

PRESS RELEASE: May 2005

Your Book Stocked by the UK's Leading Bookseller
Waterstone's Launches Unique Self-Publishing Package in Association with
AuthorHouse

Waterstone's 311 Oxford Street (the recently opened branch opposite John Lewis) launches an exciting service for authors this May. Waterstone's self-publishing package in association with AuthorHouse includes the unique opportunity for authors who use the Waterstone's package to get copies of their book stocked on prominent display in the flagship branch of the UK's leading bookseller – something even the biggest publishing houses could not guarantee a new author.

This service is available exclusively from Waterstone's 311 Oxford Street. Information about the self-publishing packages can be picked up from the branch and the package is then purchased online from AuthorHouse using a special Waterstone's code. Once printed the publishing house delivers copies of the book to the author and Waterstone's 311 Oxford Street. This is not just a fabulous opportunity for new authors to reach potential readers but also a great opportunity for them to get noticed as Waterstone's team of talent scouts lead by Scott Pack, Waterstone's Buying Manager, will be keeping a keen eye out for talent to champion. As Scott explains:

“Big publishers do not have the monopoly on good books. Some of the most exciting books we see nowadays are from small independent publishers or self-published authors. When Chas Griffin sent me his book ‘Scenes From A Small Holding’ last year, which he had financed and printed himself, I was hooked from the first page and was able to put him in touch with an agent. The book is being re-published next month by Ebury and is our Welsh Book Of The Month and a lead title in our Summer Reading 3 for 2 promotion.”

It is not just people who have had difficulty finding a publisher who self-publish, some authors such as the highly acclaimed author of *The Dice Man* Luke Rhinehart, choose to self-publish through AuthorHouse as it gives them total control over their book. Another very successful self-published author is Mark Robson who writes children's fantasy novels and has been in touch with Waterstone's throughout his career. He has a new series coming from a major publisher next year but he has decided to keep publishing his *Darkweaver Legacy* books himself as they continue to sell well without the influence or aid of one of the big players.

The cost of the self-publishing packages at Waterstone's differ according to artwork and number of copies etc but the standard package starts at £650. For more information visit Waterstone's 311 Oxford Street.

Waterstone's tips for self-publishing authors:

- Know your market. Who is likely to buy your book?
- You really should judge a book by its cover. If your book looks wrong it will struggle to sell.
- Get to know the competition. Which authors are writing similar books? What do theirs look like?
- Rewrite the first chapter. Many debut novels have a poor start as that was the first thing the author wrote. Writers tend to get better the more they write so it is always worth going back to the beginning and giving it a revamp before you publish.

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For more information and interviews with spokespeople please contact Jenny Rose or Vicky Sims at Jori White PR on 0207 7347001 or jenny@joriwhitepr.co.uk or Vicky@joriwhitepr.co.uk