



## LitChat October 18 & 20, 2010

Topic of the Week: In Praise of Small Presses

Moderated by @LitChat [Carolyn Burns Bass]

The transcripts below cover the #litchat conversation noted above. The order appears sequentially from opening post to the closing post within the #litchat moderated chat time.

### MONDAY: October 18, 2010

LitChat Ready for another week of smart writing and reading discussion? This week's topic is IN PRAISE OF SMALL PRESSES. Welcome to #litchat -12:59 PM Oct 18th, 2010

LitChat Easiest way to follow #litchat is at <http://bit.ly/9JDsr0>. Login w/ Twitter and you're in the room. -1:01 PM Oct 18th, 2010

KCBOOKS RT @LitChat: Ready for another week of smart writing and reading discussion? This week's topic is IN PRAISE OF SMALL PRESSES. Welcome to #litchat -1:01 PM Oct 18th, 2010

shelfmagazine RT @LitChat: Ready for another week of smart writing and reading discussion? This week's topic is IN PRAISE OF SMALL PRESSES. Welcome to #litchat -1:02 PM Oct 18th, 2010

unbridledbooks RT @LitChat: Join us NOW for IN PRAISE OF SMALL PRESSES today in #litchat. -1:03 PM Oct 18th, 2010

LitChat Moderated #litchat hour is about to begin, topic is IN PRAISE OF SMALL PRESSES. Please hold all off-topic hashtags, URLs, and chatter. Thx! -1:03 PM Oct 18th, 2010

wwwgalelaurecom RT @LitChat: Missed last week's WRITE OUT OF THE BOX and Friday guest host @AS\_King? Read archive at [www.litchat.net/past-litchats](http://www.litchat.net/past-litchats). #litchat -1:03 PM Oct 18th, 2010

LitChat While everyone is gathering, please introduce yourself and tell us if you're a reader, writer or both. #litchat -1:04 PM Oct 18th, 2010

AdvtgBkBinding RT @unbridledbooks: RT @LitChat: Join us NOW for IN PRAISE OF SMALL PRESSES today in #litchat. -1:04 PM Oct 18th, 2010

BookPage RT @LitChat: Moderated #litchat hour is about to begin, topic is IN PRAISE OF SMALL PRESSES. Please hold all off-topic hashtags, URLs, and chatter. Thx! -1:05 PM Oct 18th, 2010

shelfmagazine @LitChat Reader, writer, and publisher of Shelf Unbound indie book review magazine. #litchat -1:05 PM Oct 18th, 2010

CarolynBurnsBass It's Monday at 1 pm and that means #litchat for the next hour. I'll be following today's topic, IN PRAISE OF SMALL PRESSES. #litchat -1:05 PM Oct 18th, 2010

candlemarkgleam @LitChat Reader, writer, and editor-in-chief of...drumroll please...a small press! #litchat -1:05 PM Oct 18th, 2010

LitChat Yay! You made it! RT @candlemarkgleam: @LitChat Reader, writer, and editor-in-chief of...drumroll please...a small press! #litchat -1:06 PM Oct 18th, 2010

thedaisyharris Hi! I should really be #storyboarding, not #chatting, but I write for a #smallpress so thought I'd stop by! #litchat -1:06 PM Oct 18th, 2010

LitChat If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:06 PM Oct 18th, 2010

mmj5170 Just call me Mike. Reader and writer and amazed to be at the right place at the right time for LitChat. #litchat -1:06 PM Oct 18th, 2010

HoodedMan Small press is the future, of course, and many of them will be independent, by default. It's a new age #litchat -1:07 PM Oct 18th, 2010

CarolBMTbooks @LitChatHi, everyone! Looking forward to today's #litchat! -1:07 PM Oct 18th, 2010

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 1

[www.litchat.net](http://www.litchat.net)

|   |
|---|
| myotherhand RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:07 PM Oct 18th, 2010   |
| alisonwells RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:07 PM Oct 18th, 2010   |
| caitlinpress Reader, and assistant at a small press. #litchat -1:08 PM Oct 18th, 2010   |
| LitChat For terms of this week's discussion, SMALL PRESS is a pub house that operates independently of conglomerate publishers. #litchat -1:08 PM Oct 18th, 2010                                      |
| panhistoria Reader and writer - friend to the small press, and hopeful author one day with a small press novel. #litchat -1:08 PM Oct 18th, 2010  |
| jefishere Reader and writer and happy to be around for #litchat -1:08 PM Oct 18th, 2010   |
| Andrew_Ervin Dispatch from the Twin Cities Book Fest by Minnesota Public Radio: <a href="http://tinyurl.com/27ke97u">http://tinyurl.com/27ke97u</a> #LitChat -1:08 PM Oct 18th, 2010                  |
| JETaylor75 RT @CarolyBurnsBass: It's Monday at 1 pm and that means #litchat for the next hour. I'll be following today's topic, IN PRAISE OF SMALL PRESSES. #litchat -1:08 PM Oct 18th, 2010          |
| bookladysblog RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:08 PM Oct 18th, 2010                                       |
| AaronPound Reader. That's pretty much it for me. #litchat -1:08 PM Oct 18th, 2010   |
| thedaisyharris RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:08 PM Oct 18th, 2010                                      |
| AuthorWilliam RT @CarolyBurnsBass: It's Monday at 1 pm and that means #litchat for the next hour. I'll be following today's topic, IN PRAISE OF SMALL PRESSES. #litchat -1:08 PM Oct 18th, 2010       |
| AuthorWilliam #litchat time! -1:09 PM Oct 18th, 2010  |
| LitChat A SMALL PRESS is not necessarily non-profit, although some are. Most are for-profit, which makes them a commercial enterprise. #litchat -1:09 PM Oct 18th, 2010                               |
| LizabethSheena @bananathepoet Hi, did you see #litchat wants people from small presses tonight? -1:09 PM Oct 18th, 2010   |
| GraywolfPress RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:09 PM Oct 18th, 2010                                       |
| thebookmaven Today's #litchat is about small presses -- join them if you can! (Alas, have a deadline...wish I could be there!) -1:10 PM Oct 18th, 2010  |
| CarolBMTbooks @litchat Aren't all self-published authors potentially small press owners? We do everything, if only for ourselves. #litchat -1:10 PM Oct 18th, 2010                                    |
| EJ_Knapp Hello all, good to be here. #litchat -1:10 PM Oct 18th, 2010   |
| futurecatcher Dispatch from the Twin Cities Book Fest by Minnesota Public Radio: <a href="http://tinyurl.com/27ke97u">http://tinyurl.com/27ke97u</a> #LitChat - @Andrew_Ervin -1:10 PM Oct 18th, 2010 |
| Girl_Who_Reads RT @GraywolfPress: RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:10 PM Oct 18th, 2010                   |
| LizabethSheena @banana_the_poet Hi, did you see #litchat wants people from small presses tonight? -1:11 PM Oct 18th, 2010   |
| SwiftInkEditor @GraywolfPress When? Where? Indie publishing consultant and editor needs to know! #litchat -1:11 PM Oct 18th, 2010   |
| jennipps Hello, everyone. My first chat with you all. (I usually can't make it because of the day job.) #litchat -1:11 PM Oct 18th, 2010  |
| LEEandLOW Small indie children's book press here, jumping in for our very first litchat! #litchat -1:11 PM Oct 18th, 2010   |

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 2

[www.litchat.net](http://www.litchat.net)

|  |
|--|
| AdiAlsaid Hi, all! Self-pubbed author here. Ready for a good #litchat -1:11 PM Oct 18th, 2010  |
| mmj5170 Constantly redefining. RT @CarolBMTbooks: @litchat Arent all self-published authors potentially small press owners? #litchat -1:11 PM Oct 18th, 2010   |
| HoodedMan I'm Amos. I'm multitasking, as usual, writing while I'm chatting, publisher/author of Midnight Fire Media <a href="http://bit.ly/aejObA">http://bit.ly/aejObA</a> #litchat -1:11 PM Oct 18th, 2010                   |
| RichRennicks RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:11 PM Oct 18th, 2010   |
| LitChat SMALL PRESSES exist to publish a wide assortment of genres, eg: romance, crime, mystery, SciFi, fantasy, and of course, literary. #litchat -1:12 PM Oct 18th, 2010   |
| hsalepr RT @LitChat: SMALL PRESSES exist to publish a wide assortment of genres, eg: romance, crime, mystery, SciFi, fantasy, and of course, literary. #litchat -1:12 PM Oct 18th, 2010  |
| jennipps Oh, btw, published with a small press & have 2 projects underway for small presses. #litchat -1:12 PM Oct 18th, 2010  |
| hsalepr RT @RichRennicks: RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:12 PM Oct 18th, 2010  |
| LitChat In addition, for terms of this discussion, a SMALL PRESS doesn't exist for purpose of pubbing one's own books. #litchat -1:13 PM Oct 18th, 2010  |
| HoodedMan @mmj5170 Not just potentially, not anymore #litchat -1:13 PM Oct 18th, 2010  |
| hsalepr RT @AdiAlsaid: Hi, all! Self-pubbed author here. Ready for a good #litchat -1:13 PM Oct 18th, 2010   |
| EJ_Knapp I'm an author with Rebel e Publishers, a small press out of South Africa. #litchat -1:13 PM Oct 18th, 2010  |
| Ren_Thompson RT @HoodedMan: I'm Amos. I'm multitasking, as usual, writing while I'm chatting, publisher/author of Midnight Fire Media <a href="http://bit.ly/aejObA">http://bit.ly/aejObA</a> #litchat -1:13 PM Oct 18th, 2010 |
| CarolBMTbooks @litchat Why does no one ever, ever list "Western" among the genres? We go back to 1903 & Owen Wister & some write fine fiction! #litchat -1:13 PM Oct 18th, 2010  |
| AuthorWilliam @CarolBMTbooks I hear you, but when I think of small press I think of strong focus on the promotion of other author's titles. #litchat -1:13 PM Oct 18th, 2010   |
| Ren_Thompson RT @GraywolfPress: RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:13 PM Oct 18th, 2010  |
| ReadingGChoices RT @bookladysblog: RT @LitChat If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:13 PM Oct 18th, 2010  |
| candlemarkgleam Yes, but much else involved in pubbing others' work RT @CarolBMTbooks: Arent all self-pub authors potentially small press owners? #litchat -1:13 PM Oct 18th, 2010   |
| TheresaStevens Hi, everyone. I've got a fairly long CV, including 4 years as managing editor/chief executive editor at a small romance press. #litchat -1:14 PM Oct 18th, 2010   |
| twcs_pubhouse #litchat The Writer's Coffee Shop a new publishing house dedicated to helping aspiring authors. <a href="http://tinyurl.com/29wg5fa">http://tinyurl.com/29wg5fa</a> -1:14 PM Oct 18th, 2010                      |
| emilymandel Hello #litchat! Here for 15 minutes before a phone call. Novelist, published by a smallish press. #litchat -1:15 PM Oct 18th, 2010   |
| nevealane RT @GraywolfPress: RT @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:15 PM Oct 18th, 2010   |
| EverettMaroon #litchat We're talking about small presses today? How small is small? -1:15 PM Oct 18th, 2010  |

|  |
|--|
| GraywolfPress @SwiftInkEditor It's happening right now! Just follow along (and chime in) using the #litchat hashtag. -1:15 PM Oct 18th, 2010   |
| thedaisyharris @TheresaStevens Which romance press. (If u dont mind my asking...) #litchat -1:16 PM Oct 18th, 2010   |
| TheresaStevens .@CarolBMTbooks Western is a tough market. We tried a couple of cowboy romances, but readers just didn't respond. #litchat -1:16 PM Oct 18th, 2010                                |
| LitChat Raise your hand if you've recently purchased a book published by a small press. Okay, tweet the title and publisher... #litchat -1:16 PM Oct 18th, 2010                                  |
| jammer0501 RT @ZiggyKinsella: 10 things writers shouldn't forget <a href="http://fecklessgoblin.blogspot.com/">http://fecklessgoblin.blogspot.com/</a> #litchat #writing -1:16 PM Oct 18th, 2010 |
| LitChat Thank you for stopping in, @emilymandel. You have two successful titles with @UnbridledBooks. They keep you happy there? #litchat -1:17 PM Oct 18th, 2010                                |
| jackiejvr and i loved your book! RT @EJ_Knapp: I'm an author with Rebel e Publishers, a small press out of South Africa. #litchat -1:17 PM Oct 18th, 2010  |
| shelfmagazine I want to make sure all small presses on this #litchat are aware of new Shelf Unbound mag. We feature best of small press books. -1:17 PM Oct 18th, 2010                           |
| emilymandel @LitChat They do! I'm a tremendous fan of @unbridledbooks. #litchat -1:17 PM Oct 18th, 2010  |
| jennipps Before mine was published, I bought *Devoted to Quilting* published by Devoted Books, an imprint of AWOCBooks.com Publishing. #litchat -1:17 PM Oct 18th, 2010                          |
| unRonic even as a student running a small zine the goal of @CannoliPie has always been to publish others and never advance our editors. #litchat -1:17 PM Oct 18th, 2010                         |
| LizabethSheena @LitChat @LitChat Endaxi Press are a small press I compiled an anthology for - it's called Summer Shorts. #litchat -1:18 PM Oct 18th, 2010  |
| HoodedMan Everyone can be their own publisher today if they want to, and they should want to. There is no reason to not be anymore #litchat -1:18 PM Oct 18th, 2010                              |
| TheresaStevens .@thedaisyharris Don't mind at all. Red Sage, which has been around since 1994, pre e-books. #litchat -1:18 PM Oct 18th, 2010   |
| IPPYmag RT @LitChat: Raise your hand if you've recently purchased a book published by a small press. Okay, tweet the title and publisher... #litchat -1:18 PM Oct 18th, 2010                     |
| ejkolodziej do you normally get an advance at a small publishing house? #litchat -1:18 PM Oct 18th, 2010   |
| zoezolbrod Just ordered THE CONSEQUENCES OF SKATING and Matt BELL's HOW THEY WERE FOUND. #litchat -1:18 PM Oct 18th, 2010  |
| Girl_Who_Reads #litchat The Writer's Coffee Shop is publishing its 1st novels Oct. 28 -1:18 PM Oct 18th, 2010  |
| thedaisyharris @TheresaStevens Interesting, since cowboy romance seems to be big for some romance publishers. #litchat -1:18 PM Oct 18th, 2010   |
| Joe_Wallace A terrific novelist/press. RT @EmilyMandel Here for 15 minutes before a phone call. Novelist, published by a smallish press. #litchat -1:18 PM Oct 18th, 2010                        |
| thedaisyharris @TheresaStevens Wow! The "olden" days. #litchat -1:18 PM Oct 18th, 2010   |
| shelfmagazine @LitChat Most recent is The Orange Eats Creeps from Two Dollar Press. #litchat -1:18 PM Oct 18th, 2010   |
| DravenAmes @LitChat #litchat the last small press book I got was "Dead Love" by Linda McFerrin -1:19 PM Oct 18th, 2010   |

