your financial rewards. Expressed as money paid across to you after all your publishing expenses are met.

4. **Personal satisfaction**: Your pleasure in your work. Expressed as a reading from one to ten based on internal self-observation, one being misery and ten creative bliss—your Creative Happiness Quotient (CHQ).

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**This Week’s Creative Intentions**

**MAKER**

*Producing*

- Products & Projects

**MANAGER**

*Processing*

- Profits & Plans

**MARKETER**

*Positioning*

- Pitches & Publications
The Go Creative! business planning program brings you back, again and again, to these measures, particularly to the fourth and most important measure—your CHQ. Is what you’re doing, and how you are doing it, making you happy? How happy, on a scale of one to ten?

The two outer measures of productivity and profit tell us what we’re creating, while the two inner measures of purpose and personal happiness connect us to how we’re creating. It’s good to have an end in mind, but what counts for a creative is how you go.

The intention here is to go creative each step of the way.

**Creative Principles**

Going creative as an indie author involves following three core principles.

**Principle 1: Wear Three Hats**

Our mindset can make our writing and publishing oppositional. We see writing as creative and worthy, but marketing and promotion as commercial and a bit crass. This mindset is unhelpful. It’s also inaccurate.

The best way to get beyond this duality is to understand that your work has three aspects, not two. To succeed as an indie author you must be maker, manager, and marketeer.

I found it enormously helpful to ask which of these hats I was wearing as I went about a particular task.

Imagine yourself donning the three different hats as you work on your author-business.

- You put on your **Maker Hat** for the work you do in your business: making the products you sell and the materials that help you to sell them. Your key Maker task is **production**—writing words and creating books and other products from those words. You may also make audio and video as part of your creative mission and to promote your books.

- You put on your **Manager Hat** for the work you do on your business: harnessing time and money, tools and team to sell your products. Your key Manager task is **processing**—actioning, organizing, improving, maximizing.

- You put on your **Marketeer Hat** for the work you do to grow your business: pitching, publicizing, and partnering with others to reach more readers and sell more books. Your key Marketeer task is **promotion**—attracting readers with compelling content and communications that bring them to buy.

When we think of ourselves as Makers, Managers, and Marketeers, rather than just writers who publish, we can see more clearly what the job of being an indie author actually entails, day by day, week by week, month by month. Now it all begins to hang together and to make more sense.

Now let’s look a little more closely at what’s under these three hats: how Maker, Manager, and Marketeer think, what they believe, how they spend time, what they need to watch out for, and what they most want.

**The Maker’s perspective** focuses inward. Wearing this hat, you see your creative business as a system that allows you to make stuff. The Maker craves creativity itself and the solitude and space to create. The Maker’s main occupational hazard is **failing to recognize the role of the Manager and Marketeer.**

**The Marketeer’s perspective** focuses outward. Wearing this hat, you see the business as a system for turning ideas into ever-expanding value. Your sights are on partnerships and projects that enable you to grow. Your aim is to become a prominent author in your genre. The Marketeer craves influence and impact, to be seen and heard. The Marketeer’s main occupational hazard is **prioritizing other people’s opinions over your own.**

**The Manager’s perspective** takes a holistic focus. Wearing this hat, you see your business as a system that delivers profit and pleasure to yourself, your readers, your team, and your partners—everyone who is touched by your author-business. The Manager craves organization and security. The Manager’s main occupational hazard is **rigidity and forgetting to make it fun.**
**Principle 2: Plan Creative Rest and Play**

Neuroscience confirms what creatives of all kinds have always known: our best ideas surface more often during rest time and play time, not when we’re at our desks. In any successful creative project, the subconscious mind does most of the heavy lifting. We can be hyper aware of the fretting and feelings we bring to our projects, but these do little to improve our performance or productivity.

Every creative needs to take time and space to explore and experiment, express and mess about, rest and relax in the right ways. Creative rest and play are most beneficial when we’re intentional around them, when we relish the contrast with our work and recognize their value, rather than thinking we should be doing something more “productive.”

Certain kinds of rest and play are more enriching than others and more likely to foster flow:

- Creative rest is about resting the thinking mind e.g. sleep, retreats, down time vacations, all forms of meditation. Many studies confirm that **mindfulness** (consciously immersing yourself completely in this moment) and other forms of **meditation** (using a different point of focus to still the mind) particularly foster creative flow.

- Creative play also optimizes flow state and induces a slightly hypnotic, trance stage, such as particular kinds of **aerobic exercise**—jogging, walking, swimming, dancing—that are repetitive and rhythmic. Creative play is any activity that is freely chosen and is your idea of fun e.g. swings, comedy, puzzles, flirting, cartwheels, dressing-up, daydreaming, games, coloring. A weekly “create-date,” an hour or two spent alone and doing something frivolous and fun, is recommended as part of the Go Creative! planning.

Rest and play renew us by inducing the state of creative flow, in which we experience a rush of feel-good hormones and connective neurotransmitters. We learn more easily, perform at a higher level, see patterns, make connections, gain perspective, see our challenges anew.

When you rest and play, you ignite the creative centers in your brain. You silence your self-censor and inner critic. Creative solutions rise and present themselves, seemingly unbidden.

That’s why effective creative business planning includes time for rest and play, alongside the creative work. Everything works better.

Rest and play are not breaks from the creative process. They are the process.

**Principle 3: Pay Yourself First**

The “pay yourself first” principle was coined in the 1920s by another indie author, George Samuel Clason, a writer of nonfiction handbooks, including *The Richest Man in Babylon* (1930), which has sold more than two million copies in 26 languages. Clason said that the secret to financial success is believing and practicing this axiom: “Part of all you earn is yours to keep.”

Your intention to be a successful business owner begins with the action of paying yourself first, and your business plans should encourage that to happen—from the start.

Using the Go Creative! planning method, you divide your income four ways into four separate bank accounts: profit, salary, tax, and your income and expenses (inc/ex) account. Twice a month, you pay across an allocated percentage or amount from the inc/ex account to the other three, paying yourself (your profit and salary accounts) first.

Now you can see how much money your business actually has to cover its expenses, how much you are taking home as salary, and how much profit you are making, once your taxes are paid.

By allocating your accounts and paying your invoices twice monthly—rather than weekly or as needed—you get the benefits of batching while staying connected to cash flow. It’s the perfect balance between constantly checking your accounts, which wastes time, and doing it too rarely to pick up on trends.

I do mine on the 5th and 20th of each month, and the Go Creative! in business planners use those dates.
Go Creative! Business Planning

A successful writer is productive. A successful publisher is professional. A successful business is profitable. None of these has an end point, we can always do better.

As long as there’s a new book to be written, a new publishing tool to learn, a new profit ceiling to reach for, you’ll be feeling that creative stretch. A creative business, by definition, is expansive. For the business to grow, the owner has to grow. Growing pains are occupational inevitability.

But they don’t have to stop us, or even slow us down. Not if we understand what we’re doing and have a good, creative plan in place.

Further Resources

Like every worthwhile skill, creative business planning takes practice. The principles in these articles are expanded in my Creative Self-Publishing book and associated planners, and I have put together a set of supportive resources through a Patreon planning membership. Find out more about the Go Creative! Planning Program for patrons here. The program includes:

- Monthly live workshop. We do the work during the workshop, so people leave with a completed plan and a clear vision for next steps. More workshop details here
- Facebook weekly accountability group
- Downloadable PDFs of intention maps, accomplishment logs, and other Go Creative! worksheets, tools, and planners
- Replay videos of all previous workshops, so you can refer back any time
WRITING SERVICES

Includes:
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Creative Guidance
**Author Accelerator**

**Services Provided:** Support, collaboration

We work with authors brainstorming and plotting their books, give editorial feedback during the rough draft stage and subsequent revisions, and then help with the development of a plan to pitch to agents and publishers.

Author Accelerator gives writers professional and consistent feedback, unwavering support, and a clear path to get you from idea to rough draft. Along the way, we shut down doubt and boost confidence—so you actually finish the book and can be proud of what you’ve written.

[authoraccelerator.com](http://authoraccelerator.com)
[Accelerate@authoraccelerator.com](mailto:Accelerate@authoraccelerator.com)

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Gotham Ghostwriters stands alone as the first and last word in ghostwriting—a one-stop solution for any author or speaker looking for help telling and selling a story. Whether they’re working on a big-think book, speech, article, memoir, corporate or family history, cookbook, or screenplay, our clients all have one thing in common—they’ve found the right partner for their project.

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[jaqui@thebookadviser.com.au](mailto:jaqui@thebookadviser.com.au)

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**Elite Authors**

**Services Provided:** Blog content creation, SEO content, article writing, e-books and white papers, case studies, proofreading, copyediting and line editing

Elite Editing provides professional proofreading, editing, and writing services for students, writers, businesses, ESL, academics, website creators, and others. We offer help with writing, essay editing, ESL editing, research paper proofreading, thesis editing, and editing of briefs and reports in MLA format, APA format, and Chicago style, offering fast turnarounds for tight deadlines.

[eliteediting.com](http://eliteediting.com)
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**Happy Self Publishing**

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We help visionary leaders to convert their expertise into a bestselling book and set up their author funnel to amplify their message and grow their business. Since 2015, we have served over 400 authors from 35 countries.

Authors come to us with a rough book idea and walk away with their published masterpiece in six months or less.

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[jyotsna@happyselfpublishing.com](mailto:jyotsna@happyselfpublishing.com)

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**Mentoring Writers**

**Services Provided:** Mentoring, reader review and report, editing, proofreading

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Mentoring Writers offers help with all aspects of fiction or nonfiction writing.

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Moraine’s Edge Books

**Services Provided:** Writing, manuscript critique, instructional and developmental editing, line editing, copyediting, proofreading, original cover art and illustration, cover design

With wide-ranging experience in writing, editing, and teaching writing for over three decades, author Cindy Rinaman Marsch offers author services at all levels of the publishing enterprise, including Betsy Marsch’s original artwork and design to enhance a completed book. We can help your book become its best. ALLi members enjoy a 10% discount.

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Virtual M

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virtualm.co.uk
emma@virtualm.co.uk

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‘Changed my approach to writing and moved me on.’

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WomanSafeHealth HerStory

**Services Provided:** Feminist publishing, including writing assistance, coaching, editing, and coordination of design, formatting, marketing materials, copyright, and other author support services

WomanSafeHealth HerStory publishes materials for the general public with an emphasis on women, girls, trans, and gender nonconforming individuals as well as health care providers. WomanSafeHealth HerStory works in tandem with WomanSafeHealth, Dr. Shadigian’s private medical practice located in Ann Arbor, Michigan, USA, to provide the international community with adequate resources that encourage medical empowerment, women’s health, and woman advocacy.

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Karen Cioffi is a successful children’s ghostwriter with clients worldwide and is also an award-winning children’s author. She and her ghostwriting team at Writing for Children with Karen Cioffi have years of experience ghostwriting, rewriting, and editing children’s stories. Cioffi also offers coaching for those who’d like to write their own children’s book but need a little handholding. ALLi members are given a 10% discount.

karencioffiwritingforchildren.com
kcioffiventrice@gmail.com

Top Tips From ALLi Editors

We asked some highly experienced editors among ALLi membership to nominate one top tip that they would like to share with indie authors:

https://selfpublishingadvice.org/editors-top-tips/
EDITORIAL SERVICES

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Services Provided: Proofreading, copyediting, developmental editing, professional evaluation, text analysis

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adirondackediting.com
adirondackediting@gmail.com

Aimee Walker Editorial Services

Services Provided: Proofreading, copyediting, and developmental editing

I’m a fully qualified editor with experience in proofreading, copyediting, and developmental editing. I specialize in fiction: romance (all sub-genres and heat levels) and erotica, women’s fiction, historical fiction, middle grade fiction, and creative nonfiction.

I have trained in both UK and US English and freelance for publishers in America as well as the UK. I am a member of the CIEP and EPANI. My continued professional development is very important to me, so I continue to add to my training every year.

aimeewalkerproofreader.com
aimeefwalker@gmail.com

Alison’s Editing Service

Services Provided: Line editing, structural editing, ghostwriting, and proofreading

I offer a range of editing services, from light copyedits to robust structural edits for self-publishing authors.

My speciality is fiction, but I have plenty of experience in editing business books and memoirs, too. If required, I offer a blurb-writing service; this is £50 for books I’ve edited. All new authors receive a free, no-obligation sample edit on request (approx. 3,000 words).

alisonjack-editor.co.uk
alisonjack-editor.co.uk/contact.html

Amelia Winters Editing

Services Provided: Developmental editing, manuscript critique, stylistic report, stylistic (line) and copyediting

I’m Amelia Wiens, a professional editor specializing in story and sentence-level editing for fantasy, speculative, historical, and literary fiction.

Whether you’re creating a new world or exploring one lost to time, I can be your guide, helping you grow as a writer, connect with your readers, and not get lost along the way. My approach is not to dictate but to teach, empowering you to strengthen your story and sentences while still holding true to your vision and unique voice.

wintersediting.com
amelia@wintersediting.com

Authors A.I.

Services Provided: A.I. fiction critique software

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authors.ai
team@authors.ai

Averill Buchanan

Services Provided: Developmental/structural editing, line editing, copyediting, consultancy (editorial and publishing), typesetting and interior layout for print, and e-book formatting and conversion

Based in the UK (Belfast), I specialize in fiction editing, especially for independent/self-publishing writers. I provide a range of editorial services—developmental editing, line editing, copyediting—and can advise on publishing routes. I’m an advanced professional member of CIEP (Chartered Institute of Editing and Proofreading), a full member of AFEP (Editors’ & Proofreaders’ Alliance of Northern Ireland).

averillbuchanan.com
averill@averillbuchanan.com
Ayesha Chari Independent Editor

Services Provided: Substantive editing, language editing, line editing, copyediting, references, bibliography, and notes checking

Hi! I’m Ayesha, and I specialize in sensitive editing of academic and literary nonfiction writing.

Your ideas. Your research. Your voice. Their journey to words on paper or a screen is important to you. That those words are clear and engaging is important to your readers.

