

*Alliance of Independent Authors (ALLi) launches 2nd edition of the **Self-Publishing Service Directory** at Frankfurt Book Fair 2015*

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The Alliance of Independent Authors (ALLi) is delighted to announce the 2016 edition of their self-publishing services Directory, the annual showcase of the association's Partner Membership.

**The Self-Publishing Service Directory** is ALLi's annual global showcase of the publishing professionals who join the alliance as Partner Members, submitting to a vetting process that ensure they align with ALLi's standards of ethics and excellence. It is part of ALLi's wider Partner program, which ensures that self-publishing authors have access to trusted professionals

The Directory categorises the services into sections that reflect a book's journey from inspiration to publication and beyond. (Writing, Editorial, Design, Production & Distribution, Marketing & Promotion, Selling Publishing Rights.)

“Independent publishing is an exciting and evolving phenomenon in the book industry,” says Andrew Lowe, Directory editor and ALLi Watchdog. “It has given readers access to a vast pool of talent, previously restrained by the commercial focus of the traditional model. But it's often criticised for uneven production values.

As well as service listings, the **The Self-Publishing Service Directory** features selected advice and education from ALLi's [Author Advice Centre](#), with articles offering writing tips for

beginners, advice on different kinds of editing and a guide to building a great relationship between author and book designer.

“It also contains advice on how to sell a book without appearing salesy and how to work with a bookshop to successfully launch a title, as well as a practical guide to how independent authors can publish print books, by combining two self-publishing powerhouse organisations: Amazon’s print-on-demand (POD) service, CreateSpace. and global print distributor, Ingram Spark.

“Self-publishing does not mean that you do everything yourself,” says ALLi Director, Orna Ross, “A good book is always a team effort. Our Directory is not just a showcase for our excellent Partner Members but also a guide through the issues that arise for authors, as they work with publishing professionals to put together a great book.”

**The Self-Publishing Service Directory** is available to ALLi members at <http://allianceindependentauthors.org/members/content/partner-directory>, where it can also be downloaded as a PDF.

For more information on how to join ALLi, visit <http://allianceindependentauthors.org/>

*The Alliance of Independent Authors (ALLi) is a non-profit professional association for authors who self-publish. ALLi offers connection and collaboration, advice and education, advocacy and representation to writers who want to self-publish well. Our motto is “Working together for each other”.*