Topic of the Week:

|   |
|---|
| emilymandel @Joe_Wallace Thank you! #litchat -1:19 PM Oct 18th, 2010  |
| unRonic #Poemland #ChelseyMinnis #WavePoetry #litchat -1:19 PM Oct 18th, 2010   |
| arcadegazette @LitChat Arcade is a small press from Australia. We were at Book Expo America this year. Lots of small presses here in #Melbourne. #litchat -1:19 PM Oct 18th, 2010                   |
| LitChat Q fm @ejkolodziej: do you normally get an advance at a small publishing house? #litchat -1:19 PM Oct 18th, 2010   |
| TheresaStevens .@thedaisyharris Yes, I was disappointed in how those cowboy titles performed. I had high hopes for them. #litchat -1:19 PM Oct 18th, 2010   |
| AMACOMBooks Wow today's #litchat is about small presses! <Raises hand.> -1:19 PM Oct 18th, 2010   |
| thedaisyharris @IPPYmag I buy lots of books by small presses, but buy mostly through amazon. #litchat -1:19 PM Oct 18th, 2010   |
| EJ_Knapp @jackiejvr Thank you. I'm glad you liked it. Would you consider posting an Amazon review? Thanks. #litchat -1:19 PM Oct 18th, 2010   |
| caseyecrow RT @ReadingGChoices: RT @bookladysblog: RT @LitChat If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:19 PM Oct 18th, 2010 |
| DravenAmes #litchat Stone Bridge Press -1:19 PM Oct 18th, 2010  |
| emilymandel @ejkolodziej Depends on the house. I've heard of tiny advances from the smallest ones. Larger ones more generous. #litchat -1:20 PM Oct 18th, 2010                                      |
| TheresaStevens .@ejkolodziej Advances depend on the house. Some do, some don't. We paid advances on everything at my former house. #litchat. -1:20 PM Oct 18th, 2010                                |
| LEEandLOW @ejkolodziej Depends on the press and genre, but for traditional small presses, answer is usually yes. #litchat -1:20 PM Oct 18th, 2010   |
| knittingmomof3 @LitChat Actually every book by @Unbridledbooks has been a winner. #litchat -1:20 PM Oct 18th, 2010  |
| AMACOMBooks @ejkolodziej some provide advances, some don't. It depends on the publiher, their model, etc. #litchat -1:20 PM Oct 18th, 2010  |
| LitChat Q1 Let's talk about why SMALL PRESSES exist when there are so many other imprints with big corps behind them. #litchat -1:20 PM Oct 18th, 2010  |
| Joe_Wallace Recently bought The Singer's Gun by @EmilyMandel and An Unfinished Score by EliseBlackwell, among others. #litchat -1:20 PM Oct 18th, 2010  |
| jennipps My own book (Devoted to Creating) is also with Devoted Books. #litchat -1:20 PM Oct 18th, 2010   |
| ejkolodziej wandering if people see a big difference between self pub and small press... quality of book maybe? #litchat -1:20 PM Oct 18th, 2010  |
| candlemarkgleam @LitChat @ejkolodziej TOTALLY depends on the house. Usually, tho, advances are small or nonexistent. Royalties are often larger. #litchat -1:20 PM Oct 18th, 2010                   |
| EJ_Knapp @shelfmagazine Got a link for that? #litchat -1:20 PM Oct 18th, 2010   |
| sarabandebooks You can certainly get an advance with a small press, @ejkolodziej #litchat -1:21 PM Oct 18th, 2010   |
| thedaisyharris @TheresaStevens I don't get the cowboy thing myself. (City girl) but Siren, my publisher, sells a lot. Then again, theyr in Texas #litchat -1:21 PM Oct 18th, 2010                   |
| DravenAmes #litchat We can follow this chat if we haven't been published yet and are watching for ways to break in? I'll stay quiet if I must. -1:21 PM Oct 18th, 2010                              |
| unbridledbooks Thanks @Joe_Wallace and @EmilyMandel! #litchat -1:21 PM Oct 18th, 2010   |
| shelfmagazine @EJ_Knapp www.shelfmediagroup.com #litchat -1:21 PM Oct 18th, 2010  |

Topic of the Week:

|  |
|--|
| jackiejvr @EJ_Knapp i'll see what i can do. i cannot post the review i did for women24, as they published it on their own site. #litchat -1:21 PM Oct 18th, 2010                     |
| LEEandLOW @litchat some small presses (like us) prefer to remain independent. More control than if we were bought out by larger house. #litchat -1:22 PM Oct 18th, 2010              |
| candlemarkgleam @LitChat We & many other sf/f small presses exist to try to branch the genre out. Pub books that might not fly @ commercial houses #litchat -1:22 PM Oct 18th, 2010  |
| LitChat @DravenAmes You are welcome to ask questions pertaining to topic. #litchat -1:22 PM Oct 18th, 2010   |
| ejkolodziej @DravenAmes i think anyone can chat. #litchat -1:22 PM Oct 18th, 2010  |
| RichRennicks @CarolBMTbooks Then again, maybe ready to be rediscovered? #litchat -1:22 PM Oct 18th, 2010   |
| emilymandel .@ejkolodziej Definitely a difference in quality. Small press books are published traditionally, just on a smaller scale. #litchat -1:22 PM Oct 18th, 2010               |
| caitlinpress @LitChat For us, it's about publishing voices that don't always get heard, like writing by women and regional stories. #litchat -1:22 PM Oct 18th, 2010                 |
| CannoliPie A small press publishes because it loves to publish. A big corp, no matter who they are publishing is doing it to make money. #litchat -1:22 PM Oct 18th, 2010            |
| EJ_Knapp @shelfmagazine Thanks, I'll check it out. #litchat -1:22 PM Oct 18th, 2010  |
| candlemarkgleam @litchat Big corps mean big responsibility for profit, return. Small presses work on shoestring but can take more chances w/content #litchat -1:22 PM Oct 18th, 2010 |
| LEEandLOW @litchat Plus, we fill a niche (multicultural books) that big houses haven't been that interested in filling historically. #litchat -1:22 PM Oct 18th, 2010                |
| jennipps @CannoliPie From what I've seen and heard, I would agree with that. #litchat -1:23 PM Oct 18th, 2010  |
| LitChat @caitlinpress Can you give us an example of a regional story? #litchat -1:23 PM Oct 18th, 2010   |
| TheresaStevens .@LitChat I think of small press as a different model with different goals. Serves a different market need than the big houses. #litchat -1:23 PM Oct 18th, 2010      |
| CannoliPie most presses, and I know this is true for us, do so at a loss, and we'll do it gladly just to get our talented writers heard. #litchat -1:23 PM Oct 18th, 2010            |
| sarabandebooks We make an effort to publish in genres that don't get much love from big houses. Poetry, short fiction, literary nonfiction #litchat -1:23 PM Oct 18th, 2010          |
| thedaisyharris @CannoliPie Perhaps, but a small press that wants to stay in business has to be pretty business minded. #litchat -1:23 PM Oct 18th, 2010                              |
| LEEandLOW Us too. RT @caitlinpress: For us, its about publishing voices that don't always get heard. #litchat -1:23 PM Oct 18th, 2010  |
| EJ_Knapp @jackiejvr You wrote the review for Women 24? Wow, thank you. It really made my day. #litchat -1:23 PM Oct 18th, 2010   |
| zoezobrod The books I ordered were published by Dzanc imprints. Want to support the team, since Dzanc imprint OV Books published my novel. #litchat -1:23 PM Oct 18th, 2010          |
| candlemarkgleam @DravenAmes Participate! Small press is good way to break in to publishing if you're frustrated w/ big-press rejections #litchat -1:23 PM Oct 18th, 2010             |
| LitChat @LEEandLOW What types of multicultural books do you pub? #litchat -1:24 PM Oct 18th, 2010  |
| DravenAmes #litchat Is a small press a last ditch effort for an author? Should we try agents and big publishers first? I've been making my book for 1yr -1:24 PM Oct 18th, 2010      |

Topic of the Week:

|  |
|--|
| <p>Girl_Who_Reads #litchat @twcs_pubhouse wants to help the first time author get published. That's why we exist -1:24 PM Oct 18th, 2010</p>   |
| <p>PimpMyNovel Small press &gt; self pub under nearly every circumstance I can think of. Most self-pubbed books look truly awful. #litchat -1:24 PM Oct 18th, 2010</p>   |
| <p>SteffiTwoBits RT @PimpMyNovel: Small press &gt; self pub under nearly every circumstance I can think of. Most self-pubbed books look truly awful. #litchat -1:25 PM Oct 18th, 2010</p>  |
| <p>CannoliPie RT @thedaisyharris: @CannoliPie Perhaps, but a small press that wants to stay in business has to be pretty business minded. #litchat -1:25 PM Oct 18th, 2010</p>   |
| <p>caitlinpress @LitChat Part of our mandate is stories about BC's Interior, the Cariboo-Chilcotin. #litchat -1:25 PM Oct 18th, 2010</p>   |
| <p>DravenAmes @CandlemarkGleam #litchat I haven't sent it out anywhere yet, so I've been lucky to have no rejections yet. I will be sending soon. Research -1:25 PM Oct 18th, 2010</p>   |
| <p>candlemarkgleam YES. RT @CannoliPie: most presses operate at a loss, and we'll do it gladly just to get our talented writers heard. #litchat -1:25 PM Oct 18th, 2010</p>  |
| <p>jennipps @DravenAmes No, small press is not a last-ditch effort. Many small presses are quite respectable and some offer advances. #litchat -1:25 PM Oct 18th, 2010</p>   |
| <p>arcadegazette We work closely with authors to develop their books #litchat -1:25 PM Oct 18th, 2010</p>  |
| <p>Joe_Wallace Hard to follow chat here...hate missing this conversation. I have a big publisher, but do all I can to support small presses. #litchat. -1:25 PM Oct 18th, 2010</p>   |
| <p>ejkolodziej @DravenAmes i think it really depends on what you want. i have seen most people recommend trying to get an agent first #litchat -1:25 PM Oct 18th, 2010</p>   |
| <p>EJ_Knapp @DravenAmes It wasn't for me. I chose that route because I'm pretty disgusted with the way trad pub works. #litchat -1:25 PM Oct 18th, 2010</p>  |
| <p>TheresaStevens Well, my small press was certainly concerned about profits. We had a missions, certainly, but wanted to earn money, too. #litchat -1:25 PM Oct 18th, 2010</p>  |
| <p>LucidGlow RT @HoodedMan: I'm Amos. I'm multitasking, as usual, writing while I'm chatting, publisher/author of Midnight Fire Media <a href="http://bit.ly/aejObA">http://bit.ly/aejObA</a> #litchat -1:26 PM Oct 18th, 2010</p> |
| <p>LEEandLOW @litchat children's, middle grade, YA. We just acquired a new imprint, @tubooks, doing mg/ya science fiction and fantasy. #litchat -1:26 PM Oct 18th, 2010</p>  |
| <p>AMACOMBooks Most people who work at small presses have big house experience. #litchat -1:26 PM Oct 18th, 2010</p>   |
| <p>nchsmith Hi all, I think small presses are great and I hope there's one out there for my works-in-progress when they're ready! #litchat -1:26 PM Oct 18th, 2010</p>   |
| <p>emilymandel @DravenAmes I've noticed that most of my friends pub'd by lg. houses have much less marketing support than I do. Small can be good. #litchat -1:26 PM Oct 18th, 2010</p>  |
| <p>SwiftInkEditor @PimpMyNovel I'm an independent publishing consultant. My work? Ensuring that the books I work on do NOT look truly awful. #litchat -1:26 PM Oct 18th, 2010</p>  |
| <p>DravenAmes @EJ_Knapp #litchat can you give an example of what disgusted you? -1:26 PM Oct 18th, 2010</p>  |
| <p>CannoliPie @thedaisyharris I suppose what I mean is that a small press looks at the content before the name on the cover. #litchat -1:26 PM Oct 18th, 2010</p>  |
| <p>TheresaStevens .@DravenAmes No, small press is not a last stop. Small press usually serves a niche not filled by big houses. #litchat -1:27 PM Oct 18th, 2010</p>   |
| <p>candlemarkgleam @DravenAmes Indie press might not always be last resort. 2 of our authors chose us specifically for our philosophy on books #litchat -1:27 PM Oct 18th, 2010</p>  |