I ensure clarity, consistency, and accuracy as best as possible, so that your words express exactly what you want to say.

ayeshachari.com
ayeshachari.com/contact

Black Cat Editorial Services

Services Provided: Copyediting, proofreading, and manuscript critique

Black Cat Editorial Services offers sensitive, thoughtful, and supportive editing, specializing in fiction. I’m Hannah McCall, an advanced professional member of the Chartered Institute of Editing and Proofreading, and I will respect and strengthen your voice while working to the highest editorial standards.

blackcatedit.com
hannah@blackcatedit.com

The Blue Garret

Services Provided: Content editing, copyediting and proofreading

The Blue Garret provides professional book editing for indie and traditionally published authors. Services include content editing, copyediting, proofreading, and book formatting. By focusing on the why and how of the changes we suggest, not just the what, we give you tools you can apply to your current project and all of your future work.

thebluegarret.com
hello@thebluegarret.com

Bookmarten Editorial

Services Provided: Developmental editing, copyediting, proofreading

Hello! My name is Brenna Bailey-Davies, and I am a fiction editor and consultant.

I love working on stories because I believe in the power of words. Stories can change lives and create magic. My goal in editing is to help authors maximize the impact of their writing.

bookmarteneditorial.com
contact@bookmarteneditorial.com

Bookworm Yogi

Services Provided: Copyediting and proofreading

I am a freelance copyeditor and proofreader, specializing in all forms of Romance, YA, and LGBTQ+.

I started copyediting and proofreading for businesses, which included human resources documents and other business documents. In 2019, I opened Bookworm Yogi to work with fiction authors. I love to work with authors and build relationships to help each author publish their best possible book.

bookwormyogi.com
bookwormyogi.com/contact

Both Barrels Author Services

Services Provided: Copyediting, developmental editing, book cover design, book formatting

Both Barrels Author Services is the perfect one-stop shop for any indie author, combining James’s expertise with his own team of ALLi-recommended editors and talented designers, so you can help your novel realize its full potential and learn how to self-publish your work.

bothbarrelsauthorservices.com
admin@bothbarrelsauthorservices.com
The Chartered Institute of Editing and Proofreading (CIEP)

Services Provided: Membership, directory of editorial services, workshops, training courses, networking

The Chartered Institute of Editing and Proofreading (CIEP), formerly the Society for Editors and Proofreaders (SfEP), is a non-profit body promoting excellence in English language editing. We set and demonstrate editorial standards, and we are a community, training hub, and support network for editorial professionals—the people who work to make text accurate, clear, and fit for purpose.

ciep.uk
office@ciep.uk

CJ Harter Editing and Proofreading

Services Provided: Editing and proofreading

Whether you are planning to self-publish or preparing to submit to agents and publishers, I can help you make your manuscript shine and stand out from the crowd.

cjharterbooks.co.uk
chris@cjharterbooks.co.uk

Clio Editing Services

Services Provided: Proofreading, copyediting, line editing and content editing

I’m Eliza Dee, a professional editor who specializes in working with self-published authors and small presses. I pride myself on preserving the author’s voice, style, and vision while ensuring clarity, consistency, elegance, and correctness.

I specialize in fiction (including military, action, adventure, science fiction, fantasy, horror, historical, mystery, thriller, and young adult). I work with novels of any length, novellas, and short stories, and I also work with general nonfiction.

clioediting.com
eliza@clioediting.com

Cornerstones Literary Consultancy

Services Provided: Editorial services, manuscript assessments, intensive mentoring, agent scouts

Whether you’re on your first draft or are ready to submit, writing a book doesn’t have to be a lonely journey. Our editors are agented and published writers, senior agents, and acquiring editors at major publishing houses.

We offer a range of editorial services including thorough manuscript assessments and intensive mentoring. We also act as scouts for agents. We’re writers too and believe in sharing our knowledge with you.

cornerstones.co.uk
helen@cornerstones.co.uk

ebookpbook

Services Provided: Interior formatting, e-book conversion, cover design, editorial self-publishing services

We have 20 years’ experience working with some of the world’s largest fiction and nonfiction publishers and with many independent authors self-publishing their first book. We treat every book as a new journey. Our role is to guide you through the self-publishing process as effortlessly as possible, to produce a final book that you are completely satisfied with. We consult with you throughout to ensure the best services fit for your timeline and budget.

ebookpbook.com
ebookpbook.com/contact-us
Editorial.ie

**Services Provided:** A full range of editing for most genres of fiction, specializing in developmental editing but also including copyediting, proofreading, manuscript assessments, and coaching

Richard Bradburn is a writer, journalist, and independent professional editor. He specializes in developmental editing of novels, with a particular love of YA, historical fiction, thrillers, romance, and literary fiction. His global editorial client list includes self-published and traditionally published authors.

He’s a professional member of the CIEP, partner member of ALLi, an affiliate editor of writing.ie, an approved supplier to Publaunch as well as a helping moderator of the popular writing and editing groups Fiction Writers and Editors and Ask A Book Editor on Facebook.

[editorial.ie/editing-and-proofreading-for-fiction](editorial.ie/editing-and-proofreading-for-fiction)
[editor@editorial.ie](mailto:editor@editorial.ie)

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Ellie Stevenson Book Coach and Author

**Services Provided:** Developmental editing, copyediting, and proofreading

Experienced editor and proofreader. As a book coach and author, I understand how crucial editing and proofreading are to a book’s success. Make your book the best it can be. Free sample edit/proofread available. I’m a member of ALLi and the Society of Authors.

‘You’ve done a brilliant job with this. I feel very fortunate to have found Ellie!’ Natalie Zett

[elliestevenson.com](elliestevenson.com)
[stevensonauthorcoach@gmail.com](mailto:stevensonauthorcoach@gmail.com)

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Eleanor Abraham Editorial

**Services Provided:** Substantive/developmental editing, line editing, copywriting, proofreading, writing, and research

Eleanor Abraham is a freelance editor, typesetter, and project manager and a professional member of the Chartered Institute of Editing and Proofreading (CIEP). Eleanor has 20 years’ experience in book publishing and production journalism, specializing in substantive/developmental editing, line editing, copywriting, proofreading, writing, and research. She works on fiction, nonfiction, reference, news, and features.

[emergingink.com](emergingink.com)
[emerginginksolutions@gmail.com](mailto:emerginginksolutions@gmail.com)

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Enigma Editorial

**Services Provided:** Editing and proofreading

As a professional fiction editor, it’s my role to hunt down and advise you on anything that may be dragging the attention of your readers away from your story. I can provide those final refinements that will give your book the edge and bring fresh eyes to your story to ensure that, when you show your book to the world, it is the very best it can be.

[enigmaeditorial.com](enigmaeditorial.com)
[enigmaeditorial.com/contact](mailto:enigmaeditorial.com/contact)
Fabled Planet

**Services Provided:** Content editing, line editing, copyediting, and proofreading

We provide specialist editing services and resources for authors of fantasy and science fiction.

All types of speculative fiction are welcome, from high fantasy right through to hard science fiction and much more. We’re here to support you on your writing adventure—let’s get started!

**fabledplanet.com**
**enquiries@fabledplanet.com**

Fairhill Publishing LLC

**Services Provided:** Substantive editing, line editing

I’m Libby Doyle, an experienced editor, independent author, and former journalist who would love to be your editor. Your words are your voice. Let me help you shout out loud and clear. To acquaint you with my skills, I will edit the first 3,000 words of your manuscript for free. I’m confident you will like the result.

**libbydoyle.com/editing-services.html**
**libbydoyle.com@gmail.com**

Fiction Feedback

**Services Provided:** Developmental editing, copyediting, critiques, the Crafting Crime online course with Martin Edwards

Fiction Feedback, established in 2008, has helped many writers to publication. Our specialties are contemporary fiction and genre fiction. Editor-in-Chief Dea Parkin is secretary of the Crime Writers’ Association and facilitates the Debut Dagger and Margery Allingham competitions.

We take care in matching your manuscript with the right editor, not only in terms of genre but also your writing experience.

Expect insightful developmental editing and rigorous, expert copyediting. Our multiple critiques are a useful introduction to professional, constructive feedback.

**fictionfeedback.co.uk**
**info@fictionfeedback.co.uk**

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EDITORIAL

A book’s editorial development is rarely overlooked or handled solely by a successful author, and with good reason. This doesn’t mean you can’t play a role in the editing of your book, particularly if you are facing budget constraints. The trick is in finding the editor or editorial service that is right for you and then developing the relationship. There is a big difference between structural edits, beta-readings, and final proofreads, and each of these is crucial for ensuring your book is in the best shape possible.

Writers are often too close to the words they have written to be 100% effective at editing and proofreading their own manuscript.

The ALLi partner members in this section are trusted and dedicated experts who will work with you to make your book polished and professional, before you send it out into the big wide world, where it will be exposed to industry and reader/reviewer scrutiny.
**Fictionary StoryTeller**

**Services Provided:** Editing software for story editing, substantive editing, developmental editing, structural editing

Fictionary StoryTeller helps writers tell powerful stories with creative editing software that simplifies editing. StoryTeller guides writers through a scene-by-scene story edit using manuscript analysis and universal storytelling elements to tell stories readers naturally connect with. Transform your story, not just your words.

fictionary.co
kristina@fictionary.co

**First Editing**

**Services Provided:** Book editing, copyediting, content editing, line editing, proofreading, critiques and reviews

A StoryCoach edit tests your entire manuscript outline against the 38 Story Elements. We determine how strong your story is and then show you how to make it GREAT using proven writing methods and techniques!

Learn how to focus on developing your story and resolution structures during your initial round of editing and professional critique.

Not only do you receive amazing in-depth editing, but you also learn how to improve your craft!

firstediting.com
editors@firstediting.com

**Fresh as a Daisy Editing**

**Services Provided:** Content editing/copy editing, line editing, manuscript analysis and assessment, alpha/beta reading, proofreading

Specializing in line and copyediting as well as manuscript consultations, Fresh as a Daisy Editing is a professional editing service.

My strength lies in my ability to quickly understand your vision and to work with you to develop your story to its full potential, whether that includes a line and copyedit or a more involved developmental edit.

How can I be of help to you?

freshasadaisyediting.com
freshasadaisyediting.com/contact-me

**Future Worlds Editing**

**Services Provided:** Developmental editing, partial editing, manuscript evaluation, diversity reading, pitches, author bios, and blurbs

Your story deserves to shine. Get a boost with developmental editing services, tailored to you.

I’ll help you to step back and see the bigger picture. With my editing know-how, I’ll identify where you could strengthen your novel, and I’ll talk you through the revision process, step-by-step.

futureworldsediting.co.uk
jake@futureworldsediting.co.uk

**Gecko Edit**

**Services Provided:** Copyediting, developmental editing, proofreading, manuscript evaluation

I’m Katherine Kirk. As an intermediate member of the Chartered Institute of Editing and Proofreading (CIEP), I help writers to wrangle their words into submission so that their message is professional and clear of ambiguity.

I copyedit and proofread in all genres, with a specific focus on books for children (fiction and nonfiction) and general nonfiction. I also provide developmental editing for fiction, especially science fiction and speculative fiction.

geckoedit.com
kath@geckoedit.com
Helen Baggott ~ Author Services

Services Provided: Manuscript development, copyediting, proofreading, and book preparation for upload

Having your book professionally read by an accredited proofreader and copyeditor will remove the mistakes that a spellchecker can’t. I offer a range of services—all affordable and all to a timescale that matches your enthusiasm. My clients include those enjoying the thrill of self-publishing their first book and award-winning authors. I work with clients in the UK, America, Australia, and mainland Europe. Please quote ALLi02 for a discounted quote.

helenbaggott.co.uk
info@helenbaggott.co.uk

The History Quill

Services Provided: Content editing, copyediting and proofreading, bespoke service, group coaching

The History Quill specializes in providing editing services to historical fiction writers. Our mission is to provide everything you need to make your writing a success, including specialist historical fiction editing services, group coaching, and dedicated tips and resources.

thehistoryquill.com
enquiries@thehistoryquill.com

Hot Tree Publishing

Services Provided: Organize, schedule, and coordinate all aspects of the book development from editing to design

Hot Tree Publishing’s initial focus was on romance and a wide spread of romance sub-genres; however we have since opened our first imprint, Tangled Tree Publishing, specializing in mysteries, thrillers, suspense, and crime.

A leading editing provider to independent authors and small publishing houses, Hot Tree Publishing is the sister company to Hot Tree Editing, founded in 2012. Having established in-house editing and promotions, and a well-respected market presence, Hot Tree Publishing endeavors to be a leader in bringing quality stories to the world of readers.

hottreepublishing.com
contact@hottreepublishing.com

Indie Publishing Group

Services Provided: Book editing services, book writing services, book formatting, children’s book layout and illustrations, publishing assistance, audiobooks

All of the services provided by Indie Publishing Group can be purchased individually or rolled into a complete package. When you work with us, you’re working with a company that cares about your finished book. We want your work to shine! A professional finish to your hard work is the least that your blood, sweat, and tears deserve!

indiepublishinggroup.com
clayton@indiepublishinggroup.com
IndieCat Editorial

**Services Provided:** Opening chapters assessment, manuscript critique, full developmental edit, beta read

Indie authors work hard on their manuscripts and want their books to do well, just like any other writer. But you don’t have the support of a publishing house or agent.

That’s where I can help. Manuscript critiques and developmental edits can give you fresh insight into your story and characters. Armed with editorial feedback and an actionable rewrite plan, you can move on toward your final drafts with confidence.

[indiecateditorial.com](http://indiecateditorial.com)
[karen@indiecateditorial.com](mailto:karen@indiecateditorial.com)

Jane Hammett Editorial

**Services Provided:** Copyediting, line editing, proofreading, mini-edits, manuscript critiques and blur writing

I’m an Advanced Professional Member of the Chartered Institute of Editing and Proofreading. I’m reliable, professional, thorough, friendly and honest: you can trust me to make the changes that will allow your words to soar. I want you to be delighted with my edits, to feel that your work is still yours but perfected. Polished. Ready to fly.

