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## Self-Publishing Demystified in a One Day Extravaganza

by [BLOGGER: Jill\\_Dearman](#) on 10-21-2009 02:52 PM

### About Unabashedly Bookish

Unabashedly Bookish features new articles every day from the Book Clubs staff, guest authors, and friends on hot topics in the world of books, language, writing, and publishing. From trends in the publishing business to updates on genre fiction fan communities, from fun lessons on grammar to reflections on literature in our personal lives, this blog is the best source for your daily dose of all things bookish.

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A fantasy world where people's souls go down a spirit stream and end up on Earth when they

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The first ever Self-Publishing Book Expo in New York City: Saturday, November 7th.

I spoke with Diane Mancher and Karen Mender, the smart chicks behind the curtain of this timely (in fact long overdue) event. Here's what they had to say.

JD: How did the two of you meet and converge to create the expo?

DM: We met years ago when we both worked at St. Martin's Press. I was a senior publicist & Karen was my boss. Despite that fact, we remained friends! Over the years we both watched the rise of self-publishing with interest. Because of the amazing growth self-publishing has seen we felt that the time was right for an Expo solely devoted to self-published authors & that companies that produce them. We specifically wanted it open to the public so that aspiring authors would have the chance to learn more about what is fast-becoming the wave of the future in publishing.

JD: What makes self-pub. such a hot topic NOW?

KM: The digital age has created more and more ways for authors to find the best way to put their book between covers or into Ebook format. Also with the explosion of blogs and social networking, so many people want to tell a story and the magical thing is that self-publishing allows them to do that quickly while maintaining control over everything from content to cover design.

JD: What should authors know before they pursue self-pub?

DM: Part of the reason we are having panel discussions on a wide array of topics at the Expo is so that authors can learn to do their homework before considering any aspect of publishing. Self-publishing is a business and before you pursue any sort of business venture you should know what your goals and expectations are, and have them be realistic! There are some very good companies out there that can help you in the process, but you must decide whether your goal is just to see your work in print for friends and family, or to try and get it in as many readers hands as you can.

JD: What can writers expect to gain from the expo?

KM: If they're exhibitors, they will have the chance to sell their books, talk with other self-published authors, and have the opportunity to meet and greet the public, publishing professionals, and representatives of the media. At the panels and lectures, aspiring authors and exhibitors will be able to learn the latest thinking from leaders in all parts of the industry, from editorial to distribution, to the different kinds of publishing available, and right on through to the marketing end of publicity and social networking.

JD: How is the publishing industry different now from when you two were first starting out?

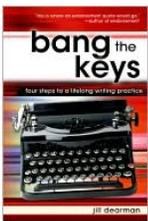
DM: Publishing has changed in so many ways since I started in the 80's. Obviously, with the rise of self-publishing & ebooks, authors can now see their work in print in half the time it would take if they went the traditional route. And for traditional publishers, budgets are tighter, advances are smaller, and publicity & marketing campaigns have been scaled back tremendously. More and more, authors are seeking help outside of their publishers to get attention for their books.

JD: Are either of you planning a book and will you self-publish?

KM: I'm not planning to write a book--it gives me much more pleasure to help others learn how to get theirs into the hands of interested readers.

DM: I would like to publish some day but if I'm being realistic, by the time that happens, there may be some new device available that will allow me to do so from my phone!

For info on the expo: <http://www.selfpubbookexpo.com>  
And for more tips on craft check out my new book



Bang the Keys and website: <http://www.bangthekeys.com>  
Good luck, mateys!

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