Topic of the Week:

|  |
|--|
| CarolyBurnsBass @DravenAmes Much depends on how well you know the market. If you believe your work of commercial interest, go for agent. #litchat -1:27 PM Oct 18th, 2010  |
| EJ_Knapp Dumping their authors in the pool without support, for one. #litchat -1:27 PM Oct 18th, 2010  |
| epicblackcar What's the craziest pen name ever? #litchat -1:27 PM Oct 18th, 2010   |
| ejkolodziej @EmilyMandel really? thats interesting. makes me wonder how people hear of lg house books more than smal #litchat -1:27 PM Oct 18th, 2010  |
| jennipps RT @TheresaStevens: .@DravenAmes No, small press is not a last stop. Small press usually serves a niche not filled by big houses. #litchat -1:27 PM Oct 18th, 2010  |
| arcadegazette @EmilyMandel Marketing and editorial is what authors really value in working with us #litchat -1:27 PM Oct 18th, 2010  |
| caitlinpress RT @TheresaStevens: .@DravenAmes No, small press is not a last stop. Small press usually serves a niche not filled by big houses. #litchat -1:27 PM Oct 18th, 2010  |
| his_tweet RT @twcs_pubhouse: #litchat The Writer's Coffee Shop a new publishing house dedicated to helping aspiring authors. <a href="http://tinyurl.com/29wg5fa">http://tinyurl.com/29wg5fa</a> -1:27 PM Oct 18th, 2010 |
| BULLMensFiction RT @GraywolfPress: @LitChat: If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:28 PM Oct 18th, 2010  |
| DravenAmes @CarolyBurnsBass #litchat Oh, yes it does. Ty for the advice -1:28 PM Oct 18th, 2010  |
| thedaisyharris @TheresaStevens I totally agree. Small presses fill niches. Some books are perfect for some people, but maybe not mass market. #litchat -1:28 PM Oct 18th, 2010   |
| emilymandel @ejkolodziej Better chance of getting reviewed if you're with a big house; on the other hand, % of books that get mkting attn low. #litchat -1:28 PM Oct 18th, 2010  |
| candlemarkgleam That's the case here RT @CannoliPie: @thedaisyharris I mean a small press looks at the content before the name on the cover. #litchat -1:28 PM Oct 18th, 2010  |
| ejkolodziej do you need an agent if you go to a small press? #litchat -1:28 PM Oct 18th, 2010  |
| Girl_Who_Reads #litchat every author @twcs_pubhouse gets a marketing agent that helps get the word out about their book -1:29 PM Oct 18th, 2010  |
| jennipps @thedaisyharris Sort of like devotions. *s* #litchat -1:29 PM Oct 18th, 2010  |
| EJ_Knapp @ejkolodziej No #litchat -1:29 PM Oct 18th, 2010  |
| candlemarkgleam @ejkolodziej @emilymandel Lg house has more marketing money, but small press has more time/interest/emphasis. It's a quandary #litchat -1:29 PM Oct 18th, 2010   |
| ejkolodziej @EmilyMandel do you get control of what goes on with the book? like pricing and what not? #litchat -1:29 PM Oct 18th, 2010   |
| atrubek If university presses count, and an author can weigh in, my book, *A Skeptic's Guide To Writers' Houses,* from @PennPress #litchat -1:29 PM Oct 18th, 2010   |
| sarabandebooks @ejkolodziej Nope. Most of our authors aren't agented. #litchat -1:29 PM Oct 18th, 2010   |
| TheresaStevens .@thedaisyharris In our case, though, we hit on a niche that the big houses were able to exploit later. We were 1st erorm pub in US #litchat -1:29 PM Oct 18th, 2010                                      |
| caitlinpress @ejkolodziej Sometimes it helps, but you certainly don't need an agent to get us to look at your book. #litchat -1:30 PM Oct 18th, 2010   |
| AMACOMBooks @ejkolodziej Check editorial submissions process for each house. Most small presses are open with or without agent. #litchat -1:30 PM Oct 18th, 2010   |
| RichRennicks @LitChat Bought Fimbul-Winter by Deb Allbery this weekend (Four Way Books). Looks every bit as professional as bk by "big" pub. #litchat -1:30 PM Oct 18th, 2010  |

Topic of the Week:



|   |
|---|
| jackiejvr @EJ_Knapp like i said, i enjoyed your book. are you writing more? #litchat -1:30 PM Oct 18th, 2010  |
| EJ_Knapp @jackiejvr Almost finished with the next one. #litchat -1:30 PM Oct 18th, 2010   |
| TheresaStevens .@ejkolodziej Not usually. At my house, we were happy to work with agents or take subs directly from authors. #litchat -1:31 PM Oct 18th, 2010                                   |
| shelfmagazine @litchat I believe ability to publish and market digitally will create enormous opportunity for small presses and their authors. #litchat -1:31 PM Oct 18th, 2010                 |
| LitChat @atrubek University Presses certainly do count. Some UPs are larger than others, but they still operate independent of the biggies. #litchat -1:31 PM Oct 18th, 2010                    |
| SwiftInkEditor @AMACOMBooks @emilymandel Marketing \$ from lg houses is dwindling. They want to see a social media platform now, proving your work #litchat -1:31 PM Oct 18th, 2010             |
| QuelleBooks @LitChat #litchat Small presses are champions for writers and illustrators with talent. They look more for quality than a big payout. -1:31 PM Oct 18th, 2010                       |
| emilymandel @ejkolodziej No, that's out of my hands. But I do get input on the cover art, and it probably varies press-by-press. #litchat -1:31 PM Oct 18th, 2010                               |
| HonoreeJeffers RT @sarabandebooks: We make an effort to publish in genres that don't get much love from big houses. Poetry, short fiction, literary nonfiction #litchat -1:31 PM Oct 18th, 2010 |
| DravenAmes #litchat If a small press gets a book and it turns out to be a great book, do they have the tools to make a bestseller? -1:32 PM Oct 18th, 2010                                      |
| AssistantThief what about a collaborative model. . .where author & press share in costs and profits. author retains rights.self pub or sm press? #litchat -1:32 PM Oct 18th, 2010               |
| JLichtenberg RT @LitChat: Q fm @ejkolodziej: do you normally get an advance at a small publishing house? #litchat -1:32 PM Oct 18th, 2010   |
| jackiejvr yaaay! @RebelEPublisher RT @EJ_Knapp: @jackiejvr Almost finished with the next one. #litchat -1:32 PM Oct 18th, 2010  |
| ejkolodziej how difficult is it to get a job at a small press house? #litchat -1:32 PM Oct 18th, 2010   |
| atrubek RT @emilymandel: @DravenAmes I've noticed that most of my friends pub'd by lg. houses have much less marketing support than I do. Small can be good. #litchat -1:32 PM Oct 18th, 2010   |
| caitlinpress @shelfmagazine Agreed. The lower margins with digital marketing/publishing allow us to try new things. #litchat -1:32 PM Oct 18th, 2010  |
| jackiejvr @EJ_Knapp how did it come that you published with a SA publisher? @RebelEPublisher #litchat -1:32 PM Oct 18th, 2010   |
| CannoliPie as a small mag, we take pride in being able to provide our rejected contribs more than a polite "Dear John" but a helpful critique #litchat -1:32 PM Oct 18th, 2010                  |
| thedaisyharris One thing I like about small e-presses is that one is not bound by a strict word count. I love reading and writing novellas. #litchat -1:33 PM Oct 18th, 2010                    |
| candlemarkgleam @AMACOMBooks @caitlinpress @ejkolodziej Yep, varies w/ house, but most small houses welcome unagented. We do. #litchat -1:33 PM Oct 18th, 2010                                  |
| LEEandLOW @ejkolodziej We look at unagented submissions as well as submissions from agents. #litchat -1:33 PM Oct 18th, 2010  |
| jennipps RT @shelfmagazine I believe ability to publish/market digitally will create enormous opportunity for small presses & their authors. #litchat -1:33 PM Oct 18th, 2010                   |
| QuelleBooks @ejkolodziej difficult. But publishing is very competitive so it's difficult to get a job at a big house too. #litchat -1:33 PM Oct 18th, 2010                                      |

TheresaStevens .@DravenAmes Yes and no. Coop options are harder to come by, but other distribution avenues can be leveraged. #litchat -1:33 PM Oct 18th, 2010

CannoliPie RT @shelfmagazine Agreed. The lower margins with digital marketing/publishing allow us to try new things. #litchat -1:33 PM Oct 18th, 2010

LitChat Many of the questions in my queue are already being answered by all of you amazing SMALL PRESS gurus. Wow. #litchat -1:33 PM Oct 18th, 2010

EJ\_Knapp @jackiejvr I have an online friend who published with Rebel and she was so positive toward them that I subbed mine to them. #litchat -1:34 PM Oct 18th, 2010

JLichtenberg RT @DravenAmes: #litchat If a small press gets a book and it turns out to be a great book, do they have the tools to make a bestseller? -1:34 PM Oct 18th, 2010

CannoliPie RT @DravenAmes: #litchat If a small press gets a book and it turns out to be a great book, do they have the tools to make a bestseller? -1:34 PM Oct 18th, 2010

RichRennicks To me diff btw big & small houses is big needs big hits to cover overhead (and abandon bks if don't instantly get attention). 1/2 #litchat -1:34 PM Oct 18th, 2010

ejkolodziej @QuelleBooks figured it would be hard to get a job at a lghouse was why i was wondering. am finding an interest in the marketing #litchat -1:34 PM Oct 18th, 2010

JillCorcoran RT @LitChat Many of the questions in my queue are already being answered by all of you amazing SMALL PRESS gurus. Wow. #litchat #litchat -1:34 PM Oct 18th, 2010

AMACOMBooks @SwiftInkEditor Everyone is looking for author to have some online presence. It's just biz. You don't exist if you're not online. #litchat -1:34 PM Oct 18th, 2010

LEEandLOW Yes, they def. even the playing field. RT @shelfmagazine Lower margins with digital marketing/publishing allow us to try new things #litchat -1:34 PM Oct 18th, 2010

LitChat Q fm @DravenAmes: If a small press gets a book and it turns out to be a great book, do they have the tools to make a bestseller? #litchat -1:34 PM Oct 18th, 2010

AuthorWilliam Some great discussion in today's #litchat! -1:35 PM Oct 18th, 2010

DravenAmes @TheresaStevens #litchat Do they have to be leveraged before the book deal is made with the small press, or after success is seen? -1:35 PM Oct 18th, 2010

candlemarkgleam YES. We try to send helpful commentary w/ rejection RT @CannoliPie: we take pride in providing rejected contribs a helpful critique #litchat -1:35 PM Oct 18th, 2010

QuelleBooks @DravenAmes Some small presses rely on big houses for their sales, marketing and distribution. #litchat #litchat -1:35 PM Oct 18th, 2010

jennipps RT @AMACOMBooks Everyone is looking for author to have some online presence. Its just biz. You don't exist if you're not online. #litchat -1:35 PM Oct 18th, 2010

RichRennicks But a small press can sustain itself w/ smaller hits. So, can support a book for longer (w/ marketing effort) & find more readers #litchat -1:35 PM Oct 18th, 2010

twcs\_pubhouse @JenNipps @shelfmagazine definitely. We are focusing on ebooks and social media to get our authors noticed #litchat -1:36 PM Oct 18th, 2010

AMACOMBooks @SwiftInkEditor ...As far as consumers are concerned. Readers seek authors out online. Example this twitter conversation. #litchat -1:36 PM Oct 18th, 2010

PugilistPress Hi @LitChat -- would love to join in, if you've room. :) #litchat -1:36 PM Oct 18th, 2010

arcadegazette Small presses have v. diff. business models to the big houses. We have a valuable backlist that continues to sell #litchat -1:36 PM Oct 18th, 2010

lacarrington1 RT @twcs\_pubhouse: @JenNipps @shelfmagazine definitely. We are focusing on ebooks and social media to get our authors noticed #litchat -1:36 PM Oct 18th, 2010