Clients come back to me because they trust me. Please get in touch to discuss your project.

[jane-hammett.co.uk](http://jane-hammett.co.uk)
jane.hammett@sky.com

Jessica Kate Brown Editor

**Services Provided:** Copyediting, proofreading and book proposal editing

Writing a book is so exciting, but putting yourself and your words out into the world can feel overwhelming! My job is to provide expert editorial support to give you the reassurance and peace of mind that your writing is ready to go public, so you can publish with complete confidence.

I work with authors to hone and refine their writing while staying true to their individual style and unique voice.

[jessicakatebrown.com](http://jessicakatebrown.com)
jessica@jessicakatebrown.com

Jill French

**Services Provided:** Manuscript critiquing, developmental editing, copyediting, proofreading, localizing, formatting, and writing services

Your writing deserves to be edited with expertise and care, so that is where I come in. I am Jill French, an advanced professional member of the Chartered Institute of Editing and Proofreading (CIEP), and I follow the CIEP Code of Practice. I support independent authors of fiction and creative nonfiction to prepare their manuscripts for self-publication or presenting to an agent or publisher.

[jfeditorial.com](http://jfeditorial.com)
jf@jfeditorial.com

JJ Toner Editing (JJTE)

**Services Provided:** Developmental mentoring, structural editing, line and copyediting

At JJTE, we offer a professional editing service covering author mentoring and editing at every stage in the creative process. We specialize in thrillers, mysteries, science fiction, historical fiction, war fiction, and spy stories.

[jjtoner.com/editing-services](http://jjtoner.com/editing-services)
jjtoner.com/contact

Karen Robinson Copy Editor and Proofreader

**Services Provided:** Copyediting and proofreading

You don’t want your readers to get distracted by errors in your book. So don’t let your readers find any errors — let me find them instead.

You want an editor who understands the conventions of your genre. I specialize in fantasy, dystopian, paranormal, and speculative fiction.

You want an editor who doesn’t try to rewrite the book in her own voice. My goal is always to retain the author’s voice — just to make it a cleaner version of that voice.

[karenrobinsonedits.com](http://karenrobinsonedits.com)
karenrobinsonedits.com/contact
Karin Cather Editorial Services

Services Provided: Structural editing, stylistic or line editing, plot holes, fact-checking, research, copyediting, proofreading

There’s a specialist for every genre. From legal content to arts and sciences research, and from web content to fiction, I can help you perfect your words. Even the strongest work can benefit from professional editing. Perhaps especially.

catheredit.com
karin@catheredit.com

Kingsman Editing Services

Services Provided: Copyediting, line editing, developmental editing, book formatting, manuscript consulting

By combining an editing duo with expertise, this team is ready to make your manuscript shine. We know how important your manuscript is, so we want to give your manuscript the best weapons we have: our red (digital) pens and our eyes.

kingsmanediting.com
kingsmanediting@gmail.com

KN Editorial

Services Provided: Proofreading, copyediting, line editing, development editing and manuscript evaluation

As an editor, my job is to support and encourage rather than criticise. I want to work with you to enhance your voice and make sure your vision is clear to the reader. I specialize in horror, fantasy, and dystopian fiction.

kneditorial.com
info@kneditorial.com

Kolb-Williams Writing and Editing

Services Provided: Copyediting, content editing, editorial assessments

Hello! I’m Sarah Kolb-Williams, a science fiction editor, dog lover, and serial comma enthusiast from Minneapolis, Minnesota. I love helping independent authors learn new ways of looking at their writing and develop the revision techniques they need to produce more powerful drafts. (New authors welcome!)

I offer two levels of copyediting, giving authors control over the cost and scope of each project, and my fast, affordable editorial assessments provide direct, actionable feedback on the first few chapters. Back cover copy and full manuscript assessments are also available.

kolbwilliams.com
sarah@kolbwilliams.com

Kristen Corrects, Inc

Services Provided: Developmental editing, line editing, copyediting, first chapter critique, manuscript critique

Fiction book editor, Kristen Hamilton, is an award-winning manuscript editor who provides book editing services to self-publishing and traditionally publishing authors.

Kristen is a trustworthy, communicative professional who works independently on your manuscript, providing individualized service to correct your book’s errors and highlight its strengths, setting you up for success in the publishing world.

kristencorrects.com
kristencorrects.com/contact
KT Fiction Editing
Services Provided: Line editing, copyediting, interior design for e-book and print

I’m an advanced professional member of the Chartered Institute of Editing and Proofreading (CIEP). I specialize in sentence-level editing for independent authors. I particularly enjoy working on crime, romance, children’s and young adult fiction as well as general non-fiction. I offer a range of tailored services to make your words sparkle. Free sample edits on request. Get in touch to see how I can help make your book shine.

ktediting.com
info@ktediting.com

Liminal Pages
Services Provided: Manuscript critique, line and copyediting, editorial appraisal

I’m Sophie. I’m a specialist fiction editor who provides editorial services to writers (and publishers)—and I train other editors through my online courses, too.

It’s my job to help you make your novel the best it can be, whether you’re self-publishing or planning to submit to agents and publishers.

liminalpages.com
sophie@liminalpages.com

The Literary Consultancy
Services Provided: Manuscript assessment, copyediting, proofreading, ghostwriting, mentoring

The Literary Consultancy (TLC) was set up in 1996 as the first editorial consultancy of its kind, offering professional feedback to writers at all levels. Since then, we have sent detailed feedback reports to thousands of writers on a range of writing projects: across novels, memoir, poetry, short stories, and scripts, from beginner writers to well-known names.

literaryconsultancy.co.uk
info@literaryadventures.co.uk

Loomis & Lyman, Inc
Services Provided: Consultations, line editing, copyediting and proofreading

I believe editing is a powerful tool. I see it as a partnership with the author, and the more an author knows and understands about the publishing process in general and the editing process in particular, the more equal the partnership will be. Words matter, and I believe everyone deserves a chance to have their words heard.

loomisandlyman.com
alexandra@loomisandlyman.com

Louise Harnby, Fiction Editor & Proofreader
Services Provided: Fiction editing and proofreading

I’m a specialist commercial fiction editor who helps independent authors prepare their books for market. If your writing needs smoothing to ensure it engages your reader, or if industry-standard grammar, spelling, and punctuation are your sticking points, I aim to work carefully through your narrative and dialogue, attending to flow, clarity, and consistency. That way, you can concentrate on what you do best—telling stories.

louiseharnbyproofreader.com
louise@louiseharnbyproofreader.com

Lucy Ridout Editorial Services
Services Provided: Fiction and travel editing services

Are you struggling with a plot that loses its way, characters that lack credibility, or a travelogue that reads like a journal? I can help. I’m a specialist editor of fiction and travel, and I work with debut writers, self-publishing authors, and trade publishers. I’m an advanced professional member of the Chartered Institute of Editing and Proofreading, and I’m also the author of many Rough Guide travel books. I look forward to hearing from you.

lucyridout.co.uk
editor@lucyridout.co.uk
**Luna Imprints Author Services**

**Services Provided:** Beta reading, developmental editing, structural editing, copy and line editing, proofreading

Whether you’ve just finished your first novel or your tenth (or fiftieth), I’m here to help. I’ve worked with authors on beta reading contracts, developmental edits, and simple copy edits, helping them fix various aspects of their stories in all genres (romance, paranormal, thriller, dystopian, etc.) and polishing their writing to its best level.

Wherever you are in your writing journey, with Luna Imprints Author Services (LIAS) you can be sure to get professional services, one-on-one coaching, and affordable flat rate editing.

lunaimprintsauthorservices.com
luna.imprints.services@gmail.com

**Manda Waller Fiction Editing and Proofreading**

**Services Provided:** Copyediting, proofreading

Friendly, helpful, supportive, and honest fiction editor offering affordable, thorough line editing and proofreading.

You’ve written your manuscript, and now you are looking for a fiction editor who can help you make it the very best it can be.

I have over 20 years’ experience as an editor and proofreader and would be delighted to help you.

mandawaller.co.uk
proof@mandawaller.co.uk

**McIntyre Editorial Services LLC**

**Services Provided:** Developmental editing, line editing, copyediting, content writing, reporting and journalism

My goal as a book editor is not only to uncover the best version of your manuscript, but to help you improve your skills as a writer. I particularly enjoy the teaching aspect of the work and often work with novice writers and authors choosing to self publish. To me, editing is a collaborative process, and my hope is that by the end of our work together, both of us will have learned something new.

mcintyreeditorial.com
bymegmcintyre@gmail.com

**MOON Fiction Proofreader**

**Services Provided:** Proofreading

Helping first-time and experienced independent/self-publishing writers sculpt the best book for publication. Conducting a delicate balance of sentence-level work that complements a novel’s authenticity and complexity.

moonproofreader.com
hassan@moonproofreader.com

**The Narrative Craft**

**Services Provided:** Line editing, copyediting, development editing, consulting

Hi there! I’m Dr Andrew Hodges. I help fiction authors and ethnographers complete their book projects with confidence. My areas of expertise are science fiction/fantasy fiction and ethnography. I specialise in line-editing and developmental editing and often work with multilingual authors.

thenarrativecraft.com
info@thenarrativecraft.com

**Navarre Editorial Services**

**Services Provided:** Editorial services of picture books, chapter books, and middle grade novels

You know that good editors are hard to find, and you’ve been searching online for a while. You click and scroll through page after page as you wonder, “Is this the right editor for me and my book?”

Look no further. This is where I come in.

I’m Jennifer, and I work with authors of picture books, chapter books, and middle grade novels. I help authors like you feel more confident and encouraged about their writing as they pursue self-publishing or begin to query agents.

jenavarre.com
jenavarre.com/contact
Nicky Lovick Book Editor

**Services Provided:** Editorial assessment, development editing, copyediting, line editing and proofreading

My passion is story – how to help you make your story the very best it can be. I pride myself on a friendly (but always honest!) approach and hope you’ll enjoy the editing process. If you’re fairly new to writing, I can help you hone your storytelling skills – you’ll find yourself a better writer for it. If you’re an experienced writer, you’ll know the value of another pair of eyes on a manuscript.

nickylovick.com
hello@nickylovick.com

Nicky Taylor Editorial

**Services Provided:** Line and copyediting, developmental editing, manuscript critique, editorial consultancy

I edit fiction and creative nonfiction for independent writers. I aim to be encouraging and supportive, helping you to connect with your readers in an engaging and accessible way while respecting your unique style and voice. And, hopefully, I can help you to become a better writer in the process. I’m an advanced professional member of the Chartered Institute of Editing and Proofreading (CIEP).

nickytayloreditorial.com
nicky@nickytayloreditorial.com

Novel Thinking

**Services Provided:** Manuscript assessment and substantive editing

Novel Thinking is here for you and your book. I know writing, and I can help you with yours, whether you have a finished manuscript looking for that final polish, an early draft needing a gentle point in the right direction, or a story idea somewhere in the middle that just won’t come right. Whether you’re an indie ensuring the highest standard of product before publishing, a new writer preparing to submit to agents or publishers, or a published author with a new project, I can help.

novelthinking.co.uk
novelthinking@protonmail.com

Orange Street Editorial

**Services Provided:** Editing, proofreading, and project management

Tom Berger’s focus is to help subject-matter experts create cost-effective books that reflect their passions and expertise. He strives to ground each project on a collaborative and mutually satisfying partnership between the author/publisher and editor.

orangestreeteditorial.com
proeditor46@gmail.com

Perfect the Word

**Services Provided:** Deep line/copyediting, manuscript assessment, proofreading

Specializing in fantasy/sci-fi, crime/thriller, commercial fiction, and YA, I work with major publishers but mainly with independent authors. I will not only aim to perfect your spelling, punctuation, and grammar, but will help you add that extra touch of style. Contact me for a sample edit (up to 1,000 words) and a quote. I am an advanced professional member of CIEP, member of ACES, and an associate member of CWA.

perfecttheword.co.uk
lesley@perfecttheword.co.uk

Proofnow

**Services Provided:** Proofreader

You’ve written something. You need someone to check it. It could be a website, nonfiction book, dissertation, children’s book, or textbook. I have trained extensively to proofread writing. That is, to check errors and inconsistencies in spelling, punctuation, grammar, and context, giving you a reliable and efficient service. Adaptable and distinctive, I provide valuable proofreading skills.

Education is my specialty. With my background in teaching, I understand how learning happens.

proofnow.co.uk
annie@proofnow.co.uk
Proofreader NI

Services Provided: Proofreading, proof-editing, copyediting, developmental editing, rewriting

I’m Victoria, a freelance editor and proofreader. As a qualified professional, I offer rewriting, critiquing, developmental editing, copyediting, and proofreading services—all delivered using industry-standard practices.

proofreaderni.com
victoria@proofreaderni.com

Purple Ninja Editorial

Services Provided: Development editing, copyediting, line editing, proofreading, copywriting, style guide creation, book formatting and cover design

As an editor, I take a collaborative approach with my authors. Relationships are important to me, and while I do love my red pen, every mark is made with love. Need a little hand-holding? No problem! I’m always here to bounce ideas back and forth and to think of new ways of saying something when you just can’t quite find the words. My promise to you is that I’ll always be honest. If I can help, wonderful! If you need something I can’t provide, I’ll tell you and do my best to find a colleague who can.

purpleninjaeditorial.com
melissa@purpleninjaeditorial.com

Quinn Editing

Services Provided: Line editing, copyediting, proofreading print and digital media

We offer services for writers, businesses, entrepreneurs, publishers, bloggers, and students. Large and small jobs are welcome, both digital and print media. Don’t let your great ideas, projects, or research be derailed by errors and typos. Professional editors will polish your writing without changing your voice or perspective.

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I focus on the big-picture story elements of your manuscript, like character, plot, and pacing, and offer manuscript critiques and developmental edits.

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Finishing a Series: When is it Time to Stop?

Authors, publishers, and readers love series—authors because it’s easier to write each new book in the same world as the first one, publishers because it’s much easier and more profitable to market and sell a sequel to a successful book than a standalone, and readers because if they discover a series they like, then they’ll read them all. But as an indie author, how do you know when to call a halt to a successful series and move on?

