ARTICLES/WEBSITES ON REVIEWS AND MARKETING FOR NON-TRADITIONAL PUBLISHED BOOKS

Below you'll find articles on self-publishing and websites (both fee-based and free) which provide reviews for your work:

ARTICLES ON SELF-PUBLISHING
- “Self-publishing a book: 25 things you need to know” by David Carnoy (CNET)  
- “How to Self-publish an ebook” by David Carnoy (CNET)  

WEBSITES ON GETTING REVIEWS
- Kirkus Indie  
  http://www.kirkusreviews.com/indie/about/
- PW (Publishers Weekly Select)  
- Blue Ink Review  
  http://www.blueinkreview.com/
- indieBrag  
  http://www.bragmedallion.com/
- Indie Reader  
  http://indiereader.com/
- Good Reads  
  http://www.goodreads.com/author/program
- The Self-Publishing Review  
  http://www.selfpublishingreview.com/about/

GETTING YOUR WORK INTO LAKELAND PUBLIC LIBRARY SYSTEM

We use the same criteria for offering/sponsoring author talks and book signings as we do for choosing which books to purchase for Lakeland Public Library System collections. We evaluate titles for purchase by perusing:

- professional reviews from library journals, book review magazines, such as Booklist, Kirkus Reviews, Publishers Weekly, etc.
- professional recommendations from known writers in the specific literary genre
- literary awards from established organizations, such as Society of Children’s Book Writers and Illustrators (Golden Kite award), World Science Fiction Society (Hugo award), Romance Writers of America (RITA award), Mystery Writers of America (Edgar award), etc.
- trade association recommendations; i.e. American Library Association, Public Library Association, Florida Public Library Associations, etc.
professional reviews in newspapers and journals, such as New York Times (NYT), NYT Book Review, Tampa Tribune, Christian Science Monitor, Miami Herald, etc.

**LAKELAND PUBLIC LIBRARY SYSTEM CONTACT**
Brenda J. Patterson, Fine Arts/Adult Programming Librarian, Brenda.Patterson@lakelandgov.net 863-834-4276

**GETTING YOUR WORK INTO OTHER POLK COUNTY LIBRARY COOPERATIVE LIBRARIES**

Although Polk County libraries operate within a cooperative system, each library is independently run. You’ll need to approach each city’s library separately concerning your book. You can find links to libraries in the Polk County Library Cooperative at [http://www.mypclc.org/libraries](http://www.mypclc.org/libraries).

Getting a book published can be a frustrating and daunting process, the following list of books, and magazines available at Lakeland Public Library/Main (100 Lake Morton Drive) should help navigate the publishing process. Magazines and reference books (which have an R before the number) can only be used in-house.

**BOOKS**

070.5/ECK
Eckstut, Arielle and Sterry, David Henry
*The Essential Guide to Getting Your Book Published: How to Write It, Sell It, and Market It . . . Successfully*
Provides extensive coverage of e-books, self-publishing, and online marketing.

070.5025/HER
Herman, Jeff
*Jeff Herman’s Guide to Book Publishers, Editors, and Literary Agents*
Unravels and clarifies a complicated and intimidating process of contacting editors and agents.

R/070.5025/LIT
*Literary Market place: LMP*
Directory of the United States, Canadian, and international book publishing industries.

070.593/HAM
Hamilton, April L.
*The Indie Author Guide: Self-Publishing Strategies Anyone Can Use*
Navigates every stage of the self-publishing process: step-by-step instructions on publishing options, getting organized, and more.

070.593/LEV
Levine, Mark
*The Fine Print of Self-Publishing--Everything You Need to Know About the Costs, Contracts, and Process of Self-Publishing*
Helps understand self-publishing companies’ services, including contract terms, printing markups, and royalty calculations.
Novel & Short Story Writer's Market
Includes hundreds of publishing opportunities specifically for novelists and short story writers.

Poet’s Market
Includes hundreds of publishing opportunities specifically for poets, including poetry publications, book/chapbook publishers, contests, and more.

Writer’s Market
Details thousands of publishing opportunities for writers, including listings for book publishers, consumer and trade magazines, contests and awards, literary agents, newspapers, playwriting markets, and screenwriting markets.

MAGAZINES

Poets & Writers
Includes interviews with poets and fiction writers as well as essays written by established authors, with news about the publishing community and coverage of political issues of interest to writers.

Writer’s Digest
Each issue focuses on the craft of writing, the tools and information for writing, and the markets for writing.

The Writer
The Writer is the nation’s oldest and most respected publication dedicated to the craft of writing -- in all genres.

WEBSITES FOR PUBLISHING (EBOOKS OR PRINT)

Amazon Publishing
http://www.apub.com
The full-service publishing arm of Amazon with 14 imprints.

BookBaby
http://www.bookbaby.com/
Publishes eBooks and print and distributes on Kindle, iPad, Nook and other venues.

BiblioBoard
http://www.biblioboard.com/
Biblioboard provides a platform for indie authors to offer their eBooks to public libraries.
CreateSpace
https://www.createspace.com/
CreateSpace is a DBA of On-Demand Publishing LLC, part of the Amazon group of companies.

Lulu
http://www.lulu.com/
Publishes and sells print-on-demand books and e-books.

Lightning Source
https://www1.lightningsource.com/default.aspx
A business unit of Ingram Content Group. Prints and distributes print-on-demand books.

Nook Press (formerly PubIt!)
https://www.nookpress.com/
Publishing arm of Barnes and Noble

SmashWords
http://www.smashwords.com/
Smashwords is the world’s largest distributor of indie ebooks. Publishes and distribute ebooks to the major retailers.

U.S. ISBN Agency
http://www.isbn.org/standards/home/index.asp

**LOCAL VENUES FOR YOUR WORK**

Some local stores sell independent/self-published authors' work. However you'll have to contact each establishment directly to find out their policies:

Polk Museum of Art/Museum Store
800 E. Palmetto Street, Lakeland
863-688-7743, ext. 245

Terry Aulisio, Store manager
TAulisio@PolkMuseumofArt.org

Brooke Pottery
223 N. Kentucky Ave. Lakeland
863 688-6844

Kay Morgan, Store co-owner
kaym@brookepottery.com

Margaret Stephens, Store co-owner
margarets@brookepottery.com