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 10

www.litchat.net

|   |
|---|
| TheresaStevens .@DravenAmes Again, depends. Sometimes a book is a grower, and then new distribution opps can be found for it post-pub. #litchat -1:36 PM Oct 18th, 2010               |
| jackiejvr @EJ_Knapp have you ever been to SA? i met @JoanDeLaHaye last week, and i just finished reading her book. #litchat -1:36 PM Oct 18th, 2010                                   |
| LEEandLOW @dravenAmes It can def. happen (look at TIME TRAVELER'S WIFE, etc) but harder initially b/c of print run required at the beginning. #litchat -1:36 PM Oct 18th, 2010        |
| JLichtenberg #litchat @QuelleBooks I think you need to distinguish b/w "small" and "new" -- NEW publishers don't have capital for big projects -1:37 PM Oct 18th, 2010                |
| CannoliPie @DravenAmes #litchat I know we would have a challenge making big waves even for a great book, but the resolve to do so would be unmatched -1:37 PM Oct 18th, 2010          |
| AMACOMBooks @SwiftInkEditor Should also say we sign authors w/o an online presence and we help them get one as much as we can. #litchat -1:37 PM Oct 18th, 2010                       |
| JLichtenberg #litchat @AssistantThief Scholastic practically went bankrupt while doing Potter, and they're old and not-so-small -1:37 PM Oct 18th, 2010                               |
| EJ_Knapp @jackiejvr Haven't yet. Europe, mostly. #litchat -1:37 PM Oct 18th, 2010   |
| SwiftInkEditor @AMACOMBooks I agree. My point is that large houses do not offer the same kind of \$ that they used to. Much is up to the author. #litchat -1:37 PM Oct 18th, 2010     |
| caitlinpress @DravenAmes I don't know if any pub can make EVERY great book a bestseller, but small pubs support all their books consistently. #litchat -1:37 PM Oct 18th, 2010        |
| EchelonPress @LitChat #litchat small press and best seller-isn't just up to pub, it it largely dependent on the exposure of the author (1/2) -1:38 PM Oct 18th, 2010                  |
| candlemarkgleam @RichRennicks Exactly. Building backlist, supporting author's whole career is more important at a small press. Backlist > megaseller #litchat -1:38 PM Oct 18th, 2010 |
| LitChat Q fm @AssistantThief: Selfpub or sm press: Collaborative model where author & press share in costs/profits. Author retains rights. #litchat -1:38 PM Oct 18th, 2010           |
| chriskepner RT @PimpMyNovel: Small press > self pub under nearly every circumstance I can think of. Most self-pubbed books look truly awful. #litchat -1:38 PM Oct 18th, 2010         |
| JLichtenberg #litchat @DravenAmes "small press" doesn't have tools to support "best seller" but if not a startup, they may have the connections! -1:38 PM Oct 18th, 2010              |
| atrubek @PennPress has been wonderful. They don't do as many trade books as other acad. presses. It's been a great experience. #litchat -1:38 PM Oct 18th, 2010                       |
| EchelonPress @LitChat #litchat have had a couple authors whose books had that potential, authors refused to work with me and the book floundered-no sales -1:38 PM Oct 18th, 2010     |
| SwiftInkEditor RT Glad to know! @AMACOMBooks: Should also say we sign authors w/o an online presence and we help them get one as much as we can. #litchat -1:38 PM Oct 18th, 2010     |
| LEEandLOW We still support our backlist, bigger pubs don't always do that. RT @RichRennicks A small press can sustain itself w/ smaller hits. #litchat -1:38 PM Oct 18th, 2010        |
| DravenAmes #litchat What would be the best small press to research in regards to philosophical horror novels? Think It meets Matrix. -1:38 PM Oct 18th, 2010                          |
| TheresaStevens .@DravenAmes Reading between the lines, you'll see that small presses sometimes have more flexibility to respond to market quickly #litchat -1:38 PM Oct 18th, 2010    |
| SwiftInkEditor @AMACOMBooks And would you consider picking up an author who has an independently published book? #litchat -1:39 PM Oct 18th, 2010                                     |
| atrubek University presses are often overlooked as some of the best small presses--and award winners for trade non-fict and fiction #litchat -1:39 PM Oct 18th, 2010                  |

Topic of the Week:

|   |
|---|
| ashbrux As a blogger how can I find out about more titles from small presses? I'd love to work with them more. #litchat -1:39 PM Oct 18th, 2010   |
| DravenAmes @EchelonPress #litchat That sucks. I know I have the work ethic. I spent a year writing this and teaching myself. -1:39 PM Oct 18th, 2010  |
| twcs_pubhouse @SwiftInkEditor @AMACOMBooks We are doing that for a lot of our authors too - twitter, facebook, goodreads are good places to start #litchat -1:39 PM Oct 18th, 2010                  |
| Donna_Earnhardt RT @LEEandLOW: We still support our backlist, bigger pubs don't always do that. RT @RichRennicks A small press can sustain itself w/ smaller hits. #litchat -1:40 PM Oct 18th, 2010 |
| HoodedMan I ignore genres and write and publish stories <a href="http://bit.ly/12tohz">http://bit.ly/12tohz</a> #litchat -1:40 PM Oct 18th, 2010  |
| lacarrington1 I've seen a few quality small presses out there...those are willing to take a chance on new authors #litchat -1:40 PM Oct 18th, 2010  |
| AuthorWilliam Do royalty percentages differ with small presses vs. large presses? #litchat -1:40 PM Oct 18th, 2010  |
| AMACOMBooks @SwiftInkEditor You mean self-pubbed? We have in the past. It depends on all the usual factors. And we re-edit book, etc #litchat -1:40 PM Oct 18th, 2010                               |
| LEEandLOW @ashbrux Just ask us! I love working w/ bloggers...and b/c we're smaller, usually we're easy to get in touch with. #litchat -1:40 PM Oct 18th, 2010                                       |
| JLichtenberg @DravenAmes #litchat find a book "like" yours on amazon etc & search inside for acknw, find agent or editor, go for it -1:40 PM Oct 18th, 2010   |
| PugilistPress @SwiftInkEditor I can't speak for @AMACObooks, but we did pick up an author's backlist title that had been previously published. #litchat -1:40 PM Oct 18th, 2010                     |
| arcadegazette .@ashbrux there are small press advocacy orgs in the US, UK and Australia :) #litchat -1:40 PM Oct 18th, 2010   |
| DravenAmes RT @HoodedMan: I ignore genres and write and publish stories <a href="http://bit.ly/12tohz">http://bit.ly/12tohz</a> #litchat -1:40 PM Oct 18th, 2010                                    |
| candlemarkgleam @DravenAmes @apexbookcompany might be interested. Hell, we might be. Your quicktag sounds interesting, and we like thinky sf/f/h #litchat -1:40 PM Oct 18th, 2010                   |
| CannoliPie Too true. RT @atrubek: U-presses are often overlooked as some of the best small presses and award winners for non-fict and fiction #litchat -1:40 PM Oct 18th, 2010                      |
| JLichtenberg RT @LEEandLOW: @ashbrux Just ask us! I love working w/ bloggers...and b/c we're smaller, usually we're easy to get in touch with. #litchat -1:40 PM Oct 18th, 2010                     |
| QuelleBooks @DravenAmes What about Akashic? #litchat #litchat -1:40 PM Oct 18th, 2010   |
| jennipps @AuthorWilliam It depends on the press and what they're willing to do. #litchat -1:40 PM Oct 18th, 2010  |
| catconnor @EJ_Knapp @jackiejvr *coughs* it was me. :) #litchat -1:40 PM Oct 18th, 2010  |
| Clea_Simon I'm now doing books w/ 2 small(er) presses - Severn House & @PoisonedPenPress - much more editing than when I was w/ big houses #litchat -1:41 PM Oct 18th, 2010                         |
| thedaisyharris @AuthorWilliam In my limited experience, small presses offer higher e-book royalties than large. But no idea about print. #litchat -1:41 PM Oct 18th, 2010                           |
| PugilistPress @SwiftInkEditor Bought an original by that author, then acquired his previous (& prev. pubbed) book to accompany. #litchat -1:41 PM Oct 18th, 2010                                    |
| Storybird @dravenAmes As most trade fiction goes digital, lg vs sm publishers isn't the question. It's "who knows how to market this?" #litchat -1:41 PM Oct 18th, 2010                             |

twcs\_pubhouse @ashbrux you can contact us at [www.thewriterscoffeeshop.com/publishinghouse](http://www.thewriterscoffeeshop.com/publishinghouse) #litchat -1:41 PM Oct 18th, 2010

JLichtenberg RT @lacarrington1: I've seen a few quality small presses out there...those are willing to take a chance on new authors #litchat -1:41 PM Oct 18th, 2010

WNBA\_NRGM RT @ReadingGChoices: RT @bookladyblog: RT @LitChat If you are an editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:41 PM Oct 18th, 2010

candlemarkgleam @ashbrux As a small press, we're always looking for ways to promote books! Hardest part of the job. DM us? #litchat -1:41 PM Oct 18th, 2010

EJ\_Knapp @catconnor Hey Cat. Yep, it was you. #litchat -1:41 PM Oct 18th, 2010

jackiejvr @EJ\_Knapp maybe you could visit our lovely country? you could base a book here, and call it research. #litchat -1:41 PM Oct 18th, 2010

lacarrington1 RT @twcs\_pubhouse: @ashbrux you can contact us at [www.thewriterscoffeeshop.com/publishinghouse](http://www.thewriterscoffeeshop.com/publishinghouse) #litchat -1:41 PM Oct 18th, 2010

arcadegazette Many small presses in #Melbourne, Australia were founded by editorial/publishing staff of big houses looking for a change #litchat -1:41 PM Oct 18th, 2010

LucidGlow I could publish through another's small press, but there's really no need to do that anymore. #litchat -1:41 PM Oct 18th, 2010

blankslatepress I'm late to the conversation, but eager to join in re: small presses #litchat -1:42 PM Oct 18th, 2010

PugilistPress @ashbrux As @LeeandLow says, just ask! We have a contact form on our website specifically for reviewers/bloggers. #litchat -1:42 PM Oct 18th, 2010

RichRennicks RT @LEEandLOW: We still support our backlist, bigger pubs don't always do that. #litchat [Exactly!] -1:42 PM Oct 18th, 2010

jackiejvr yaaay! i finished 'killerbyte' yesterday! RT @catconnor: @EJ\_Knapp @jackiejvr \*coughs\* it was me. :) #litchat -1:42 PM Oct 18th, 2010

AuthorWilliam @PimpMyNovel That's a sad statement - it is unfortunate that self pub has such a reputation, but I certainly see why. #litchat -1:42 PM Oct 18th, 2010

CannoliPie we need more writers who do this. stories mean much more than genre RT @HoodedMan: I ignore genres and write and publish stories #litchat -1:42 PM Oct 18th, 2010

Clea\_Simon I'm small-press author RT @LitChat If you are editor, publisher, publicist or author with a SMALL PRESS, please join us for today's #litchat -1:42 PM Oct 18th, 2010

lacarrington1 I live in the US, but the small press who is publishing my book is in the UK. Go figure! #litchat -1:42 PM Oct 18th, 2010

TheresaStevens .@AuthorWilliam Not really. Maybe comparable royalties in print, slightly higher in e. #litchat -1:42 PM Oct 18th, 2010

lil\_monmon @thedaisyharris In a micro-press the royalties for printed books are comparable to those of a large press. @AuthorWilliam #litchat -1:42 PM Oct 18th, 2010

EchelonPress #litchat we are oft criticized because we don't do more, usually by those not wanting to do anything themselves -1:42 PM Oct 18th, 2010

candlemarkgleam @AuthorWilliam All depends on press. Many offer lower advances, larger royalties. I know we offer high-ish e-royalties, no advance #litchat -1:42 PM Oct 18th, 2010

caitlinpress @ashbrux Ditto @LeeandLow and @PugilistPress. We're easy to get in touch with. #litchat -1:43 PM Oct 18th, 2010

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 13

[www.litchat.net](http://www.litchat.net)

|   |
|---|
| DravenAmes @JLichtenberg #litchat I read If I Stay. That book was close in some ways. Soon I will be ready to 'go for it.' -1:43 PM Oct 18th, 2010  |
| QuelleBooks @JLichtenberg Sure a big pub would want a track record before taking on a small press but many small presses have that support #litchat -1:43 PM Oct 18th, 2010   |
| EJ_Knapp @jackiejvr I like that idea. And I'd love to visit. I've made so many friends there it would be great to meet them in person. #litchat -1:43 PM Oct 18th, 2010   |
| AuthorWilliam @thedaisyharris That is my impression as well. #litchat -1:43 PM Oct 18th, 2010   |
| JLichtenberg @AuthorWilliam Royalty percentages differ by kind of "deal" more than by publisher. That's where Agent earns % #litchat -1:43 PM Oct 18th, 2010  |
| JAPak Sorry, I'm late. Quick ?: are contracts different at independent presses vs big houses? #litchat -1:43 PM Oct 18th, 2010  |
| lacarrington1 RT @EchelonPress: we are oft criticized because we dont do more, usually by those not wanting to do anything themselves #litchat -1:43 PM Oct 18th, 2010  |
| joekkeppler Great discussion going on with folks and @LitChat. Some really great Q&A. #litchat -1:43 PM Oct 18th, 2010  |
| SwiftInkEditor @AMACOMBooks I avoid "self-pubbed" term. My author clients NEVER do it themselves. I prefer "independent." More accurate. #litchat -1:43 PM Oct 18th, 2010   |
| susanmpls @DravenAmes look at list of publishers here: <a href="http://www.cbsd.com/publishers.aspx">http://www.cbsd.com/publishers.aspx</a> ; akashic or ig, might be good matches. #litchat -1:44 PM Oct 18th, 2010 |
| DravenAmes @Storybird #litchat Very smart answer. I like that. -1:44 PM Oct 18th, 2010  |
| TheresaStevens .@LucidGlow Some small presses have access to things self-pubs can't reach as easily. Like subrights channels. #litchat -1:44 PM Oct 18th, 2010  |
| JLichtenberg @AuthorWilliam #litchat royalty % deals are like shoe sizes, they go in set increments -1:44 PM Oct 18th, 2010   |
| AuthorWilliam @TheresaStevens That makes sense. #litchat -1:44 PM Oct 18th, 2010  |
| allirens Me too! RT @ashbrux: As a blogger how can I find out about more titles from small presses? I'd love to work with them more. #litchat #books -1:44 PM Oct 18th, 2010  |
| mikecane RT @EchelonPress: #litchat we are oft criticized because we don't do more, usually by those not wanting to do anything themselves -1:44 PM Oct 18th, 2010  |
| LitChat Q fm @JAPak: Are contracts different at independent presses vs big houses? #litchat -1:44 PM Oct 18th, 2010   |
| TinaMcElroyAnsa Hi, it's Tina of DownSouth Press. Late but want to join the conversation. #litchat -1:44 PM Oct 18th, 2010  |
| QuelleBooks @JAPak Contracts are different even among big houses. It depends on the company. I know a pub who uses a music industry model #litchat -1:44 PM Oct 18th, 2010  |
| DravenAmes @QuelleBooks #litchat I will look them up and do some research after this. Thank you quelle -1:44 PM Oct 18th, 2010  |
| arcadegazette @ashbrux of course, once you've found a small press just get in touch. blogs are proving more useful to us than newspaper reviews! #litchat -1:44 PM Oct 18th, 2010                                     |
| SwiftInkEditor @PugilistPress Was prev. pubbed independently (self) published? #litchat -1:44 PM Oct 18th, 2010   |
| PugilistPress @AuthorWilliam Often royalties offered through small presses are higher -- it's the trade-off for smaller advances up-front. #litchat -1:44 PM Oct 18th, 2010   |
| LEEandLOW @JAPak I imagine it depends on the house, but ours aren't really any different. #litchat -1:44 PM Oct 18th, 2010  |