ALLi thanks Debbie Young, author of the Sophie Sayers Village Mysteries series, editor and author joy advocate, Lauren Johnson, and all the ALLi members who contributed to this article.

Sir Arthur Conan Doyle once said, “If in 100 years I am only known as the man who invented Sherlock Holmes, then I will have considered my life a failure.” Doyle epitomizes the fear of many authors who create a successful series of novels: that they may be obligated to write about their main characters for the rest of their lives.

As an indie author, in theory you get to choose how long you want your series to be. If you’re still loving your main characters and don’t want to stop, you don’t have to. But often in our author’s heart (or our stories’ plot lines), we come to realize time’s up, sometimes before we expect it.

Know When to End a Series

It can be a tough decision to end a series, especially when you still enjoy writing it and it’s selling well, with a healthy read-through of readers hooked from the first book.

Usually it becomes clear when a series has run its course, which may or may not necessarily be at the moment you planned. Here are some indications it’s time to finish:

- When the characters have overcome their initial flaws/neuroses/obstacles, and there’s not much room for them to grow or change, then that’s a good time to wind things down.
- If your series is more episodic, with static characters but different adventures each time, then running out of ideas for new escapades is a sign that it’s time for the series to end.
- Your characters have stopped speaking to you. You want to get yourself into a new headspace and get excited about something new.
- You’re a little sad to say goodbye to your main character, but also glad to be leaving them in a happier place than where they started.
- You’re positively relieved when you think about writing the last of your series, because you’ll finally have time to write the dark psychological thriller or romantic historical drama or nonfiction tempest that you’ve been wanting to write for a long time.
- You made a conscious decision that your mystery series would be a quartet. You
told your readers it would be four books, so you’re going to stick to it.

Not everyone who starts writing a series knows exactly how many books it will include. Some ALLi members thought they’d written standalones with a slightly open ending, leaving the reader to wonder what might come next.

The things is, most readers don’t want to wonder. They want to know.

Not Ready to Finish Your Series?

Sometimes your plans for a standalone book can turn into a series, and sometimes your plans to end a series turns out to be not what you thought. Leave yourself open to the possibilities of discovering the best indie path for you.

- One ALLi member planned to write a standalone novel and ended up writing six novels and two novellas in her alternate history series before starting a new series of contemporary thrillers.
- With book eight just released and book nine in the pipeline, one member is not finished with her series yet because she’s still enjoying writing it. She’s decided to end it when either her main character or she herself tires of the process.
- Another member originally had a series of six in mind, but then started to find her audience toward the sixth book. She changed her mind and wrote another six.
- One member has no plans to stop writing his series and envisages at least twenty more.
- After completing a five-book series, one author felt bereft. Several readers asked for more, so she created a happier ending with a seasonal novella to wrap up her series in a new way. Books one through six were based on the main character’s arc, but then other characters grew arcs, and she discovered she’d found a rainbow. What a lovely concept!

Of course, it’s possible to leave the door open and return to a series later. There’s nothing wrong with keeping your options open. One author suggests that you avoid labeling a series complete, even if you think it is. Though she has no plans to write more books for her series, she never announced that they were finished, just in case she decides to write more in the future.

Keep a Series Fresh by Diversifying

If you find yourself flagging mid-series, then diversifying onto other projects can help keep your series fresh and stop you from getting bored. (And if you’re bored with your book, your readers will be, too.)

Sometimes you simply need a break from the same characters. The creative shift of starting a new series or standalone may be just what your author self needs. By developing two or more books or series at the same time, each one will stay fresh. You may find even more side projects to come.

The possible downside? You may have multiple series each crying out for its next book, and then feel like a juggler!

Stand Firm

When you have decided that the time has come to end your series, you need to prepare yourself for a sense of bereavement. You may be tempted to keep writing in order to remain in your characters’ world. The prospect of saying farewell to a series that has occupied your mind for years can be daunting.

Many series authors have felt a wide range of emotions when bringing their series to a close:

- Lots of ALLi members say there’s very much a feeling of loss, and it takes a while for that feeling to go away. It can be like saying goodbye to a family you’ve become close to and whose successes and failures you’ve participated in first-hand.
- One ALLi member wondered whether her uncharacteristically slow progress was due in part to reluctance to let go. She also wondered what to do with all the research she had done for the time period. Her husband suggested doing a spin-off series. That is when she found her cunning plan, which was to do another series, set in the same era, but located in her hometown, where on-the-spot research is cheaper in normal times and easier in Covid times.
Something akin to post-partum depression or maybe empty nest syndrome happens for many authors who complete a series. One member says that, after completing an epic four-part series of more than a half-million words, she wasn’t ready to lose her characters after spending so many years with them. But their arcs were complete. So she did the next best thing...she decided to reread her books!

One series author starts plotting his next project within a week of finishing a series, to get his head out of that empty space and into one of creativity again.

Make Way for New Opportunities

In fact, ending a series allows you to embrace fresh challenges and new ideas. Even the creators of the most successful series characters of all time—arguably Sherlock Holmes, Hercule Poirot, and Miss Marple—found time and space to write about other worlds. Sir Doyle wrote other fiction, nonfiction, and poetry, while Agatha Christie wrote six novels about “crimes of the heart” under the pen-name Mary Westmacott. As Doyle and Christie were well aware, authors do not exist only to serve our readers—or to pay our mortgages and household bills—but also to grow as writers.

ALLi members feel the same way:

- One author says that her sadness is tinged with the relief that she’s finished alongside the anticipation of starting something new.
- Many authors know about that stressful, nagging feeling of having to make the next book in a series as good or better than the last. That negative feeling can disappear when you start work on a new standalone and keep yourself fresh.
- One author of a successful series said the weight was lifted from his shoulders which allowed new ideas for standalone or series to come his way.

Ending a series can also be an excellent opportunity for some well-needed creative rest. Remember, creative rest is seminal. You never know what new and exciting ideas will manifest when you allow yourself the space to breathe and wonder.

Gain Confidence from Completing a Series

Another benefit of completing a series is the confidence that comes with having achieved your goal and the motivation you can feel to emulate your past success with new books and series.

When one author started a new series after finishing another, he realized that the final book was some of his best writing ever, especially the ending. His confidence came from successfully bringing the first series to a close. He used that achievement as a benchmark to surpass as he soldiered on. He is four books into the second series and knows how the eighth and final will end.

Capitalize on Completing a Series

If the first book of a planned series has been well received, it’s worth completing the series as fast as you can without compromising on quality. It can definitely help with sales, as some readers refuse to buy any books until the series is complete.

Capitalize on the intellectual property that you have within your completed series by producing it in every format available. Besides the obvious paperback, e-book, and audio, hardcover, large print, and special commemorative editions will help you generate extra revenue even if you never write another word.

One cost-effective strategy is to issue two- or three-book box sets of the first e-books in a series. Many authors have found great success with collections (as Amazon would like us now to call them). Priced right, box sets help readers who come late to your series to catch up at a slightly reduced price. They also may appeal to a particular subset of readers who just love box sets so much that they buy them in preference to single books. It’s not just about the price point: it’s the bookish equivalent of binge-viewing a series on Netflix or Hulu.
An established series with a good sales record and great reviews will also make your series an attractive proposition for rights sales: translations, film, TV, and even merchandise. (Read ALLi’s Guidebook on How to Sell Rights for more guidance.)

Make Extra Income with Spin-Offs

Spin-offs are a great idea. You can write some short stories or novellas about the characters if you want to revisit them, or you can take a secondary character and write a back story or even a new series.

You don’t have to write your stories in chronological order: think prequels as well as sequels. While writing a seven-book series, one author started a quick-read (and quick-to-write) novelette series. Each story was about 25% of the length of a novel. She’s also planning a Christmas special collection of short stories and a novel about one of her minor characters in the series.

Another income stream might come from creating a series companion or reader guide, or a directory of all the characters and settings for die-hard fans. Alternatively, such guides might be used as mailing list magnets.

Carry Series Readers with You

If you’re nervous about leaving behind your established readership from your completed series, try introducing some crossover between your old series and your new to carry readers with you. One example would be to set your new series just down the road from your main character’s home. You can mention it in your mailing list magnet, noting that your antagonist’s brother or a new next door neighbor befriends a main character, and a new adventure begins.

It can be more difficult to link your books if your subsequent series is in a different genre, but you may find another way of linking them. One author took an interesting approach by creating a new series for the village setting she wrote about in a contemporary cozy mystery series, and this time set it in the 1920s.

Happily Ever After?

You’re in good company if, due to reader demand, you plan on adding another novel to a once-finished series. The late, great Douglas Adams announced: “the fifth book in the increasingly inaccurately named Hitchhiker’s Guide to the Galaxy Trilogy.” Sometimes “happily ever after” is another new beginning. As an indie author, it’s all up to you.
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Mark Lefebvre, Director of Business Development for Draft2Digital, said this:

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BlueInk Review

Services Provided: Promotional services, reviews

BlueInk Review is a fee-based review service devoted exclusively to self-published titles. BlueInk offers honest, objective reviews penned by professionals whose bylines have appeared in prestigious publications or who have edited for major publishing houses.

Reviews appear on BlueInk’s website and are widely syndicated to readers and industry professionals.

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info@blueinkreview.com
**BoldBooks**

**Services Provided:** Online marketing and sales platform

BoldBooks—the indie author platform—is still in Norwegian only but will be launched in several language versions when the Norwegian version has been further developed.

BoldBooks is a self-service solution for authors who don’t wish to use traditional publishers. Here you will find all the services you need to develop, produce, market, and sell your own book. In other words—you control the whole process yourself, and the rights to the manuscript and profit from book sales belong to no other than you.

boldbooks.no
boldbooks.no/kontakt-oss

**BooksGoSocial**

**Services Provided:** Book promotion campaigns, author training

A long-term book promotion service which focuses on increasing your daily book sales. We provide advice on improving your book presentation on Amazon, and then promoting books to our 725,000+ Twitter followers, to our 25,000+ member Facebook groups, and to our 100,000+ email subscribers. We also offer a money-back guarantee. We provide training for authors online, and we founded the Dublin Writers Conference in 2015. We are not effective for literary fiction, experimental fiction, poetry, YA, memoir, or children’s books.

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laurence@bgsadmin.com

**BookSirens**

**Services Provided:** Review service

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**Dango Books Partners**

**Services Provided:** Book marketing and promotion services

Dango connects indie authors and small publishers with a growing community of dedicated readers who already love books like yours! Our growing newsletters of 20,000 readers receive email book recommendations based on their genre preferences.

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**ebookfairs**

**Services Provided:** Book marketing, virtual book fairs

We are a community of authors working together to create virtual book fairs and cooperating to promote each other’s books. We do that in a fun way that includes giving our fans a chance to win prizes each week for coming to our fairs. We hope you will join us!

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[info@ebookfairs.com](mailto:info@ebookfairs.com)

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**Elly Donovan PR**

**Services Provided:** Publicity campaigns for independent authors and publishers

I offer a range of defined ‘PR Packages’ at fixed prices. I work across the UK and Irish media (including TV, radio, newspapers, magazines, and websites) and have a good track record of obtaining interviews, feature articles, and reviews for my authors. I also offer a range of other PR services including media training and event PR.

Formerly the PR manager at two publishing houses, I have also worked as an advertising copywriter, PR project manager, and a magazine journalist/editor.

[ellydonovan.co.uk/services](http://ellydonovan.co.uk/services)
[elly@ellydonovan.co.uk](mailto:elly@ellydonovan.co.uk)

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**LitNuts**

**Services Provided:** Book promotion services via newsletter, website, and social media

LitNuts promotes only books from independent authors and small presses. Our subscribers are genuinely supportive of indie publishing, and they want information about indie books. Our goal is to bring the ‘Best of the Indies’ to booklovers. We do not solicit or accept book promotions from the Big 5 or their imprints.

**ALLi** members can get a 30% discount on all book promotion services with LitNuts by using discount code ALLi30 at checkout.

[litnuts.com](http://litnuts.com)
[info@LitNuts.com](mailto:info@LitNuts.com)

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**Pauline Wiles Website Design**

**Services Provided:** Website design and creation

Beautiful, custom websites for women with a message.

As an indie author turned website designer, I’m uniquely placed to support you.

With six books of my own published, I know exactly what you need when creating your most essential marketing tool.

If you’re a coach or an author, and you’re ready to be taken seriously with a professional online home, we could be a match.
**Payhip**

**Services Provided:** E-commerce platform

Payhip is an e-commerce platform that enables authors to sell directly to their fans and followers using just a link. You can simply upload your e-book, enter the price, and start selling on Twitter, Facebook, or your own website. Payhip takes care of file storage, payment processing, and e-book delivery to your customers.

[Payhip](http://payhip.com)
[contact@payhip.com](mailto:contact@payhip.com)

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**Services Provided:** Digital book marketing

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Write.Publish.Sell is here to provide author coaching, publishing, book launch support, and other author support services. We offer soup to nuts support (ie a one-stop-shop) to provide the services and guidance you need with publishing your book while reducing the stress you face from all the different decisions and elements involved.

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**Services Provided:** Marketing and promotion services

Written Word Media has served over 30,000 authors, many of whom are self-published, and works with three of the big five major publishers as well as a long list of smaller publishers and publicists on book promotions. Written Word Media has a combined audience of over 800,000 readers of which over 600,000 receive email book recommendations based on their genre and device preferences.

[Written Word Media](http://writtenwordmedia.com)
[ricci@writtenwordmedia.com](mailto:ricci@writtenwordmedia.com)
Understanding Your Genre

Understanding the genre you want to write in is one of the most important elements of being a successful author. It helps you craft books more closely to what your readers want. It also helps you be more marketable and hopefully sell more books. But what do you need to know and where do you look for that market information? ALLi extends our thanks to partner member Nat Connors from Kindletrends for his contributions to this article.

