

Self-Publishing Round-Up #1

By Holly Lisle



Indie Talk

I'm trying to keep up with what's going on in indie publishing, and I realized there are a lot of folks, both readers and writers, who would be interested in taking a look at the same issues I've come across.

The first thing I've come across is an issue of terminology. You may laugh at this, but I didn't. When I was searching for "self-publishing," I got a boatload of services dedicated to separating me from my money—websites offering to help me promote my work, with no evidence that they had anything real to offer, or anything better than what I could do on my own. It was depressing as hell.

When I switched to searching for "indie publishing," however, the world got a bit brighter. I actually found some useful information.

So let's get on to that.

Because I know number of my students write erotica, and

because this is going to affect indie publishers who have their own sites where they sell their work via PayPal, or sell their work through distributors who use PayPal, this is big news.

PayPal Strong-Arms Indie Ebook Publishers Over Erotic Content

*PayPal's new aggressive campaign wants to stop independent e-book publishers that use its service from including certain kinds of erotic content in their catalogs. On Saturday February 18, PayPal began threatening indie book publishers and distributors with immediate deactivation of the businesses' accounts if they did not remove books containing certain sexual themes – namely, specific sexual fantasies that PayPal does not approve of. www.zdnet.com **Read more***

This is a big deal. While businesses have the absolute right to decide on the material they choose to support, there aren't any other payment processors as popular as PayPal. **What PayPal is doing is creating an opportunity for a rival company (or companies) to come in with favorable terms for the folk PayPal is deciding it doesn't want.** PayPal is creating the hole into which an aggressive competitor can slide. I'll be interested to see who jumps first.

Day 8 of Amazon boycott of indie presses: Still no comment from New York, but ...by Dennis Johnson

As we enter the second week of Amazon.com's boycott of ebooks from over 400 American, Canadian, and British independent presses distributed by the Independent Publishers Group (IPG) (see our earlier MobyLives report), ... mhpbooks.com

This is also a HUGE deal. I've said writers need to keep their options open, and need to deal with as many bookstores as they can. This is why. **Amazon, like PayPal, is creating reasons for people not to use its service.** It is giving other sites and

other companies the key to making it less relevant. Watching both Amazon and PayPal making these mistakes is like watching Letterman bring out TWO “Stupid Pet Tricks” acts at the same time. You look from one to the other and you wonder what the hell they’re thinking.

Finally, something that isn’t a Stupid Pet Trick.

IndieReader Helps Connect Authors with Their Readers

I can understand the gatekeeper perception of the traditional publishing process, but the world of publishing is changing. There are self-published authors and traditionally published authors, as well as those indies whose works are being published ...goodereader.com Read more

I’m cheering for IndieReader. I like their slogan. **Independent Books for People with Independent Minds.** I think that’s a damn good place to start. I hope they’ll do well by their customers.

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