Topic of the Week:

|  |
|--|
| LucidGlow @PimpMyNovel I think self pub looks better than the mainstream shit coming from trad pubs #litchat - 1:44 PM Oct 18th, 2010  |
| jennipps @JAPak I can't speak for all small presses, of course, but my contract was short and straight-forward. Nothing I didn't understand. #litchat -1:44 PM Oct 18th, 2010  |
| LitChat RT @susanmpls: look at list of publishers here: <a href="http://www.cbsd.com/publishers.aspx">http://www.cbsd.com/publishers.aspx</a> ; akashic or ig, might be good matches. #litchat -1:44 PM Oct 18th, 2010 |
| AMACOMBooks Got to run #litchat. Ttyl. -1:44 PM Oct 18th, 2010   |
| booksgist <a href="http://j.mp/dBiJnp">http://j.mp/dBiJnp</a> @AMACOMBooks Got to run #litchat. Ttyl. -1:44 PM Oct 18th, 2010  |
| atrubek great thing about having written for a small press & now done: I will definitely earn out! Back end is important to remember too #litchat -1:45 PM Oct 18th, 2010  |
| JLichtenberg #litchat I don't know if "Wildside Press" counts as "small" anymore but when I joined them, they did. -1:45 PM Oct 18th, 2010   |
| lacarrington1 RT @PugilistPress: Often royalties offered through small presses are higher -- its the trade-off for smaller advances up-front. #litchat -1:45 PM Oct 18th, 2010   |
| Clea_Simon advances tend to be smaller, royalties same, publicity about same (small v large) if you're not a celeb! Distribution can be off #litchat -1:45 PM Oct 18th, 2010   |
| ashbrux Thanks for all the responses to my question! I'm definitely going to check out all of your sites! #litchat - 1:45 PM Oct 18th, 2010  |
| AuthorWilliam @JLichtenberg Makes sense #litchat -1:45 PM Oct 18th, 2010   |
| lil_monmon @LitChat I am an author with a micro-press. I just released my first book with @huntpress #litchat - 1:45 PM Oct 18th, 2010   |
| LitChat Thanks for stopping in with great info. RT @AMACOMBooks: Got to run #litchat. Ttyl. #litchat -1:45 PM Oct 18th, 2010   |
| DravenAmes @susanmpls Thank you so much #litchat -1:45 PM Oct 18th, 2010   |
| HoodedMan RT @LucidGlow @PimpMyNovel I think self pub looks better than the mainstream shit coming from trad pubs #litchat -1:45 PM Oct 18th, 2010   |
| JLichtenberg RT @lacarrington1: RT @EchelonPress: we are oft criticized because we dont do more, usually by those not wanting to do anything themselves #litchat -1:45 PM Oct 18th, 2010                               |
| ashbrux RT @arcadegazette: @ashbrux of course, once you've found a small press just get in touch. blogs are proving more useful to us than newspaper reviews! #litchat -1:45 PM Oct 18th, 2010                         |
| TinaMcElroyAnsa Bec. DownSouth Press is such a small pub. co., we are able to have very informal contracts which work for the author and publisher #litchat -1:46 PM Oct 18th, 2010                                    |
| candlemarkgleam @LitChat @japak Most contracts are the same, some differ. Frinstance, we only ask for 3yr term of rights, not lifetime. #litchat -1:46 PM Oct 18th, 2010   |
| PugilistPress @SwiftInkEditor Not self-published. Published by small press operating on a license arrangement. License had expired, we acquired. #litchat -1:46 PM Oct 18th, 2010                                      |
| AuthorWilliam @PugilistPress That's what I was wondering. But what is "higher? 10% is higher than 7% for example. Depends on deal, I imagine. #litchat -1:46 PM Oct 18th, 2010   |
| JLichtenberg @lacarrington1 @EchelonPress #litchat as a reviewer, I can vouch for the HIGH QUALITY produced at Echelon Press -1:46 PM Oct 18th, 2010   |
| Clea_Simon Yes! RT @atrubek great thing about having written for a small press: I will definitely earn out! Back end is impo to remember too #litchat -1:46 PM Oct 18th, 2010  |
| DravenAmes #litchat is there a chat room possibility here? This is interesting, trying to keep up. -1:46 PM Oct 18th, 2010   |

blankslatepress As a brand new small pub, we're working on reaching out to bloggers, online reviewers, and book clubs. Our first book is out soon.. #litchat -1:46 PM Oct 18th, 2010

shelfmagazine RT @arcadegazette: @ashbrux of course, once you've found a small press just get in touch. blogs are proving more useful to us than newspaper reviews! #litchat -1:47 PM Oct 18th, 2010

JAPak I'd heard some independents offer more royalty % with no advance. @jennipps @LEEandLOW @QuelleBooks #litchat -1:47 PM Oct 18th, 2010

jennipps @DravenAmes Try www.tweetchat.com. That's my preferred Twitter chat client. #litchat -1:47 PM Oct 18th, 2010

SwiftInkEditor I was in an in-house editor for sm press. Amazing experience that provided the foundation for my approach to book shepherding. #litchat -1:47 PM Oct 18th, 2010

LitChat No one has spoken to the issue of distributing SMALL PRESS books in big box stores. Any progress there? #litchat -1:47 PM Oct 18th, 2010

PugilistPress @AuthorWilliam Exactly. Usually not astonishingly higher, but escalators (pt at which rate goes up re: sales) sometimes set lower. #litchat -1:47 PM Oct 18th, 2010

RichRennicks @candlemarkgleam One could also think of it as backlist > flash-in-the-pan. Career vs. 15-mins of (micro) fame. #litchat -1:47 PM Oct 18th, 2010

SwiftInkEditor @blankslatepress Great name! #litchat -1:47 PM Oct 18th, 2010

JLichtenberg RT @candlemarkgleam: @LitChat @japak Most contracts are the same, some differ. Frinstance, we only ask for 3yr term of rights, not lifetime. #litchat -1:47 PM Oct 18th, 2010

TinaMcElroyAnsa My 5th novel TAKING AFTER MUDEAR was DownSouth Press' 1st title. We will be publishing debut novel and a non-fiction work in 2011 #litchat -1:47 PM Oct 18th, 2010

QuelleBooks @DravenAmes Using tweetchat.com helps #litchat -1:47 PM Oct 18th, 2010

JAPak I also know that some small presses are more eager to hold on to sub rights. #litchat -1:47 PM Oct 18th, 2010

blankslatepress @TinaMcElroyAnsa Our contracts are "personal" too...we want to work with authors as a team. #litchat -1:48 PM Oct 18th, 2010

lacarrington1 RT @arcadegazette: blogs are proving more useful to us than newspaper reviews! #litchat -1:48 PM Oct 18th, 2010

susanmpls A great org with indie and small press members is the CLMP (both mags and book pubs) <http://www.clmp.org/directory/index.php> #litchat -1:48 PM Oct 18th, 2010

QuelleBooks @LitChat We are a small press with a presence at the big box stores. #litchat -1:48 PM Oct 18th, 2010

JLichtenberg RT @AuthorWilliam: @PugilistPress That's what I was wondering. But what is "higher? 10% is higher than 7% for example. Depends on deal, I imagine. #litchat -1:48 PM Oct 18th, 2010

blankslatepress @SwiftInkEditor Thanks...it helps that my maiden name is Blank. I can finally put all those years of teasing to good use. #litchat -1:48 PM Oct 18th, 2010

PugilistPress @JAPak We offer an advance. Smaller than can be had at large houses, but an advance. #litchat -1:48 PM Oct 18th, 2010

caitlinpress @LitChat We partner with @Harbour\_Publish for distribution. #litchat -1:48 PM Oct 18th, 2010

EJ\_Knapp @blankslatepress What we need is a central list of online reviewers. I'm having a devil of a time finding plc to have mine reviewed #litchat -1:48 PM Oct 18th, 2010

CarolyBurnsBass @SwiftInkEditor Ooh, I like that term, "book shepherding." Looking out for the well-being of a book. #litchat -1:48 PM Oct 18th, 2010

Topic of the Week:



|   |
|---|
| candlemarkgleam EXACTLY our thought RT @RichRennicks: One could also think of it as backlist >flash-in-the-pan. Career vs. 15-mins of (micro) fame #litchat -1:48 PM Oct 18th, 2010 |
| thedaisyharris Do most large publishers ask for lifetime rights? #litchat -1:48 PM Oct 18th, 2010   |
| JAPak Makes sense w/the current copyright issues, esp w/digital. RT @QuelleBooks: I know a pub who uses a music industry model #litchat -1:48 PM Oct 18th, 2010                     |
| JLichtenberg @AuthorWilliam #litchat yes, % depends on "the deal" which depends on prior sales or some small presses use ONE non-negotiable contract -1:48 PM Oct 18th, 2010        |
| SwiftInkEditor @PugilistPress Would you consider picking up an independently published book then? #litchat -1:48 PM Oct 18th, 2010  |
| Clea_Simon Any other Severn House or Poisoned Pen press authors in this small-press chat? I've mystery series w/ both, both have strengths #litchat -1:49 PM Oct 18th, 2010         |
| TwinkleChar @JAPak Re subrights, large presses want everything too. Everything, including avenues that "have not yet been invented." #litchat -1:49 PM Oct 18th, 2010               |
| TheresaStevens .@LitChat I think big box distribution has gotten a lot harder, but it's harder for everyone. Not just small presses. #litchat -1:49 PM Oct 18th, 2010               |
| LitChat @SwiftInkEditor What do you mean by "book shepherding"? #litchat -1:49 PM Oct 18th, 2010  |
| JLichtenberg RT @thedaisyharris: Do most large publishers ask for lifetime rights? #litchat -1:49 PM Oct 18th, 2010   |
| QuelleBooks Big box stores buy big and return big. A small press needs to be strong enough to take that hit. #litchat -1:49 PM Oct 18th, 2010                                       |
| lacarrington1 What I like about the pub I'm with is not only the quality of their work, but also the ways they promote authors. #litchat -1:49 PM Oct 18th, 2010                    |
| candlemarkgleam Tryin to figure that out b4 we go to paper RT @LitChat: issue of distributing SMALL PRESS books in big stores. Any progress there? #litchat -1:49 PM Oct 18th, 2010 |
| blankslatepress @PugilistPress Our first authors were selected by editorial board and their novels weren't even finished... #litchat -1:49 PM Oct 18th, 2010                        |
| PugilistPress @LitChat Many small presses work with a larger distributor. Some are distributed by Random House, for instance. Placement not prob. #litchat -1:49 PM Oct 18th, 2010  |
| twcs_pubhouse @LitChat since we are focusing on ebooks we are able to list with places like B&N. not sure what our success will be with print #litchat -1:49 PM Oct 18th, 2010      |
| arcadegazette We initially found it hard to get into the big chains but a focused list will get you there eventually #litchat -1:49 PM Oct 18th, 2010                               |
| EchelonPress RT @EchelonPress: @LitChat dist: we have better luck when working store 2 store. We have dist, but it truly sucks to work with them.#litchat -1:49 PM Oct 18th, 2010   |
| TinaMcElroyAnsa @litchat our challenge with bigbox stores is providing the numbers they want with out smaller press runs. Any suggests.? #litchat -1:49 PM Oct 18th, 2010           |
| SwiftInkEditor @CarolyBurnsBass Exactly: Also think overseeing, nurturing, bringing from one place to another-- that's what I do! #litchat -1:49 PM Oct 18th, 2010                  |
| JAPak RT @CarolyBurnsBass: @SwiftInkEditor Ooh, I like that term, "book shepherding." <some cos specialize in shepherding #litchat -1:49 PM Oct 18th, 2010                          |
| PugilistPress Yes. It's standard. (till out of print) RT @JLichtenberg: RT @thedaisyharris: Do most large publishers ask for lifetime rights? #litchat -1:49 PM Oct 18th, 2010      |
| JLichtenberg @thedaisyharris #litchat I've been published in HC and MassMkt, NEVER "lifetime rights" - EVER I'm lifetime member of SFWA -1:49 PM Oct 18th, 2010                     |