Many methods are available for how to research your genre of interest using the most common e-book platforms: Amazon Kindle, Barnes & Noble, Kobo, Google Books, and Apple Books. These e-book platforms aren’t the entire landscape of the independent author’s market, but they are an immediately accessible and cost-effective way to research a genre, so they’re a good place to start.

There are also many different theories about what a genre is and how they relate to each other. As you do your own research, you’ll likely come up with a theory of your own. There are many well-researched and thoughtful books about specific aspects of genre research. The approach described here is intended to be complementary—not contradictory—to the plentitude of ‘how to research’ material available elsewhere.

Reading Your Book Genre

To get started understanding a genre, you do need to read a lot of books. If you’re in a country that offers Amazon’s Kindle Unlimited subscription program, this can be an inexpensive way to read a number of books for research. Otherwise, many authors will offer temporary discounts on e-books or price individual e-books (for instance, Book 1 in a series) very cheap or for free. Keep an eye out for these in the categories you’re studying to keep costs down.

Choose a few books to buy and those that look appealing to you and that you would like to have written. Make notes on why those books look appealing and what you like about them. As you read these books, your experience and your opinions will change, so it’s important to record your initial observations.

Work through the books while paying attention to the major story and style elements. Make notes on what you read, where it happens in the book, and how each element is linked to the others around it. Reading for research like this is a little different than reading for enjoyment or for style and story craft reasons. Try to stay high above the story by focusing only on the main elements and what emotions they communicate to the reader.

Next, go back to the store page for the book and read the reviews, both positive and negative. If you see a common element that readers liked or didn’t like about the book, make note of it. The details of what readers say are often not as important as the individual elements they write about. A story element which is memorable will be commented upon in a review. So, for each relevant comment, think about what would cause a reader to feel that way.

When you’ve worked through a few different
books, compare your notes on them. Which elements are the same, and which differ between books? How do the similar or different elements affect the plot? Which elements are most often commented on (whether positively or negatively) by readers?

The more books in a genre you read, the more you’ll get an idea of the relationship between story elements and reader expectations as well as how those expectations are established and then fulfilled by the story in a satisfying way.

**Four Aspects of Research**

Research is divided into four aspects, representing four different areas you need to master to be on top of your book genre. They start with the ‘innermost’ and most fundamental one—the content of your book—and work outward through blurbs, covers, and genre mechanics. **ALLi** suggests tackling them in this order so you can see how each influences the other.

1. Content: what’s in your book
2. Blurbs: what’s on the buying page of your book
4. Mechanics: everything else about your genre that isn’t your book

Within each aspect, you can examine the specifics of the differing e-book publishing platforms to identify the key features of books in your genre.

**1. Content**

Understanding genre content is the most important part of writing successfully in a genre. This understanding doesn’t imply that you have to copy what others have done or even be bound by it. But the more you understand what’s in a genre, the better you’ll see how your own book fits…or not.

Ultimately, the content of your story is what you are delivering to the reader for their time and money. The content is promised through the cover, developed in the blurb, and then finally delivered when a reader decides to buy your book. This means that understanding the relationship between story elements in a genre, and the reader expectations they fulfill, is one of the best ways to spend your research time.

Start by looking at the relevant categories in each online store. Here’s a table of links to categories, by platform:

- **Amazon Kindle**
- **Barnes & Noble**
- **Kobo**
- **Google Books**
- **Apple Books**

You don’t have to look at every single store in detail. Since Amazon has the largest market share, a pragmatic approach is to focus your genre research on the Amazon Kindle Store. Then once you’ve done research there, look briefly at the other stores with the goal of understanding the differences between the way your genre is represented on each platform.

Each one is slightly different in structure, and some stores are easier to navigate than others. The books in each store are separated into categories, similar to brick-and-mortar stores, such as: thriller, nonfiction, poetry, self-help, historical fiction.

Categories generally have a hierarchical relationship. For example, ‘Space Opera’ might be a sub-category under ‘Science Fiction.’ In a few cases they converge; that is, a single category belongs to two different hierarchies. All the stores share large overarching category divisions, like Science Fiction, Politics, Romance, History, or Fantasy, but beneath those general categories they may differ quite a bit. In addition, the type of books that are on the stores in each category may differ slightly, most often in the cover and blurb.

One of the most challenging parts of genre research is that a store’s division of categories may not match up with our understanding of genre, as authors and readers. As authors, we sometimes have problems categorizing our books because some genres are clearly and comprehensively represented by a single category (for instance, Western Fiction), and others aren’t.

Furthermore, genres are subjective, non-exclusive, fuzzy-edged, and rapidly changing. For instance, the ‘LitRPG’ genre is popular now in self-published fiction, but was not at all popular three to four years ago. **BISAC codes**
represent another view of genre, one that is oriented around the traditional publishing industry with book distribution and libraries. Each of these frameworks is important, but can be confusing. For now, keep it simple. Focus on understanding what types of books are in relevant categories and thinking about how those relate to what you write or want to write.

First, look at the top books in the category. The books presented first to a customer are typically the top-selling or top-earning books for that category. Although they don’t always represent the entire category in terms of themes or presentation, it’s still important to understand them. Make notes on how old those top books are: if there are a lot of new books less than thirty days old, that shows that the category is pretty active, and new books are coming out every month. This might mean that it’s easier to get into the top-selling books, but it might also mean that you need to publish more frequently, and advertise more, to stay there.

On the other hand, a low number of new books might mean that you don’t have to publish as frequently in this category, but it might be harder to break into. You can also watch this figure from week to week and month to month, to see if the category is getting more, or less, busy.

2. Blurbs

Blurbs are (typically) the last thing readers see before they decide to buy your book. Writing effective blurbs is challenging and takes constant practice, but of all the elements we’re discussing, it’s the one that is cheapest to improve and the most in your control.

To understand a genre through blurbs, it can help to work on a blurb for your own book, whether you’ve finished it or not. Many successful authors start writing a blurb at the same time they start their book, and they continue to polish and perfect it as they write.

Let’s imagine you have a book or a book concept in mind, and you want to understand more about your genre by working on a blurb for it. Start by going to the store of your choice and looking for books that are similar to yours. Taking just the blurbs, rank the books in order...
of their appeal to you. Try not to think too much about this; just do it quickly. The goal is to try and adopt the mindset of a reader who is browsing for something to read.

If you can, see if you can enlist a friend to do this as well. Comparing their ranking with yours may tell you about things you’ve missed.

Take the top three blurbs in order, and write the blurb for your book in the style of each of those top three. If all three have similar styles, then go further down your list until you have three different ones. Don’t worry if they don’t quite fit; you will rewrite them soon. The purpose of this exercise is to get a feeling for different ways you can write your blurb.

Next, go back to the notes you made while Reading Your Book Genre, and compare the blurbs for those books with the story elements you identified. Pay particular attention to elements mentioned by readers in their reviews; these are good targets for emphasizing in your own blurb.

In a good blurb, every single sentence is there for a reason, and every single sentence indicates something about the book. For the books you have read, what story element or elements does each sentence in the blurb indicate to the reader?

Based on this knowledge, go back to the three different versions of your blurb, and edit them. Your goal is to make each sentence in each of your blurb versions tell the reader something about your book; specifically, something that is a popular story element and/or is mentioned by reviewers of other relevant books. This is quite a challenging exercise, and you will probably find one of these blurbs more appealing to you than the others. This is understandable, but don’t give up on the others just yet.

When this is done, try to find an audience on which to test your three blurbs. This can be colleagues, friends and family, or a genre-specific readers’ or writers’ group. Present all three blurbs, and ask people to rank them in order of their appeal. If you get a clear winner in terms of style, go with that. If you don’t, ask people what they like about their favorites, and try to combine them into a single blurb.

### 3. Covers

Your book’s cover is usually the first thing that potential readers see. Just like the blurb, covers make a specific set of promises to the reader about what they will be getting in the book. In particular, covers usually tell the reader about the genre and subgenre of the book. They also play an important role in author branding, making sure readers can identify two books by the same author, even at thumbnail size.

To learn about covers in a genre, start by scanning the covers relevant to that genre, every week for a month. You’ll typically see two or three different major types of cover in a genre, with a sprinkling of other covers that don’t fit any group. Make notes about the groups which persist from week to week and about what you think is in each book, based on the cover elements.

When you’ve got an idea of the major types of covers in your genre, start making some notes, looking at the following elements:

- **People**: their presence or absence, framing (face only, in close-up, whole body), angle, dress style
- **Objects**: how are they relevant to the story?
- **Color**: what are the dominant colors and shades?
- **Typography**: font size, type placement. Relationship between the author’s name and the title—are they in different fonts?
- **Other cover elements**: taglines or devices (for instance, badges or medals)
- **Series and author similarities**: for books in a series or by the same author, what are the consistent elements which make it clear that these books are related?

Next, go to the blurbs for the books you’re looking at. Look for specific elements in the cover that are linked to key words or phrases in the blurb. Just like with blurb research, your goal is to understand what each element in the cover tells the reader—something about the genre, about this specific story, or about the author or series.

When you’ve worked through this exercise a few times, you’ll be in a good position to choose a few specific covers as a basis for your own. When you’re working with a cover
designer, this exercise will allow you to send them relevant examples of covers in your genre and also to be specific about the cover elements you want in your own cover and why.

4. Mechanics

Genre mechanics means everything else to do with your genre that isn’t specifically about your book. The mechanics of a genre are closely related to the content of your story, but they aren’t the same. In principle, you could write a great story with a great blurb and a killer cover, but if it weren’t attuned to the mechanics of your genre, it wouldn’t perform as well as it might otherwise.

In addition, your understanding of genre mechanics might affect the type of story you choose to write because of the amount of time you have available or because of your preferred work style.

To learn about genre mechanics, look in the stores of your choice for the following:

**Release Frequency**

How frequent are new books in your genre? Keep track of how long books persist and how quickly they drop out of the list of the top books.

**Traditionally Published Books**

Traditionally published books may have a different lifespan than self-published or small-press books in your genre. It’s worth looking at both groups to get a sense of the differences. If you’re not sure whether a book is traditionally published or not, look up the publisher’s name on Google. If it’s an imprint of one of the big commercial publishing houses, it will almost always come up as the first result when you do a search.

**Standalone vs Series**

Some genres heavily favor writing books in a long series, to maximize read-through. ‘Read-through’ is the process of writing your books to make it easy for readers to binge them—so when they finish one, there’s another one right there tempting them. If you’re planning to do this, you may want to do specific ‘series research’ in your genre: make a special trip to identify the books that are in a series. This is particularly relevant for planning covers. Cover design for a series can be challenging, because you need flexibility to substitute different elements for each book, while retaining other ones to maintain obvious series branding.

**Page Length**

Most stores will show the page length for each book on the store page for that book. Note ten to twenty of these, and take the average to get a sense of the length of a ‘typical’ book in that category. As with other elements, you don’t have to write to the same length as other writers in your genre, but be aware of reader expectations in this area, particularly at a specific price point. Estimates of the number of words per page reported by e-book platforms vary quite a bit, but I have used 200wpp as a lower estimate and 250wpp as an upper estimate.

**Prices**

Some categories will have a wide variety of prices in them, so it’s a good idea to look at the books at high and low price points to understand why they’re different. Traditionally published and wide books may often have higher price points than self-published or Kindle Unlimited books.

Understanding your genre allows you to decide where you want your work to sit in relation to other books. As with the content of your books, there are no binding rules, but understanding what other successful authors do and the norms of your genre will allow you to make informed decisions and ‘change your course’ as you progress in your indie author career.
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Services Provided: Editing, formatting, cover design, distribution, marketing, illustrations, indexing

At 2nimble, we take a consultative approach in helping you publish like a pro. Through free education and affordable content preparation, we’re here to get you ready for your publishing adventure.

So, whether you’re a writer, an author, an organizer of a writer’s or author group, an indie publisher, or a friend of indie publishing in general, we want to connect with you. We’ll provide you with the tools you need for success in indie publishing, and we’ll be there for you every step of the way.

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Archangel Ink

Services Provided: Cover design, ghostwriting, proofreading, e-book formatting, manuscript editing, paperback production, audiobook production, book marketing

Whether you’re looking for individualized services such as book cover design, editing, or the full publishing experience, we have a solution to fit your needs.

Archangel Ink was created to provide the quality, professionalism, and in-house services of a large publisher, while maintaining the ease and individualized service of a self-publisher.

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Services Provided: Book editing and marketing services

Author Connections is devoted to editing, publishing, and marketing excellent books for discerning readers. Give your book a distinct advantage over other titles. Collaborate with an experienced book editor and marketing advisor who works with you 1:1 on your content goals.

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Services Provided: Full publishing packages, proofreading, formatting, WordPress hosting, virtual assistant

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AuthorImprints is an award-winning, family-owned publishing services company. We help authors professionally self-publish books using their own publishing imprint. You retain ownership, control, and all royalties.

Based in San Diego, California, we’ve created hundreds of books for clients around the world during our more than ten years of service to the indie author community.

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**Services Provided:** Formatting, editing, content creation, ghostwriting, social media content

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**Services Provided:** Full-service publisher

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You don’t have to wait years to publish your book or even have to do it yourself. You can get the best of both worlds with us at BiblioKid Publishing! As a full-service hybrid publishing house, we help you with every step of the process.

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**Services Provided:** Book creation, content editing, copyediting, proofreading, voice production, consultations, cover design, SEO, distributor upload, marketing, promotion

Book Launchers helps authors in the United States and Canada write, self-publish, and sell their books. We fully support you through the phases of self-publishing, from writing to editing, and finally promoting your book. You own 100% of the content, have total creative control, and keep all the royalties. Our publishing team is YOUR publishing team.

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**BookBaby**

**Services Provided:** Book printing, e-books, editing, distribution, cover design, and more

BookBaby creates and distributes your printed and e-books to the largest distribution networks, including Amazon, iBooks, Barnes & Noble, and many other popular retailers. You’ll keep 100% of your book’s net sales and retain all rights and creative control. Best of all—you can call us at 1-877-961-6878 and talk through the process with a fellow writer who’s invested in the success of your book.

[bookbaby.com](http://bookbaby.com)
[info@bookbaby.com](mailto:info@bookbaby.com)

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**Bookollective**

**Services Provided:** PR, editing, book cover design, website creation, blog tours, digital marketing and mentoring

Bookollective is a multi award-winning team offering a range of impactful publicity, promotion, and marketing options, editing services, book cover design, and website creation. Bookollective works alongside publishers, industry professionals, and direct with writers. We pride ourselves on quality service with a friendly approach from our growing team. Bookollective also hosts regular networking events and literary areas within festivals.

[bookollective.com](http://bookollective.com)
[aimee@bookollective.com](mailto:aimee@bookollective.com)

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**Bublish**

**Services Provided:** Publishing platform with built-in marketing, branding, and discoverability features

Whether you’ve written multiple books or are just starting your first, Bublish can help you promote your work and build your brand. We simplify your online marketing process by making it a more natural part of your book production. Our mission at Bublish is to more fully integrate marketing and brand building into publishing workflows and to automate some of the more complex processes around discoverability.

[bublish.com](http://bublish.com)
[info@bublish.com](mailto:info@bublish.com)

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**Curiosity Press**

**Services Provided:** Blurbs, editing, covers, formatting, marketing and publishing

Helping writers turn ideas into books. The expertise of a publisher helping you make your book the best it can be.

You’ve written your books. Now you want to make it as professional as possible. Whatever your needs, we can help.

[curiosity-press.com](http://curiosity-press.com)
[enquiries@curiosity-press.com](mailto:enquiries@curiosity-press.com)
Cutting-Edge-Studio

Services Provided: Cover design, proofreading, editing, promotion, courses, coaching

Cutting-Edge-Studio is a one-stop-shop for authors that can not only help you with all the author services you need for a reasonable price, but also give advice when you are stuck at any time in your publishing process. We care about what we do and the people we work with and have years of experience in creating the tools you need in order to sell your book.

cutting-edge-studio.com
cutting-edge-studio.com/contact

DartFrog Books

Services Provided: Publishing packages, marketing, editing, cover design

DartFrog Books evaluates and selects the best in self-publishing and directly markets and distributes those books to booksellers in its network.

dartfrogbooks.com
dartfrogbooks.com/pages/contact

The Daydream Academy

Services Provided: Book designer, website development and training, branding, illustration

Jason Conway is an award-winning designer, artist, and published poet with 20+ years of experience working in the creative sector.

He is a specialist book designer, crafting stylish and professional book covers that command attention for both fiction and nonfiction titles.

Jason also provides effective and easy to manage author and publisher websites, website training, book layout design, branding, book art, and illustration.

ALLi members receive a 10% discount off all services.

thedaydreamacademy.com
jason@thedaydreamacademy.com

FCM Publishing

Services Provided: Social media, copyediting, book cover design, e-book formatting, author coaching, author websites, ghostwriting

FCM Publishing will support and guide you through all the stages of your book from initial concept through publishing, both in print and as an e-book. Our marketing team can then get to work telling the world why they should read your book!

fcmpublishing.co.uk
enquiries@fcmpublishing.co.uk

Fiction-Atlas Press

Services Provided: Editing, cover design, formatting, promotion, web design, and more

At Fiction-Atlas Press, we are dedicated to helping our clients get the best services no matter what they are looking for. We provide a plethora of author services including editing, cover design, formatting, promotion, web design, and more. We also publish quality books in the fantasy and science fiction genres with authors we love.

fiction-atlas.com
info@fiction-atlas.com

Forward Thinking Publishing

Services Provided: Editing, typesetting, book design, website design

We are passionate about supporting nonfiction authors to get the right support and guide them on the self-publishing journey. Anything from writing to publishing.

Self-publishing can be a minefield, and here at Forward Thinking Publishing we don’t want you to worry. We will take you through the process step by step, holding your hand at every stage and making sure you do not make any costly mistakes. Our advice and support will assist you to produce a compelling and successful book.

forwardthinkingpublishing.com
forwardthinkingpublishing.com/contact
**Fuzzy Flamingo**

**Services Provided:** Design services, editing, proofreading

Multi-award-winning business owner, editor, and designer. I’m passionate about books and provide bespoke services to publishers and authors who desire beautiful books.

Whether you’re a publishing house looking to lighten your book production load, or an author looking to publish your book yourself or with my help, I am here for you!

fuzzyflamingo.co.uk  
fuzzyflamingo.co.uk/contact

**Girl Friday Productions**

**Services Provided:** Soup-to-nuts book production and launch services, including comprehensive editorial, design, data-driven marketing strategy, distribution consulting, Amazon optimization, website design, digital publicity, and social media campaigns

Award-winning designers. Genre-expert editors. Strategists who rely on big data. And savvy consultants who know indie publishing inside and out. There’s no one-size-fits-all approach at Girl Friday because your project and your audience are unique. Here, you end up with the book of your dreams and tactics for getting it into readers’ hands.

girlfridayproductions.com  
hello@girlfridayproductions.com

**Goldcrest Books International**

**Services Provided:** Book development, publishing, promotion

Are you asking yourself ‘How do I get started with my book?’ or ‘What do I do now that I’ve written my book?’ or even ‘How do I publish and promote my book?’

We can help you.

We are a team of publishing professionals who take great pleasure in the personal touch we offer our clients. We are as passionate about your book as you are and want to offer the best possible service regardless of where you are in the writing and publishing process.

goldcrestbooks.com  
publish@goldcrestbooks.com

**GunBoss Books**

**Services Provided:** Print and e-book design and formatting, cover design, copy to full developmental editing, author websites, help submitting your book to online services, virtually every aspect of publishing your book

With an international client base and over 25 years’ experience in print and digital media, we can find the best solution to make your book look and feel its best. Our flexible prices mean we can help as much or as little as you want us to. Contact us now.

gunboss  
enquiries@gunboss.com

**MEMBER DISCOUNTS**

ALLi members can find selected discounts from our Partners by accessing the members area on the ALLi site. Offers range across the spectrum of author services, helping you to put together the perfect publishing team for your current project.

As indie authors, we are always experimenting—adding and subtracting from our existing knowledge of what works for our books and our readers. That means selecting services you feel comfortable with and you believe fit with the overarching goals for your book.

Find a full range of discounts in the Services area of the member zone:

www.allianceindependentauthors.org/members/discounts-deals
The Happy Self-Publisher

Services Provided: Writing, publishing and marketing services

Whether you are writing a marketing tool for your business, a treasured family keepsake, a delightful picture book, or the next great novel, you'll find the expert writing, editing, publishing, and marketing support you need to get your words out into the world.

happyselfpublisher.com
happyselfpublisher.com/self-publishing-services/

Heddon Publishing

Services Provided: Editing, proofreading, formatting, publishing, and managed services

We consider quality books in most genres, fiction and nonfiction. The aim is to get the content right, spot and address inconsistencies, and to get your book in the best possible shape before it is released into the world.

heddonpublishing.com
katharine@heddonpublishing.com

Independent Ink

Services Provided: Editing, proofreading, cover design, internal design and formatting for print and digital, and online distribution

Independent Ink is a one-stop shop for self-publishing authors. Based in Brisbane, Australia, our team of specialist editors and designers work with you to produce a book you will be proud of; that is both beautiful and professional. Our services are tailor-made to suit your needs.

independentink.com.au
ann@independentink.com.au

Indie Authors World

Services Provided: Professional publishing services—editorial, design for print and e-book, POD distribution, marketing, sales, community support, author events, coaching, and training

Do you want a publishing partner who encourages your ambitions, takes time to understand your book, and creates a retail-quality product on sale globally?

You keep full ownership and 100% of your profits, while we do the publishing tasks for you.

We make your publishing dreams come true.

indieauthorsworld.com
kim@indieauthorsworld.com

Indie Experts

Services Provided: Coaching, all stages of production (cover design, internal design, editing, typesetting, and file creation), online distribution, marketing, and all aspects of becoming an author-ity in your industry and much more

Indie Experts provide specialist nonfiction, business publishing services for authors who are rebels, trailblazers, and change agents.

We offer professional expertise development in the before, during, and after stages of writing and publishing.

Australasian based – Global service and focus.

Free resources are available on our website.

indieexperts.com.au
ann@indieexperts.com.au

IndieBookLauncher.com

Services Provided: Editing (all types), cover design, illustration, interior layout (e-book and print), POD, press printing, distribution, marketing, author platform, project planning

From start to finish, we help your fiction or nonfiction book reach its full potential with a plan that’s customized to your budget and needs. Access our decades of combined experience through friendly, responsive, and professional one-on-one relationships. Our priority is helping you succeed. Call us!

indiebooklauncher.com
info@indiebooklauncher.com
Izzard Ink Publishing

**Services Provided:** Book cover design, editing, interior design, illustration, marketing, and distribution

Self-publishing with Izzard Ink is simple. Plan, pick, and publish. Pick a team of publishing experts who help you with every aspect of your project. Izzard Ink takes care of all the details of publishing so you can focus on what you do best...write. With seasoned book publishers on your side, you’re a few steps closer to your goal of becoming an author. ALLi members: take advantage of a $500 discount for a Get Ink’d Publishing Package.

izzardin.com
izzardin.com/contact-us

Language+ Literary Translations, LLC

**Services Provided:** French, Spanish, German, Italian, and Portuguese translation services, book cover design, book reviews, and blog tours

As a co-op made up of top-notch literary translators, run and owned by translators, we translate books into French, Spanish, German, Italian, and Portuguese. We can also help with the formatting and uploading processes, customizing your cover design and back cover blurb for the foreign market, promoting in the foreign language market, getting your book reviewed, and offering blog tours. As a team of forward-looking, strongly motivated, and dynamically empowered book-loving professionals, at Language+ Literary Translations, we’re as good as our word!

literarytranslations.us
info@literarytranslations.us

Librotas

**Services Provided:** Mentoring and publishing for business authors

Karen Williams is The Book Mentor at Librotas. She and her team work with business experts who have a story to tell or a message to share. They take their clients from idea to publication, ensuring that they write and publish a book that helps them to attract more clients, build their credibility, and grow their business.

librotas.com
karen@librotas.com

Matador Publishing

**Services Provided:** Editing and critical assessment, typesetting, text and cover design, ISBN registration, printing, bibliographic and copyright registration, publicity and marketing, repping and sales, distribution and warehousing

Matador is perhaps the UK’s most widely known supplier of high-quality self-publishing services (production, marketing, and retail distribution). We have been offering bespoke-quality self-publishing services to authors in all genres since 1999, through both print on demand, short run and longer run printing, and e-books. We are selective in what we take on for publishing so that we can maintain quality of content, and, as a result, our reputation with UK retailers is impeccable. Full information on our website.

troubador.co.uk
matador@troubador.co.uk

MediaNeighbours.com

**Services Provided:** Editing, design, formatting, production, marketing, videography, graphic design

At MediaNeighbours, we help our clients meet their goals by translating real-world challenges into e-world results. We offer a complete array of digital and print services for authors. It’s all here under one roof—and for you, that means just one phone call, one relationship to build, and one price!

medianeighbours.com
info@medianeighbours.com
**MEL Projects Publishing and Entertainment**

**Services Provided:** Literary coaching, ghostwriting, editing, translations, e-book platform publishing, cover design, formatting, promotional and social media materials, audio book production, and adaptations for cinema, theatre, and television

We are an agency for literary coaching and editorial production. We have specialized in assisting the author in the process of conceptualizing his book, structuring the story, guiding his writing process, and facilitating the upload of his book on self-publishing platforms. We have a unique method of literary coaching created by our editor-founder, María Elena Lavaud.

melprojects.com  
melprojects.com/contact

**My Word Publishing**

**Services Provided:** Coaching, editing, cover design, interior design, marketing, and contract reviews

At My Word Publishing, we can guide you from your book idea through publication and marketing, or you can cherry pick the services that you want. And whichever services you choose, you always make the final decisions, you keep the profits, and you keep all distribution and copyrights. In other words, at My Word it’s your book.

mywordpublishing.com  
Polly@mywordpublishing.com

**MYeBook**

**Services Provided:** Edit, typeset, cover design, e-book creation, publishing tools, print on demand services

We offer all the assistance an author needs to take their writing from a raw manuscript through to a polished e-book. We specialize in helping authors sell their e-books online through a number of international e-book shops such as Amazon KDP, Smashwords, Apple iBook Store, Barnes & Noble, and Kobo Writing Life.

myebook.co.za  
publish@myebook.co.za

**PageMaster Publishing**

**Services Provided:** Publishing packages, editing, design, production, distribution, and marketing

Based in Edmonton, Canada, PageMaster was founded in 1996 to improve quality and control costs for small publishers. A personal approach to independent publishing lets you choose the help you need, get feedback and care ...and you control your rights. Our small batch paperback model (20–300) is excellent for direct author sales.

PageMaster is a complete Canadian publishing service championing works of life, diversity, and hope.

pagemasterpublishing.ca  
books@pagemaster.ca

**Palmetto Publishing Group**

**Services Provided:** Cover design, interior formatting, illustrations, editing, printing, marketing

We’re a one-stop shop for all of your publishing and marketing needs.

We transform your manuscript into a book that can be enjoyed and shared across various platforms. We strongly believe that your work is your work, which is why we take 0% royalties and you retain 100% ownership. We just want to provide independent authors the services and tools to succeed!

palmettopublishinggroup.com  
info@palmettopublishinggroup.com
**Paperback-Press**

**Services Provided:** Design, formatting, branding, editing, print-on-demand account set-up assistance, upload...everything from beginning to end.

Paperback-Press is an affordable, professional indie assist service provider. We help you produce the highest-quality e-books and print books (both paperback and hardcover). You have control of the project throughout and keep 100% of your rights and royalties. Upon your approval of the finished product, we’ll move forward to the actual self-publishing process. Quotes are up front. There are no hidden fees.

Whether it’s a novel, short story, memoir, novella, picture book, children’s book...we are the publishing partner for you!