|   |
|---|
| LEEandLOW @litchat some of our books are in box stores, but not as easy b/c they often require such a high initial print run, + returns #litchat -1:50 PM Oct 18th, 2010                              |
| SwiftInkEditor @blankslatepress Totally get it--my last name is Swift. #litchat -1:50 PM Oct 18th, 2010   |
| lil_monmon @LitChat re: small books in big box. Most micropresses have to apply to each big-box chain for approval. It's a lengthy process #litchat -1:50 PM Oct 18th, 2010                           |
| blankslatepress We paid a basic advance plus a "not large" quarterly stipend to keep the writing on track until the book is ready for publication. #litchat -1:50 PM Oct 18th, 2010                   |
| QuelleBooks @TinaMcElroyAnsa perhaps pitching titles with regional focus so that only a few of the big box stores in a chain take them? #litchat -1:50 PM Oct 18th, 2010                              |
| EchelonPress @TinaMcElroyAnsa #litchat the easiest way is to do events. It proves commitment and the sales build your rep -1:50 PM Oct 18th, 2010   |
| TENscribeshop Sorry to miss #litchat today - consulting gig began! -1:50 PM Oct 18th, 2010  |
| TwinkleChar On book tour now. A few indies said they don't buy many small press books b/c so many sell only on unreturnable terms. #litchat -1:50 PM Oct 18th, 2010                                   |
| arcadegazette for Australian small press advocacy check out @spunc #litchat -1:51 PM Oct 18th, 2010   |
| blankslatepress @SwiftInkEditor Ah...love it! #litchat -1:51 PM Oct 18th, 2010  |
| RichRennicks @LitChat Many established small presses are in chains (like @unbridledbooks) or have distribution deals. #litchat -1:51 PM Oct 18th, 2010  |
| JAPak @TwinkleChar True abt big houses but w/some smalls sub right R complete deal killer where w/bigger houses agents can retain a few. #litchat -1:51 PM Oct 18th, 2010                             |
| PugilistPress @JLichtenberg @thedaisyharris I think we might be using "lifetime" differently? #litchat -1:51 PM Oct 18th, 2010  |
| candlemarkgleam That'd be SO nice RT @EJ_Knapp: @blankslatepress What we need is a central list of online reviewers. #litchat -1:51 PM Oct 18th, 2010   |
| HoodedMan RT @CannoliPie: we need more writers who do this. stories mean much more than genre RT @HoodedMan: I ignore genres and write and publish stories #litchat -1:51 PM Oct 18th, 2010           |
| Storybird As general fiction goes digital, don't think in terms of size. Publishers are the new Flickr groups: <a href="http://bit.ly/XcaJr">http://bit.ly/XcaJr</a> #litchat -1:51 PM Oct 18th, 2010 |
| JLichtenberg @PugilistPress #litchat No "lifetime rights" - but if they sell foreign, it can take decades to get a reversion. READ THE REVERSION CLAUSE -1:51 PM Oct 18th, 2010                       |
| blankslatepress @QuelleBooks Re: regional focus...for now, we're focused on discovering, nurturing, publishing and promoting writers from STL area #litchat -1:51 PM Oct 18th, 2010                   |
| DravenAmes Is it a good idea to enter a novel in contests before sending it out to agents / publishing houses? #litchat -1:52 PM Oct 18th, 2010   |
| candlemarkgleam @thedaisyharris Yep. Asking for a limited term of rights, only 3-5yr, is considered "out there" in publishing. #litchat -1:52 PM Oct 18th, 2010                                       |
| JLichtenberg #litchat the "reversion clause" in a book contract is like the brakes on a car, the most important part. -1:52 PM Oct 18th, 2010   |
| CannoliPie What about Amazon? Is that the small presses closest thing to a reliable big box dist? #litchat -1:52 PM Oct 18th, 2010  |
| jennipps I've got to run. I really do have writing that needs to be done. Thanks for letting me participate this short a time. #litchat -1:52 PM Oct 18th, 2010                                       |

|  |
|--|
| TinaMcElroyAnsa @SwiftInkEditor I was happy to reply to situation for my author today. She emailed me "so glad you got my back." That's what we do. #litchat -1:52 PM Oct 18th, 2010 |
| caitlinpress @Storybird Yes, I think it's about curating lists and reaching niches, now. #litchat -1:53 PM Oct 18th, 2010  |
| Clea_Simon Lack of return seems to be biggest issue. Also getting review attention though @netgalley eARCs are helping w/ my Poisoned Pen book #litchat -1:53 PM Oct 18th, 2010      |
| AaronPound @blankslatepress The problem probably isn't finding reviewers, but finding reviewers people read. #litchat -1:53 PM Oct 18th, 2010  |
| jennipps RT @CannoliPie: What about Amazon? Is that the small presses closest thing to a reliable big box dist? #litchat -1:53 PM Oct 18th, 2010                                     |
| twcs_pubhouse @DravenAmes some publishers host contest. We do a yearly contest and signed several authors from it #litchat -1:53 PM Oct 18th, 2010                                   |
| Storybird Also, need to think less about rights and more about verticals. Do you want rights ownership or sell-through? #litchat -1:53 PM Oct 18th, 2010                             |
| SwiftInkEditor @LitChat: Editorial services, large network of professional designers, and a vast appreciation for the industry creates books! #litchat -1:53 PM Oct 18th, 2010       |
| JAPak @candlemarkgleam Talk of contracts w/date to renegotiate in future; hope that's trend. #litchat -1:53 PM Oct 18th, 2010  |
| PugilistPress @JLichtenberg Right -- there's usually a stipulation limiting what constitutes "in print" re: reversion. OR THERE SHOULD BE. #litchat -1:53 PM Oct 18th, 2010          |
| AaronPound @blankslatepress I review books regularly, but my reviews mostly go unread. #litchat -1:53 PM Oct 18th, 2010  |
| LitChat @JLichtenberg What is the "reversion clause"? #litchat -1:53 PM Oct 18th, 2010   |
| JLichtenberg @candlemarkgleam @thedaisyharris #litchat TRUE you can't ask for 3-5 YEARS, but reversion clause is negotiable at large houses -1:53 PM Oct 18th, 2010                  |
| TinaMcElroyAnsa @QuelleBooks good suggestions. thanks #litchat -1:53 PM Oct 18th, 2010   |
| QuelleBooks @CannoliPie not really. Big box stores buy big. Amazon buys in small quantities and reorders per demand. #litchat -1:53 PM Oct 18th, 2010                                |
| DravenAmes That would be very cool, actually. #litchat -1:53 PM Oct 18th, 2010   |
| AssistantThief @QuelleBooks that's where we have found luck too. chain can order in for event but not stock it because we work with a reg. distrb.#litchat -1:53 PM Oct 18th, 2010   |
| lacarrington1 I've seen small press books on Waterstones and Barnes & Noble too, just to name a couple. #litchat -1:54 PM Oct 18th, 2010   |
| SwiftInkEditor @TinaMcElroyAnsa Isn't that the BEST?! Protecting the future of publishing, one book (in whatever format!) at a time! #litchat -1:54 PM Oct 18th, 2010                |
| TwinkleChar RT @AaronPound: @blankslatepress The problem probably isnt finding reviewers, but finding reviewers people read. #litchat -1:54 PM Oct 18th, 2010                        |
| amgamble RT @atrubek: University presses are often overlooked as some of the best small presses--and award winners for trade non-fict and fiction #litchat -1:54 PM Oct 18th, 2010   |
| SRMcEvoy @QuelleBooks or the industry paradigm shift so returns stop or get limited, and cost to store #litchat -1:54 PM Oct 18th, 2010  |
| EchelonPress @CannoliPie #litchat we would have drowned early without Amazon. Indy stores hate it but refuse to work with us, its biz we have to earn -1:54 PM Oct 18th, 2010        |
| JLichtenberg @JAPak @candlemarkgleam #litchat usually it's not "date" to renegotiate in future, but # of copies sold or amount earned -1:54 PM Oct 18th, 2010                        |

Topic of the Week:

|  |
|--|
| JLichtenberg RT @SwiftInkEditor: @LitChat: Editorial services, large network of professional designers, and a vast appreciation for the industry creates books! #litchat -1:54 PM Oct 18th, 2010 |
| TinaMcElroyAnsa @EchelonPress thanks #litchat -1:54 PM Oct 18th, 2010  |
| PugilistPress @Storybird Right. Don't retain rights just to retain. If pub can do better job selling sub-rights, why not let them acquire them? #litchat -1:54 PM Oct 18th, 2010                 |
| TwinkleChar @JLichtenberg Reversion clauses tighter now, especially since w/small press runs, POD and ebooks, can say still "in print" for eons #litchat -1:54 PM Oct 18th, 2010                 |
| QuelleBooks @AssistantThief Cool! #litchat -1:54 PM Oct 18th, 2010   |
| blankslatepress @AaronPound Yes...I'm afraid of that. #litchat -1:54 PM Oct 18th, 2010   |
| thedaisyharris @JLichtenberg @candlemarkgleam So, at what point would rights revert under a standard reversion clause at a bog house? #litchat -1:54 PM Oct 18th, 2010                           |
| PugilistPress Yup. RT @AaronPound: @blankslatepress The problem probably isnt finding reviewers, but finding reviewers people read. #litchat -1:55 PM Oct 18th, 2010                             |
| JLichtenberg @Storybird #litchat author always keeps RIGHTS OWNERSHIP, but licenses certain rights for a given % -1:55 PM Oct 18th, 2010   |
| TinaMcElroyAnsa @SwiftInkEditor yes it is!! I felt as if I were giving what I wanted from publishers these last 20 yrs. #litchat -1:55 PM Oct 18th, 2010   |
| JAPak @JLichtenberg Haven't heard of publishers doing this; just read article suggesting time renegotiations. Loved it. #litchat -1:55 PM Oct 18th, 2010   |
| GPWriter My book's protagonist @Jakedalmas tweets things about sex, relationships, monogamy men would like to say but are afraid to #litchat #agent -1:55 PM Oct 18th, 2010                      |
| QuelleBooks @SRMcEvoy Target, Walmart, Costco and all of them take big chances only if they can return. So it's tricky. #litchat -1:55 PM Oct 18th, 2010   |
| CannoliPie @AaronPound seems reviews are seen as all-the-same so who wrote them means little to who reads them. Hard to be read as a reviewer #litchat -1:55 PM Oct 18th, 2010                   |
| PugilistPress @thedaisyharris It all depends on the contract. Usually a certain rate of sales per year must be met to be called "in print." #litchat -1:55 PM Oct 18th, 2010                     |
| AaronPound I'd love to have lots of regulars read my stuff, but it hasn't happened yet. @blankslatepress Yes...I'm afraid of that. #litchat -1:56 PM Oct 18th, 2010                              |
| JLichtenberg #litchat if you folks have never seen contracts, check out the SFWA site at sfwa.org -1:56 PM Oct 18th, 2010  |
| DravenAmes When I get signed by a publisher, should I find a lawyer to look at the contract? #litchat -1:56 PM Oct 18th, 2010  |
| QuelleBooks RT @AaronPound: @blankslatepress The problem probably isnt finding reviewers, but finding reviewers people read. #litchat -1:56 PM Oct 18th, 2010                                    |
| blankslatepress @AaronPound I guess it's up to the pub and the writer to help promote the reviewer as well...we're all in this together, after all. #litchat -1:56 PM Oct 18th, 2010             |
| JAPak RT @EchelonPress: @CannoliPie would have drowned early w/o Amazon. Indy stores hate it but refuse to work with us...<interesting #litchat -1:56 PM Oct 18th, 2010                          |
| candlemarkgleam @JLichtenberg @japak We do initial 3yr term, automatic monthly renewal and/or renegotiation after that #litchat -1:56 PM Oct 18th, 2010  |
| QuelleBooks @DravenAmes Or an agent. An agent will fight for you and get you the best deal and the best publisher. #litchat -1:56 PM Oct 18th, 2010  |
| CannoliPie @EchelonPress I have heard mixed stories. Some are the same as yours, others say it's too hard to profit b/c of amazon fees. #litchat -1:56 PM Oct 18th, 2010                         |