[paperback-press.com](http://paperback-press.com)  
[sharon@paperback-press.com](mailto:sharon@paperback-press.com)

**The Pen Factor**

**Services Provided:** Assisted services

A state-of-the-art feedback and discovery engine. Every story you submit receives three independent reviews. Our algorithm, affectionately known as Ophelia, detects the best 25% and places them in the spotlight. Twice per year we select a winner and introduce them to a leading UK literary agency, Cornerstones, who scouts for a wide number of agents.

[penfactor.com](http://penfactor.com)

**POV Author Services**

**Services Provided:** Mentoring, author courses, formatting, advertising design, cover design, editing

I formed this company in 2014 as a platform for in-person workshops to help writers understand and effectively use technology in their author businesses. The 2020 redesigned POV Author Services is still focused on helping authors. But now with many new choices for live online courses and coaching/mentoring, we are not limited to those who can travel to the Pacific Northwest and meet in person.

[povauthorservices.com](http://povauthorservices.com)  
[povauthorservices@gmail.com](mailto:povauthorservices@gmail.com)

**Prepare to Publish Ltd**

**Services Provided:** Structural/development editing, copyediting, typesetting (print and digital), proofreading

Prepare to Publish offers top-to-tail book production services to anyone from self-publishers to major publishing companies. It’s run by editor Andrew Chapman (a professional CIEP member) and novelist/lecturer C M Taylor, and we have a team of more than a dozen freelancers, so we can find the right people for every project, fiction or nonfiction. We have even developed our own style and consistency checking software, The Bookalyser, to help authors and editors.

[preparetopublish.com](http://preparetopublish.com)  
[mail@preparetopublish.com](mailto:mail@preparetopublish.com)

**Publish Central**

**Services Provided:** Publishing and writing coaching, courses, editing and design packages

Publish Central exists to help authors share their words with readers. We work to the highest design, editing, and production standards and partner with the same people and companies as the major publishers to produce our authors’ books. We have been helping self-publishers for almost 20 years.

[anna@publishcentral.com.a](mailto:anna@publishcentral.com.a)

**Rabbit & Leo, LLC**

**Services Provided:** Editing, cover design, and typesetting

The vision for Rabbit & Leo is a business that offers not just writing and editing, but coaching and guidance. Rabbit & Leo is dedicated to a one-on-one approach combining my extrovert personality with my knowledge and love for editing and writing. The result is the ability to give my clients my attention and focus and offer them perfection with their products. Rabbit & Leo is not a point-and-click editing mill, but a personal, long-lasting, and amicable relationship that strives to adhere to each client’s individual needs.

[rabbitandleo.com](http://rabbitandleo.com)  
[taylor@rabbitandleo.com](mailto:taylor@rabbitandleo.com)
Reedsy

**Services Provided:** Marketplace of service providers, author tools, free publishing courses and webinars

Reedsy is a marketplace of top editorial, design, marketing, and publicity talent. All Reedsy professionals have been vetted and come from a traditional publishing background. Reedsy also offers a free online writing and formatting tool, called the Reedsy Book Editor, which allows you to format for both EPUB and POD. We can help at every stage of your publishing journey and provide you with the support you need to publish your story.

[reedsy.com](http://reedsy.com)  
[ricardo@reedsy.com](mailto:ricardo@reedsy.com)

Rethink Press

**Services Provided:** Author publishing packages, classes and courses, design, distribution, editorial, production

Rethink Press offers high-quality, professional author services (writing coaching, manuscript review and edit, cover design, typeset) and a range of publishing packages.

We specialize in business and self-development nonfiction and niche fiction, but have also published cooking, travel, inspiration, and poetry books.

We run workshops and courses on getting your book (whatever genre) written and published.

[rethinkpress.com](http://rethinkpress.com)  
[lucy@rethinkpress.com](mailto:lucy@rethinkpress.com)

Shakspeare Editorial

**Services Provided:** Evaluation, editing, designing, e-book formatting, publishing, websites

It’s a minefield out there, and this personal service will guide your manuscript into the wide world (or just to family and friends). Readers will enjoy your edited words; buyers will love the look of your cover; the insides will look professional; it will be easily available through all major channels (print and e-book). Maybe you’d like a matching website? The spend is up to you, and the income is all yours.

[shakspeareeditorial.org](http://shakspeareeditorial.org)  
[edit@shakspeare.org](mailto:edit@shakspeare.org)

SilverWood Books

**Services Provided:** Complete done-for-you self-publishing

Want to self-publish, but don’t have time to learn all the processes? We can help!

The friendly team at SilverWood will support you throughout the writing and publishing process, from editing, proofreading, and book cover design, to distribution, sales, and hand-formatted e-book editions, similar to the experience with a mainstream publishing house. Our complete ‘done for you’ self-publishing service ensures you have a professionally produced, retail-quality book you can confidently market to your target readership.

[silverwoodbooks.co.uk](http://silverwoodbooks.co.uk)  
[enquiries@silverwoodbooks.co.uk](mailto:enquiries@silverwoodbooks.co.uk)
**Sleeping Cat Books**

**Services Provided:** Copyediting, e-book design, print book design, proofreading

We understand how confusing the world of publishing can be, and we’re here to help. We offer personalized publishing consultant services to those who are self-publishing. From editing and proofreading to print design, e-book design, and cover design, we are here to help you with every step of the way. Please visit our Services page to see how we can help you.

sleepingcatbooks.com
editor@sleepingcatbooks.com

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**Stardust Book Services**

**Services Provided:** Editing, cover design, cartography, beta reading, illustration, formatting, book trailers and audiobook narration

Stardust Book Services is a one-stop pre-publication services company for authors and writers.

We provide all the services you need en route to publication.

We’re fantasy specialists in all areas, however we also love working with other genres, including romance, thriller, horror, historical, Sci Fi, YA, MG and Kids.

stardustbookservices.com
stardustbookservices.com/contact

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**Streetlib.com**

**Services Provided:** E-book, audiobook, POD book, podcasts, online literature, comics, and magazine distribution platform

The StreetLib Dashboard has everything you need to succeed in self-publishing. All the tools are free to use and designed with simplicity in mind. They make it quick and easy to create, distribute, sell, and print books all over the world.

streetlib.com
support@streetlib.com

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**Sunflower Publishing**

**Services Provided:** Editorial, proofreading, self-publishing services, and advertorials

Sunflower Publishing specializes in helping new and exceptional authors share their words with the public and publish their titles in paperback, hardcover, e-book, or audiobook format. From editing and proofreading to social media marketing, we can help you make it happen!

sunflowerpublishing.com
sunflowerpublishing23@gmail.com

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**Swatt Books**

**Services Provided:** 1-1 training, book design, publishing management, all-inclusive package

We help independent authors like you to self-publish professionally, affordably, and ethically. We offer an all-inclusive publishing solution that takes you from raw manuscript to a worldwide published book. We take the pressure out of self-publishing so you can focus on what you do best—writing!

swatt-books.co.uk
sam@swatt-books.co.uk

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**Thoth Editing**

**Services Provided:** Developmental editing, copyediting, proofreading, formatting, cover design

My name is Casey, and I’m the owner of Thoth Editing. I’ve worked with multiple bestselling authors in the romance and fantasy genres. My goal is to take the best things about a traditional publishing house and make them accessible to indie authors everywhere. To make things even easier for my clients, I’ve also partnered with professional formatters and cover artists. Thoth Editing is truly a one-stop-shop for self-publishers.

thothediting.com
casey@thothediting.com
Village Lane Publishing

Services Provided: Editing, book production, book marketing, website development

Village Lane Publishing is a hybrid publishing company filling the space between self-publishing and traditional publishing. We believe that you should retain the rights to your books and take a front-seat role in deciding how your books are designed, marketed, and enjoyed by readers. We offer innovative publishing and marketing options for our authors as well as a community of support and cooperation like no other.

villagelanepublishing.com
rebecca@villagelanepublishing.com

Warners Group Publications

Services Provided: Subscriptions management, magazine distribution, contract publishing, printing services, web development, digital print, creative services, video production

Having been in the specialist magazine publishing market for over 25 years and now publishing over 20 magazine titles, Warners Group Publications plc understands that publishing is a complex market.

We provide a complete range of publishing services for publishers across all markets. Each of our services has been developed to help publishers get their publications through all the stages of production, from creation to distribution.

warnersgroup.co.uk
warnersgroup.co.uk/about-warners-group/contact-us

Whitefox Publishing Services

Services Provided: Project management, consultancy, content creation, editing, translation, digital services, marketing and PR, sales and distribution, internal and cover design, printing, and production

Whitefox provides publishing services for writers, publishers, and brands. Whether you're after full project management of your publishing project, or you need a specific, vetted service tailored to your needs, we will use our network of over 1,500 publishing professionals to provide support of the highest standard. We can assist with everything from strategic direction at the earliest stage through to editorial, design, copywriting, typesetting, e-book formatting, marketing, publicity, and distribution.

wearewhitefox.com
info@wearewhitefox.com

The Word Tank

Services Provided: Copyediting, proofreading, developmental editing, beta reading, cover design, interior formatting, publishing, and marketing support

Hi! We are a husband and wife team with more than 40 years of communication, editorial, and publishing experience between us. We are NCTJ-qualified and CIEP-recognized and also self-published authors ourselves.

We work with most genres, but we do have a particular fondness for YA, fantasy, romance, thrillers, sci-fi, and popular psychology. We’ve worked with authors at all stages of their indie careers—from those just starting out to USA Today bestselling authors. Whichever stage you are at, we can help you achieve your publishing goal.

thewordtank.com
enquiries@thewordtank.com
Writing With Donna

Services Provided: Coaching, writing, editing, publishing

Whether you’re looking for a writing coach to guide you through the writing process, a partner author, or an editor to review what you’ve written, I will help you connect to your story and craft it with HEART.

The more we share our stories from our hearts—whether fiction or nonfiction—the more our readers will connect with us and be transformed.

writingwithdonna.com
donna@writingwithdonna.com

York Publishing Services

Services Provided: Author publishing packages

We provide all the services to help authors publish books and e-books, from proofreading, book covers, book design, and e-book files, to printing, book distribution, and book marketing. If you want book distribution, a blog set up, a press release, an app, or just specialist hand-binding for your memoir, we can do that, too.

yps-publishing.co.uk
enqs@yps-publishing.co.uk

Zamiz Press

Services Provided: Publishing packages, design, editing, book publicity, coaching

Zamiz Press specializes in impactful books, like yours. We publish books on leadership, personal development, inspiration, religion, poetry, fiction, self-help workbooks, children’s picture books, coloring books, and so much more.

zamizpress.com
mariewhite@zamizpress.com
COURSES AND COACHING SERVICES
Author Revolution LLC

*Services Provided:* Online author training

Author Revolution™, an indie publishing online school with multiple courses available for students to learn how to independently publish their works.

[authorrevolution.org](http://authorrevolution.org)
[carissa@authorrevolution.org](mailto:carissa@authorrevolution.org)

Book Coaching by Sharon

*Services Provided:* Story development, manuscript jumpstart, coaching, manuscript evaluation, and editorial feedback

My mission is to provide book coaching with honesty and heart and to support writers in writing forward, improving their skills, telling powerful stories, and creating the best possible books.

I specialize in science fiction, fantasy, urban fantasy, steampunk, picture books, paranormal, middle-grade, young adult, adult, and narrative nonfiction.

[bookcoachingbysharon.com](http://bookcoachingbysharon.com)
[bookcoachingbysharon.com/2020/05/17/connect-with-sharon/](http://bookcoachingbysharon.com/2020/05/17/connect-with-sharon/)

Book Power Publishing

*Services Provided:* Group writing, coaching, ghostwriting

We help you write your book. Plain and simple. Our goal is to provide you with the support, knowledge, and tools you need to share your message with the world in a way that builds your business, legacy, and impact.

[bookpowerpublishing.com](http://bookpowerpublishing.com)
[zarinah@bookpowerpublishing.com](mailto:zarinah@bookpowerpublishing.com)

The Book Shepherd

*Services Provided:* Book creation, marketing, publishing and consulting services

I offer publishing consulting to a broad range of authors who desire to build their author and book platforms; weave them through the complex and sometimes overwhelming publishing world; show them how to get published; and create a customized book marketing strategy.

With other 30 years behind me, I've had the pleasure of working with children's, fiction, memoirs, business, health, poetry, horror and a variety of other genres and specialties.

If your ultimate goal is to get your work published, I can help you get there.

[thebookshepherd.com](http://thebookshepherd.com)
[Judith@Briles.com](mailto:Judith@Briles.com)

Destination Published

*Services Provided:* Self-publishing courses

At Destination Published (formerly Self-Publishing Boot Camp), you’ll learn to become a successful independent author who is free to self-publish or find an agent and a traditional publishing deal. Our courses will teach you how to build your platform; do business as a publisher; prepare your manuscript professionally; plus format, distribute, sell, and market your books.

[selfpubbootcamp.com](http://selfpubbootcamp.com)
[selfpubbootcamp.com/contact](http://selfpubbootcamp.com/contact)

Little Labradoodle Publishing

*Services Provided:* 1:1 Mentoring/Coaching, Amazon AMS ads, author courses

After seeing how many fellow authors were struggling to get their books published, April Cox launched her author workgroup, providing step-by-step handholding to help new and aspiring authors. The program has graduated hundreds of students since launching in early 2019 and continues to expand and increase offerings.

Little Labradoodle Publishing offers a number of additional author services including self-publishing coaching, a private Facebook group, online courses, and an author workgroup that has been wildly popular with authors.

[thelittlelabradoodle.com](http://thelittlelabradoodle.com)
[info@thelittlelabradoodle.com](mailto:info@thelittlelabradoodle.com)
Courses and Coaching Services

Margaret McNellis LLC

**Services Provided:** Certified book coach, courses, ebook cover and website design

I’m here to help you tell your story. As an Author Accelerator Certified book coach, indie author, and witch, I can help you transform by not only building your craft skills and boosting your confidence to tell your story, but I can also help you throw in a dash of magick to enliven your writing journey. I bring three core values to all aspects of my work: integrity, creativity, and empathy.