Topic of the Week:

|   |
|---|
| Storybird @PugilistPress Agree. The key is increasingly the communities-of-interest who will read/rate/share—and buy—your stories. #litchat -1:56 PM Oct 18th, 2010                                     |
| shelfmagazine RT @blankslatepress: @AaronPound I guess it's up to the pub and the writer to help promote the reviewer as well...we're all in this together, after all. #litchat -1:56 PM Oct 18th, 2010 |
| PugilistPress @DravenAmes Contracts @ smaller presses often easier for "layman" to understand, but can't hurt, wouldn't cost much. #litchat -1:57 PM Oct 18th, 2010                                     |
| LucidGlow @TheresaStevens You get world wide distribution through POD & various ebooks today. You don't need much more than that, you know #litchat -1:57 PM Oct 18th, 2010                             |
| SwiftInkEditor @TinaMcElroyAnsa I tell my clients who have had bad experiences, "That is NOT the industry standard." We can do better than that! #litchat -1:57 PM Oct 18th, 2010                       |
| CarolyBurnsBass @DravenAmes If you have an agent, they will read and explain your contract. It's in their best interest, too. #litchat -1:57 PM Oct 18th, 2010  |
| EchelonPress #litchat new prob is authors demanding rights back before end of term so they can kindle/createspace pub -1:57 PM Oct 18th, 2010   |
| GRgenius @arcadegazette @ashbrux Definitely can see how too...more of a connection with the reviewer on blogs versus paper. #litchat -1:57 PM Oct 18th, 2010  |
| SRMcEvoy @QuelleBooks yes but in reality the whole industry needs to change on that front #litchat -1:57 PM Oct 18th, 2010  |
| roseonprose RT @JLichtenberg: #litchat if you folks have never seen contracts, check out the SFWA site at sfwa.org -1:57 PM Oct 18th, 2010  |
| JLichtenberg @LitChat #litchat "reversion clause" in contract states under what circumstances this or that specific right reverts; HOW writer triggers it -1:57 PM Oct 18th, 2010                       |
| TwinkleChar Attended Twin Cities Book Festival this past weekend. Trend: new gatekeepers = bloggers with big following. Trad reviewers, eh... #litchat -1:57 PM Oct 18th, 2010                          |
| candlemarkgleam @thedaisyharris @jlichtenberg No fixed date. Usually rights revert when book is "out of print" or falls below certain # copies sold #litchat -1:57 PM Oct 18th, 2010                    |
| lacarrington1 RT @PugilistPress: Contracts @ smaller presses often easier for "layman" to understand, but cant hurt, wouldnt cost much. #litchat -1:57 PM Oct 18th, 2010                                |
| EchelonPress @CannoliPie #litchat Amazon is no worse than Ingram or Partners, or anyone. All depends on how you work it. Marketing and sales is key -1:57 PM Oct 18th, 2010                             |
| lil_monmon @DravenAmes Lawyer? Don't waste your money. Get a book on being an author that includes a step-by-step break-down of contracts #litchat -1:57 PM Oct 18th, 2010                              |
| JLichtenberg RT @TwinkleChar: Attended Twin Cities Book Festival this past weekend. Trend: new gatekeepers = bloggers with big following. Trad reviewers, eh... #litchat -1:58 PM Oct 18th, 2010        |
| TwinkleChar @LucidGlow Yes, but still, people have to find you among the masses. That is the issue ... #litchat -1:58 PM Oct 18th, 2010   |
| DravenAmes So it sounds like an agent is the best route to take. Are there chats like this, but with agents? #litchat -1:58 PM Oct 18th, 2010   |
| EchelonPress @TwinkleChar #litchat I have a few indies who have been great. Most tell me to grow more first. -1:58 PM Oct 18th, 2010  |
| SwiftInkEditor @LitChat Did I answer you? I bring manuscripts through all necessary processes to become a book reality. #litchat -1:58 PM Oct 18th, 2010  |
| QuelleBooks @SRMcEvoy Until a lot of buyers are willing to accept the non-returnable, the industry won't change. #litchat -1:58 PM Oct 18th, 2010   |

Topic of the Week:

|   |
|---|
| lacarrington1 Whether a major or indy publisher, authors have to do some degree of promoting too. #litchat - 1:58 PM Oct 18th, 2010   |
| JLichtenberg @TwinkleChar #litchat true publishers now understand it's all social networking and bloggers who SELL BOOKS -1:58 PM Oct 18th, 2010  |
| AaronPound @DravenAmes Depends on the contract. Lawyers (like me) aren't cheap. It might be worth it to you or not. #litchat -1:58 PM Oct 18th, 2010  |
| shelfmagazine Have to jump off. I enjoyed everyone's comments! Check us out at <a href="http://www.shelfmediagroup.com">www.shelfmediagroup.com</a> . #litchat -1:58 PM Oct 18th, 2010                                  |
| TheresaStevens @LucidGlow Well, not sure I agree. We made big \$\$\$ on book club rights, translation deals, etc. #litchat -1:58 PM Oct 18th, 2010  |
| CarolyBurnsBass @DravenAmes If you don't have agent when you sell your book, you can usually get agent to help review contract. If not, a lawyer. #litchat -1:59 PM Oct 18th, 2010                                      |
| caitlinpress RT @lacarrington1: Whether a major or indy publisher, authors have to do some degree of promoting too. #litchat -1:59 PM Oct 18th, 2010  |
| QuelleBooks @lacarrington1 I totally agree with that. #litchat -1:59 PM Oct 18th, 2010  |
| PugilistPress @DravenAmes Yes. There's a regular #agentchat. I believe @inkyelbows keeps a list of all publishing-related twitter chats. #litchat -1:59 PM Oct 18th, 2010   |
| TinaMcElroyAnsa @SwiftInkEditor Unfortunately, it's become the industry "standard". That's why I founded DownSouth Press: to do better than that #litchat -1:59 PM Oct 18th, 2010                                       |
| JAPak I do ask writers to be cautious. I turned down offer of pub from boutique publisher bc publisher didn't understand her own contract #litchat -1:59 PM Oct 18th, 2010  |
| LEEandLOW @twinklechar Bloggers def. have a lot of power. Though they seem less like gatekeepers, because I think they read more widely. #litchat -1:59 PM Oct 18th, 2010   |
| Girl_Who_Reads RT @lacarrington1: Whether a major or indy publisher, authors have to do some degree of promoting too. #litchat -1:59 PM Oct 18th, 2010  |
| blankslatepress @EchelonPress @CannoliPie Unfortunately, just building a better mousetrap (or book) doesn't mean anyone will buy it... #litchat -1:59 PM Oct 18th, 2010   |
| Clea_Simon RT @lacarrington1: Whether a major or indy publisher, authors have to do some degree of promoting too. #litchat -1:59 PM Oct 18th, 2010  |
| EchelonPress @lacarrington1 #litchat authors need to do a LOT of marketing. The readers want to know them, not their pubs. Focus MUST got back to readers -1:59 PM Oct 18th, 2010                                       |
| LitChat Thanks for comments. RT @shelfmagazine: Have to jump off. I enjoyed everyones comments! Check us out at <a href="http://www.shelfmediagroup.com">www.shelfmediagroup.com</a> . #litchat -1:59 PM Oct 18th, 2010 |
| candlemarkgleam For a breakdown of a small press contract, you can check our Behind The Curtain post: <a href="http://bit.ly/aK7rtI">http://bit.ly/aK7rtI</a> #litchat -1:59 PM Oct 18th, 2010                          |
| JLichtenberg #litchat I've been in writing for decades <a href="http://ht.ly/2VrTu">http://ht.ly/2VrTu</a> is my bio/biblio showing translations and publishers -2:00 PM Oct 18th, 2010                                 |
| TheresaStevens Exactly! RT @EchelonPress: @CannoliPie #litchat Amazon is no worse than anyone. All depends on how you work it. Marketing and sales is key -2:00 PM Oct 18th, 2010                                       |
| DravenAmes What do you, as a publisher, consider a 'strong platform' for a horror author? #litchat -2:00 PM Oct 18th, 2010  |
| EchelonPress @JLichtenberg #litchat not just online-Authors have to connect with readers. Money is too scarce and if they don't know you they won't buy -2:00 PM Oct 18th, 2010   |
| SRMcEvoy @QuelleBooks or unless a lot of publishers join forces and stop it as an option #litchat -2:00 PM Oct 18th, 2010   |

Topic of the Week:

|  |
|--|
| blanksatepress @JAPak Re: publisher that didn't understand contract - I worked with atty to make sure I knew it inside and out, but, it wasn't fun #litchat -2:00 PM Oct 18th, 2010                                |
| arcadegazette I wld say LARGE degree! RT @lacarrington1 Whether a major or indy publisher, authors have to do some degree of promoting too. #litchat -2:00 PM Oct 18th, 2010                                       |
| JLichtenberg #litchat my current availability (ebook, Kindle, Trade, whatever) is at <a href="http://jacquelinelichtenber.com">http://jacquelinelichtenber.com</a> -2:01 PM Oct 18th, 2010                         |
| SRMcEvoy @QuelleBooks in Canada publisher after publisher has closed because this kills them #litchat -2:01 PM Oct 18th, 2010  |
| lacarrington1 @EchelonPress Exactly. That's why I have a blog, been granting interviews, discussing other authors, etc. Every bit helps. #litchat -2:01 PM Oct 18th, 2010  |
| glindaharrison RT @candlemarkgleam: For a breakdown of a small press contract, you can check our Behind The Curtain post: <a href="http://bit.ly/aK7rtl">http://bit.ly/aK7rtl</a> #litchat -2:01 PM Oct 18th, 2010 |
| BlackSheepDance #litchat Niche bloggers can help publicize..find one that deals with your specific genre/subject (I try to stick w/transl East Eur fiction) -2:01 PM Oct 18th, 2010                                |
| roseonprose RT @DravenAmes: Yes, there are chats like this with agents, just gotta catch them when they happen. #litchat -2:01 PM Oct 18th, 2010   |
| EJ_Knapp Gotta run. Great litchat today. Remember, Stealing The Marbles is a great book (there, did my promo bit for the day). #litchat -2:01 PM Oct 18th, 2010  |
| SwiftInkEditor @TinaMcElroyAnsa So you are a Publishing Superhero! #litchat -2:01 PM Oct 18th, 2010  |
| TheresaStevens The returns system helps small presses in some ways. Allows stores to take a chance on new titles and authors. #litchat -2:01 PM Oct 18th, 2010   |
| JLichtenberg RT @EchelonPress: @JLichtenberg #litchat not just online-Authors have to connect with readers. Money is too scarce and if they don't know you they won't buy -2:01 PM Oct 18th, 2010                  |
| LitChat We're at the end of today's moderated hour. Continue on as you like, but come back for more IN PRAISE OF SMALL PRESSES on Weds. #litchat -2:01 PM Oct 18th, 2010   |
| blanksatepress @DravenAmes good question...and what, exactly, is "horror?" #litchat -2:01 PM Oct 18th, 2010  |
| PugilistPress RT @candlemarkgleam: For a breakdown of a small press contract, you can check our Behind The Curtain post: <a href="http://bit.ly/aK7rtl">http://bit.ly/aK7rtl</a> #litchat -2:01 PM Oct 18th, 2010  |
| catconnor RT @EJ_Knapp: Gotta run. Great litchat today. Remember, Stealing The Marbles is a great book (there, did my promo bit for the day). #litchat -2:02 PM Oct 18th, 2010                                     |
| TwinkleChar These days, an author has a LOT to lose by signing a contract they don't understand. Advance and royalty base only a small part. #litchat -2:02 PM Oct 18th, 2010                                      |
| blanksatepress @TheresaStevens How many small presses take returns? #litchat -2:02 PM Oct 18th, 2010   |
| PugilistPress Yup. RT @TheresaStevens: returns system helps small presses in some ways. Allows stores to take a chance on new titles and authors. #litchat -2:02 PM Oct 18th, 2010                                 |
| caitlinpress Thanks, everyone, for the great discussion. #litchat -2:02 PM Oct 18th, 2010  |
| Girl_Who_Reads Enjoyed the chat today #litchat. -2:02 PM Oct 18th, 2010  |
| JLichtenberg RT @candlemarkgleam: For a breakdown of a small press contract, you can check our Behind The Curtain post: <a href="http://bit.ly/aK7rtl">http://bit.ly/aK7rtl</a> #litchat -2:02 PM Oct 18th, 2010   |
| LitChat Then on Friday, @jhinnefeld, author of two novels with @UnbridledBooks, is guest host of #litchat -2:02 PM Oct 18th, 2010  |