[getabookcoach.com](http://getabookcoach.com)  
[getabookcoach.com/contact](http://getabookcoach.com/contact)

Mark Dawson’s Self Publishing Formula

**Services Provided:** Author courses and training

From the flagship Advertising for Authors to the foundational Self Publishing 101, these premium courses are produced to an exacting standard and have been taken by thousands of authors at all stages of their careers. Worldwide bestsellers have had their careers kick-started with the knowledge that they have learned—and I’d love to teach you, too.

[selfpublishingformula.com](http://selfpublishingformula.com)  
[support@selfpublishingformula.com](mailto:support@selfpublishingformula.com)

Moxie Books

**Services Provided:** Writing coach, live writing sessions and consultations

Vicky Fraser helps shy but fabulous business owners write life-changing books so they stand out like a flamingo at a penguin party

[moxiebooks.co.uk](http://moxiebooks.co.uk)  
[moxiebooks.co.uk/contact-vicky](http://moxiebooks.co.uk/contact-vicky)

New Shelves Books

**Services Provided:** Training, guidance, and self-publishing services

New Shelves Books offers training, guidance, and services to self-published and other authors, small presses, and independent publishers. Our training programs, consulting options, educational materials, and one-on-one services will help you make the best publishing choices for you and your book.

[newshelves.com](http://newshelves.com)  
[info@newshelves.com](mailto:info@newshelves.com)

Scribophile

**Services Provided:** Writing group

Scribophile is a respectful online writing workshop and writer’s community. Writers of all skill levels join to improve each other’s work with thoughtful critiques and by sharing their writing experience.

We’re the writing group to join if you want to find beta readers, get the best feedback around, learn how to get published, and be a part of the friendliest and most successful writing workshop online.

[scribophile.com](http://scribophile.com)  
[admin@scribophile.com](mailto:admin@scribophile.com)

Weekend Publisher

**Services Provided:** Author coach

In my coaching, I take a personal approach with steps that set up clients for success—not just in the first few weeks, but also in building an author business for the long-term.

I have helped coach authors to achieve bestseller status on Amazon and to springboard their path to becoming full-time indie authors.

If this all sounds appealing to you, let’s start working together.

[weekendpublisher.com](http://weekendpublisher.com)  
[hello@weekendpublisher.com](mailto:hello@weekendpublisher.com)
OTHER SPECIFIC SERVICES
Book Award Pro

**Services Provided:** Book award search software

We believe every story is special and has the opportunity to be highly acclaimed.

The universe of book awards enables authors to drive vast increases in book sales and fanfare among readers.

Our technology automates it all for you: researching thousands of awards, continuously targeting your perfect matches, and professionally submitting your book for awards.

bookawardpro.com
team@bookawardpro.com

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Book Brush

**Services Provided:** Online image creator

Book Brush is the easiest way to create professional ads and social media images for your books.

We’re an energetic team whose focus is on customer service and constant improvement to the product. Our customers are never just a number. We are here for you. Ask us anything.

bookbrush.com
bookbrush.com/contact

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Children’s Literature - a CLCD Company

**Services Provided:** Children’s book review service

Children’s Literature has been reviewing children’s and young adult literature since 1993, when founded by librarian Marilyn Courtot. Over 100,000 reviews later, Children’s Literature still holds the largest collection of children’s and YA book reviews in the reviewing industry. Our reviews are licensed to booksellers, libraries, and literature databases. Children’s Literature is a CLCD Company—a company focused on providing children’s and YA literature information through an array of products.

childrenslit.com
help@childrenslit.com

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Concrete Wolf Poetry Series

**Services Provided:** Poetry awards

Concrete Wolf publishes two award series: a chapbook and a full-length book series.

concretewolf.com
concretewolfpress@gmail.com

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The Ethan Ellenberg Literary Agency

**Services Provided:** Professional author representation

The Ethan Ellenberg Literary Agency was established in 1984 by Ethan Ellenberg. Since its inception, the agency has represented several bestselling authors, career novelists, and professional writers. In addition to new and published authors, the agency also represents rights on behalf of publishers and literary estates. The agency is an independent full-service agency with robust sales in subsidiary rights and partnering agents all over the world.

ethanellenberg.com
agent@ethanellenberg.com

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The Hot Sheet

**Services Provided:** Publishing newsletter for authors

The Hot Sheet is a publishing industry email newsletter written specifically for authors produced by ALLi Advisor, and renowned publishing commentator, Jane Friedman. It saves you time by reporting on publishing news that’s relevant to you as well as offering context and analysis about the industry developments that affect your career and business.

hotsheetpub.com
editor@hotsheetpub.com
KindleTrends

**Services Provided:** Market research

KindleTrends is market research for the Kindle Store in a newsletter. If you want detailed information about your genre, KindleTrends speeds up your research. I get all the information for you, summarize it in straightforward charts, and deliver it to you every week.

[kindleTrends.com]
[nat@kindleTrends.com]

Lori Hetherington
Translation Services

**Services Provided:** Italian–English translation services

Since 1992, I have worked as a translator, proofreader, and linguistic consultant, collaborating with individuals, companies, academic and research institutions, and public bodies.

I offer translation from Italian to English, revision of texts translated, evaluation of manuscripts, preparation for editorial proposals, linguistic advice, e-book creation, and voiceover in English for educational or advertising films.

[thetheringtontranslation.com/ english-version]
[l.hetherington@tin.it]

McNellis Writes

**Services Provided:** Book coach

As an Author Accelerator certified book coach, indie author, and witch, I can help you transform by not only building your craft skills and boosting your confidence to tell your story, but I can also help you throw in a dash of magic to enliven your writing journey. I bring three core values to all aspects of my work: integrity, creativity, and empathy.

[mcnelliswrites.com]
[mcnelliswrites.com/apply]

Nielsen Book

**Services Provided:** BookData online, Booknet publisher service, BookScan online, ISBN store, online order collection

Nielsen Book provides a range of services to the book industry internationally, aiding the discovery and purchase, distribution and sales measurement of books. We are proud to run the ISBN and SAN Agencies for UK and Ireland as well as providing search and discovery services for booksellers and libraries.

[nielsenbook.co.uk]
[marketing.book@nielsen.com]

PaidAuthor.com

**Services Provided:** Book promotion

PaidAuthor is an author resources website and a blog focusing on helping aspiring authors turn their passion into a full-time career. Because good writing should be valued!

[paidauthor.com]
[facebook.com/paidauthor]

Pozotron

**Services Provided:** AI-powered audio software suite

Pozotron Inc. is a growth-stage startup that has built an AI-powered audio proofing software platform designed to help narrators, proofers, and publishers produce more accurate, efficient, and profitable audiobooks. Pozotron eliminates many of the inefficient tasks involved in audiobook production to allow narrators, editors, and producers to focus on maximizing the creative and performance elements of their audiobooks.

[pozotron.com]
[pozotron.com/contact]

Publishwide

**Services Provided:** Book sales and marketing tracker

Publishwide is a report dashboard built for self-publishers and authors to manage their book marketing more effectively.

We understand the incredible amount of time and effort put into not only writing a book, but also making sure that it’s found by readers. We wanted to build a tool to solve that.
We are developers, marketers, and authors who hope to change the way book publishing works.

**publishwide.com**
**publishwide.com/contact**

**ScribeCount**

**Services Provided:** Sales data software

All your sales reports in one convenient place.

ScribeCount currently services over 40 platforms, including Amazon, Apple, Barnes & Noble, Kobo, Draft2Digital, and Smashwords.

**scribecount.com**
**support@scribecount.com**

**Stephanie Krol – Publishing Consultant**

**Services Provided:** Publishing consultant

Dr. Stephanie Krol is a certified publishing consultant with My Word Publishing.

As your publishing consultant, Stephanie will manage your project seamlessly, keeping your unique goals and vision in mind. Stephanie enjoys guiding you step-by-step through the myriad of tasks involved in self-publishing, whether it be writing, editing, publication, distribution, and even marketing. She will do everything a publisher does, but you make all the final decisions and keep all your rights and royalties.

**mywordpublishing.com/our-team/stephanie-krol**
**Stephanie@mywordpublishing.com**

**Translate Books**

**Services Provided:** English to German translation services, e-book formatting, paperback print layout, front cover production

We translate your book, quickly, efficiently, and with a human touch that will preserve your voice as a writer. Right now, we believe the main focus for indie authors should be the German market, so that’s all we offer—translations from English into German.

**translatebooks.com**

**Winning Writers**

**Services Provided:** Literary contests

Winning Writers seeks to be a welcoming place for diverse authors and stories, with a culture of listening to people of all genders, backgrounds, and abilities. We look for high-quality original writing that portrays under-represented perspectives with sensitivity, accuracy, and passion.

**winningwriters.com**
**adam@winningwriters.com**

**The Wishing Shelf Independent Book Awards**

**Services Provided:** Book awards

The Wishing Shelf Book Awards is a book award run by authors for authors. As a partner member of ALLi, we offer honest, in-depth judging and comprehensive feedback. We also offer a separate Editorial Review service for ‘soon to be published’ books.

**thewsa.co.uk**
**thewsa.co.uk/needareview**
Prepare, Publish and Promote Your Book

With Amazon’s self-publishing programmes you can maintain creative control, own your copyright, publish easily, distribute globally, and earn great royalties.

Publish Your Digital & Print Book with Amazon
KDP.AMAZON.COM

- Free, easy and fast to publish and promote your book.
- Sell to customers around the world in a few simple steps.
- Great royalties - up to 70% in digital and up to 60% in print.
- Free tools to design a cover and format your book.
- With print-on-demand your paperback editions are always in stock.
  - Choose from a range of inks, paper, trim sizes and cover finishes.
  - Order proof copies to confirm your printing choices prior to publishing and receive them with local shipping.
  - Purchase copies of your paperbacks published through KDP at printing cost and receive them with local shipping.

New to Kindle Direct Publishing?

Step by step help at: AMAZON.COM/KDPJUMPSTART
How to Make the Most of Your ALLi Membership

We’re independent authors, creative directors of our own author-businesses, and solely responsible for the books we publish. It can feel like a lonesome endeavor, but it doesn’t have to be! Once you know how to make the most of your ALLi membership, you’ll have all the support you need.

The Four ALLi Membership Categories

There are four categories of membership in the Alliance of Independent Authors, three suited to an author at different phases of their journey.

• Associate Membership
• Author Membership
• Authorpreneur Membership
• and a membership for self-publishing services: Partner Membership.

Your membership brings you a variety of services and benefits. We are on a mission to make sure our members know how to make the most of those benefits, from our member forums, discounts and deals, library of self-publishing guides, advice center, podcast, and more. We also want you to know about the campaigns we are involved in on your behalf.

If you’re already a member, you can download a complete guide to “Making the Most of Your ALLi Membership” anytime, by logging into the member zone at: www.AllianceIndependentAuthors.org.
Associate Member

You are working your way toward self-publishing your first book. As you navigate the complex and shifting waters of author-publishing, where there is much to learn, you’ve likely already discovered that being a successful self-publisher is about far more than writing well.

Your ALLi associate membership equips you to make good decisions around each of the seven stages of the publishing process, as you meet them in turn:

- Editorial
- Design
- Production
- Distribution
- Marketing
- Promotion
- Publishing rights licensing

You’ll benefit from trusted, proven advice, plus guidance and support, as well as practical help like discounts, directories, and databases. And a fantastically friendly and helpful Facebook forum, ready to answer any question 24/7.

You’ll learn that indie authors have the courage to trust our own creative process and find our own engaged readers. And how incredibly supportive we are of each other.

Author Member

As an author member, you have published your first book and are looking to hone your skills and sell more books. You want to build your author business through its two components: your brand and your tribe.

Benefit from advice on when to hire assistance and who to hire for what. ALLi offers many resources that will help you reap the benefits of being an indie author, including book listings, contract vetting, legal advice, interview opportunities, and member showcase.

Authorpreneur Member

As an authorpreneur member, having sold more than 50,000 books in the past two years or equivalent, you have already achieved a great deal. Your goal now is to ensure your business is sustainable and scalable, to foster further growth in your readership, influence, and impact. For our authorpreneur members, we offer an author business and publishing rights focus forum, specific business, tax, legal, and contract advice, an indie-friendly panel of literary agents, and an indie author rights program.

Partner Member

As a partner member, you have been vetted and approved by ALLi’s Watchdog and you’ve been deemed to meet a rigorous Code of Standards. Your primary aim is to enable authors to effectively write, publish, and sell books.

ALLi offers many resources that will help you answer questions and make the right decisions for your author clients: entry in our services directory and databases, access to the author forums, advertising and sponsorship opportunities, and more.

Membership Guides

Whatever level you joined ALLi, it’s brilliant to have you here. The strength of our organization is our thousands of members across the world, standing up for self-publishing and the indie author movement.

As a member, you are now at the heart of that movement and part of our drive to build a fairer, more equitable publishing ecosystem, so indies can reach readers and continue to lead and grow. Together, we’re part of something special. So, wherever your membership takes you, thank you for joining us and happy writing and publishing.
ABOUT ALLi

ALLi (The Alliance of Independent Authors) is a non-profit professional association for author-publishers.

A global organization, we are organized across nine territories, offering connection and collaboration, advice and education, advocacy and representation to self-publishing writers around the world.

We have four member levels, three for authors (from associate to authorpreneur) and a partner membership facility for author-services who are willing to be vetted and approved.

All members, authors, and partners, sign up to our code of excellence and ethics in self-publishing.

People self-publish for many reasons, and all who want to do it well are invited to join our diverse, supportive, and friendly community.

Visit our website for more information on joining ALLi.

CREDITS AND LINKS

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For all enquiries related to the Self-Publishing Services Directory, please contact Resources Director Philip Lynch at philip@allianceindependentauthors.org

For membership enquiries, please contact info@allianceindependentauthors.org

Alliance of Independent Authors
The Free Word Centre, 60 Farringdon Rd,
London EC1R 3GA, United Kingdom
www.allianceindependentauthors.org
www.selfpublishingadvice.org
@indieauthoralli