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 23

[www.litchat.net](http://www.litchat.net)

|  |
|--|
| candlemarkgleam Too true RT @blankslatepress: Unfortunately, just building a better mousetrap (or book) doesn't mean anyone will buy it... #litchat -2:02 PM Oct 18th, 2010  |
| LEEandLOW Ok, we're off. Thanks all! #litchat -2:02 PM Oct 18th, 2010  |
| roseonprose RT @candlemarkgleam: For a breakdown of a small press contract, you can check our Behind The Curtain post: <a href="http://bit.ly/aK7rtI">http://bit.ly/aK7rtI</a> #litchat -2:02 PM Oct 18th, 2010      |
| EchelonPress @TheresaStevens but kills us when stores refuse to treat books kindly #litchat -2:02 PM Oct 18th, 2010  |
| TinaMcElroyAnsa So long, #litchaters. I'm off on <a href="http://www.theunchainedtour.org">www.theunchainedtour.org</a> of storytellers tomorrow. See you on road or in funnypapers #litchat -2:02 PM Oct 18th, 2010 |
| TheresaStevens .@Storybird @EchelonPress @CannoliPie It's just another form of coop, really, for the digital age. #litchat -2:03 PM Oct 18th, 2010   |
| JLichtenberg RT @TwinkleChar: These days, an author has a LOT to lose by signing a contract they don't understand. Advance and royalty base only a small part. #litchat -2:03 PM Oct 18th, 2010                      |
| SwiftInkEditor @Clea_Simon Exactly. Authors need to be prepared to do some pretty hefty legwork for the good of book promotion! #litchat -2:03 PM Oct 18th, 2010   |
| JAPak @blankslatepress I helped her rewrite—she still didn't understand. Her heart was in good place but 2 important so I didn't sign. #litchat -2:03 PM Oct 18th, 2010  |
| BlackSheepDance #litchat a random book blog won't likely help if you have a unique title-there are many great niche bloggers...and they have readers! -2:03 PM Oct 18th, 2010  |
| twcs_pubhouse Great time #litchat. Follow us or visit <a href="http://www.thewriterscoffeeshop.com/publishinghouse">www.thewriterscoffeeshop.com/publishinghouse</a> -2:04 PM Oct 18th, 2010                         |
| blankslatepress @EchelonPress @TheresaStevens Boo hiss...seems like bookstores should always treat books kindly. #litchat -2:04 PM Oct 18th, 2010  |
| TheresaStevens .@blankslatepress Well, if they want to distribute in big boxes through big distributors, probably all of them. #litchat -2:04 PM Oct 18th, 2010  |
| mmj5170 Such exciting times to be working on finding the right way to being published! Thanks for all the chat today all. Bye for now. #litchat -2:04 PM Oct 18th, 2010  |
| TinaMcElroyAnsa @LitChat see you on Wed. Love!! #litchat -2:04 PM Oct 18th, 2010   |
| JAPak Great chat. Thank you! @litchat #litchat -2:04 PM Oct 18th, 2010   |
| lil_monmon @LitChat Thanks for the food for thought. Ciao! #litchat -2:04 PM Oct 18th, 2010  |
| CannoliPie Writers tend to write "writer" books/poems, forgetting that not everyone writes! RT @lacarrington1 Focus MUST go back to readers #litchat -2:04 PM Oct 18th, 2010   |
| candlemarkgleam @TwinkleChar Couldn't agree more. Authors MUST understand what rights they're assigning, what they've kept, what they can do #litchat -2:04 PM Oct 18th, 2010  |
| jackiejvr you can read my review of the excellent book, 'stealing the marbles' by @EJ_Knapp, here: <a href="http://bit.ly/cxVmO4">http://bit.ly/cxVmO4</a> #litchat -2:04 PM Oct 18th, 2010                          |
| TwinkleChar @TheresaStevens Bingo. Gotta aim in the right direction. #litchat -2:04 PM Oct 18th, 2010  |
| TheresaStevens .@blankslatepress If they are pursuing alternate distribution methods, it's easier to go no-returns. #litchat -2:05 PM Oct 18th, 2010   |
| blankslatepress @TheresaStevens Thanks...we're figuring our return policy out. #litchat -2:05 PM Oct 18th, 2010  |
| lacarrington1 Excellent chat today =) #litchat -2:05 PM Oct 18th, 2010   |
| LitChat Mega THANKS to everyone for this lively and informative chat today. We'll be back with IN PRAISE OF SMALL PRESSES on Weds. #litchat -2:05 PM Oct 18th, 2010  |

Topic of the Week:

October 18 & 20, 2010

In Praise of Small Presses - p 24

[www.litchat.net](http://www.litchat.net)



|   |
|---|
| banana_the_poet #litchat - have I missed litchat? Is it over? -2:05 PM Oct 18th, 2010   |
| blankslatepress Here's my promo for the day: remember to vote on our first book cover at <a href="http://blankslatepress.wordpress.com/">http://blankslatepress.wordpress.com/</a> #litchat -2:05 PM Oct 18th, 2010                 |
| TheresaStevens .@EchelonPress No kidding. I hate it when returns go straight to the dumpster because of mishandling. #litchat -2:05 PM Oct 18th, 2010   |
| lacarrington1 My site is <a href="http://www.lannecarrington.com">www.lannecarrington.com</a> to learn more about me and my new book #litchat -2:06 PM Oct 18th, 2010   |
| SwiftInkEditor @LitChat Thank you so much! #litchat -2:06 PM Oct 18th, 2010   |
| blankslatepress @LitChat Thank you for the great discussion re small presses. #litchat -2:06 PM Oct 18th, 2010  |
| PugilistPress My, the small press #litchat went by quickly! Feel free to @ us if you have specific questions we didn't catch. #litchat -2:07 PM Oct 18th, 2010  |
| TheresaStevens .@blankslatepress You'll get more sales if you accept returns. But maybe not enough to compensate for the returns hits later. #litchat -2:07 PM Oct 18th, 2010   |
| bookrixus RT @TwinkleChar: These days, an author has a LOT to lose by signing a contract they don't understand. Advance and royalty base only a small part. #litchat -2:07 PM Oct 18th, 2010  |
| DahgMahn RT @unbridledbooks: Thanks @Joe_Wallace and @EmilyMandel! #litchat -2:09 PM Oct 18th, 2010   |
| LitChat Now that the moderated hour is over, it's time to crow. Go on and shout out your news, reviews, blogs and promos. #litchat -2:09 PM Oct 18th, 2010  |
| SwiftInkEditor #litchat <a href="http://facebook.com/swiftinkeditor">facebook.com/swiftinkeditor</a> has more about me. Website coming soon! -2:10 PM Oct 18th, 2010  |
| AaronPound Well, I review books and write about other stuff here: <a href="http://dreamingaboutotherworlds.blogspot.com/">http://dreamingaboutotherworlds.blogspot.com/</a> #litchat -2:11 PM Oct 18th, 2010                        |
| TwinkleChar Currently touring with DIVINE APPOINTMENTS, Random House. Have pubbed w/S&S and Penguin, InterVarsity Press & others. #litchat -2:12 PM Oct 18th, 2010  |
| CannoliPie Shamless plug of a small press ezine: Poetry, Art, Fiction, Reviews and FOOD! at <a href="http://cannoli.ie.com">cannoli.ie.com</a> <a href="http://ow.ly/2Vsmr">http://ow.ly/2Vsmr</a> #litchat -2:13 PM Oct 18th, 2010 |
| lacarrington1 I choose a Book of the Week each Monday to review on my blog <a href="http://newandgoodreading.blogspot.com">http://newandgoodreading.blogspot.com</a> #litchat -2:16 PM Oct 18th, 2010                               |
| lacarrington1 Also check out <a href="http://www.authorsonshow.com">http://www.authorsonshow.com</a> where we promote both published and unpublished authors =) #litchat -2:17 PM Oct 18th, 2010                                    |
| <b>WEDNESDAY: October 20, 2010</b>  |
| LitChat Welcome to Wednesday's #litchat. We're continuing IN PRAISE OF SMALL PRESSES for the next hour. Please join us now. -12:59 PM Oct 20th, 2010  |
| LitChat Easiest way to participate in #litchat is at <a href="http://bit.ly/MH5Qs">http://bit.ly/MH5Qs</a> . Login w/ Twitter and you're in the convo. -12:59 PM Oct 20th, 2010   |
| GLHancock RT @LitChat: Welcome to Wednesdays #litchat. We're continuing IN PRAISE OF SMALL PRESSES for the next hour. Please join us now. #litchat -1:00 PM Oct 20th, 2010  |
| RebelEPublisher @LitChat Hi! We're a small press based in Johannesburg, South Africa #litchat -1:00 PM Oct 20th, 2010   |
| LitChat While the moderated hour of #litchat is going, please hold all non-topic URLs, hashtags, and personal pitches until after. Thanks. -1:00 PM Oct 20th, 2010  |

Topic of the Week:

|   |
|---|
| BryanThomasS Johannesburg. That's awesome. Nice to see you on here. #litchat #litchat -1:01 PM Oct 20th, 2010   |
| rawsistaz RT @LitChat: Welcome to Wednesday's #litchat. We're continuing IN PRAISE OF SMALL PRESSES for the next hour. Please join us now. -1:01 PM Oct 20th, 2010  |
| LitChat Please introduce yourself and tell us if you're a reader, writer, publisher, editor, or jack of all. #litchat -1:02 PM Oct 20th, 2010   |
| RebelEPublisher @BryanThomasS Thanks! It's great to be here. #litchat #litchat -1:02 PM Oct 20th, 2010  |
| LitChat Welcome. Had @catconnor & @EJ_Knapp here. RT @RebelEPublisher: @LitChat Hi! We're a small press based in Johannesburg, South Africa #litchat -1:02 PM Oct 20th, 2010                              |
| rawsistaz For any small presses out there, be sure to join #litchat today. I'll definitely keep an eye out as we want to keep up with your titles. -1:03 PM Oct 20th, 2010                                |
| eBookNoir @LitChat #litchat - going with jack of all and then some, will that work... -1:03 PM Oct 20th, 2010   |
| GLHancock editing/writing/publishing from San Diego, California, where it never rains. Right! #litchat -1:03 PM Oct 20th, 2010  |
| LitChat @GLHancock We don't have specific metric, but include any medium presses if they are not tied to a conglomerate. #litchat -1:03 PM Oct 20th, 2010   |
| elizabethkarr Hi, Everyone-reader, writer, actor, film producer in this corner. #litchat -1:03 PM Oct 20th, 2010  |
| RebelEPublisher Yes! @catconnor and @EJ_Knapp are our wonderful Authors. Usually the time difference gets the best of me & I miss out on these. #litchat -1:04 PM Oct 20th, 2010                          |
| buffysquirrel allo #litchat i am managing editor of small press magazine GUD ( <a href="http://gudmagazine.com">http://gudmagazine.com</a> ) -1:04 PM Oct 20th, 2010                                      |
| Girl_Who_Reads Hi. I am the marketing director at The Writer's Coffee Shop #litchat -1:04 PM Oct 20th, 2010   |
| PugilistPress Greetings all, checking in for #litchat! Editor in Chief of Pugilist Press. #litchat -1:04 PM Oct 20th, 2010  |
| indiepride Will only be able to listen in on today's #litchat - but love the topic -1:05 PM Oct 20th, 2010  |
| AaronPound Hi. Lawyer, reader, blog reviewer. So far I only get paid for the first one. #litchat -1:05 PM Oct 20th, 2010  |
| elizabethkarr RT @LitChat: Easiest way to participate in #litchat is at <a href="http://bit.ly/MH5Qs">http://bit.ly/MH5Qs</a> . Login w/ Twitter and youre in the convo. #litchat -1:05 PM Oct 20th, 2010 |
| BryanThomasS Author/Editor/Musician here. Greetings to all. #litchat -1:05 PM Oct 20th, 2010  |
| jevonbolden RT @rawsistaz: For any small presses out there, be sure to join #litchat today. I'll definitely keep an eye out as we want to keep up with your titles. -1:06 PM Oct 20th, 2010               |
| mascator Avid writer/reader here. Aloha everyone. #litchat #litchat -1:06 PM Oct 20th, 2010   |
| ejkolodziej Whats the topic of the chat today? #litchat? -1:06 PM Oct 20th, 2010  |
| CarolyBurnsBass Heading over to #litchat to give some nods to the SMALL PRESS community today. Love those small, indy presses. -1:07 PM Oct 20th, 2010  |
| marisabirns Hello, all. Reader, writer, and drinking buddy to @GLHancock #litchat -1:07 PM Oct 20th, 2010   |
| LitChat All this week it's IN PRAISE OF SMALL PRESSES. RT @ejkolodziej: Whats the topic of the chat today? #litchat? #litchat -1:07 PM Oct 20th, 2010   |

Topic of the Week:

|  |
|--|
| QueenBeeDM RT @LitChat: Welcome to Wednesday's #litchat. We're continuing IN PRAISE OF SMALL PRESSES for the next hour. Please join us now. -1:07 PM Oct 20th, 2010  |
| Shelley_Watters Author of YA and Adult books here. This is my first #litchat! -1:07 PM Oct 20th, 2010  |
| TAKEYA101 RT @rawsistaz: For any small presses out there, be sure to join #litchat today. I'll definitely keep an eye out as ... <a href="http://tmi.me/2qpzb">http://tmi.me/2qpzb</a> -1:08 PM Oct 20th, 2010 |
| EJ_Knapp Hi all. Glad to be here. Author with Rebel e Publishers. #litchat -1:08 PM Oct 20th, 2010   |
| jevonbolden Hello! Editor here. #litchat -1:08 PM Oct 20th, 2010   |
| GLHancock blogger/Web Manager/book reviewer/reader -- what? Wine is here already? @marisabirns Welcome! It's a little early, but *holds out* #litchat -1:08 PM Oct 20th, 2010                                  |
| caitlinpress Hello again. Assistant at a small regional/women's press in BC. #litchat -1:08 PM Oct 20th, 2010  |
| RebelEPublisher @Shelley_Watters It's my first one too! #litchat -1:08 PM Oct 20th, 2010   |
| kelsey dickson @ejkolodziej It should be "Make sue you have two separate email addresses" haha. #litchat -1:08 PM Oct 20th, 2010   |
| LaurenBaratzL Reader, writer, freelance editor, former reviewer, baseball watcher. #litchat -1:09 PM Oct 20th, 2010  |
| LitChat Let's get started: How do readers' buying habits affect sales of small press books? #litchat -1:09 PM Oct 20th, 2010   |
| marisabirns @Shelley_Watters Welcome, newbie! It's all good here. #litchat -1:09 PM Oct 20th, 2010   |
| elizabethkarr RT @CarolyBurnsBass: Heading over to #litchat to give some nods to the SMALL PRESS community today. Love those small, indy presses. #litchat -1:09 PM Oct 20th, 2010                             |
| LitChat Glad to have you! RT @Shelley_Watters: Author of YA and Adult books here. This is my first #litchat! #litchat -1:09 PM Oct 20th, 2010  |
| buffysquirrel without distribution you're dead in the water. but distribution costs. #litchat -1:10 PM Oct 20th, 2010  |
| GLHancock @LitChat One more clarification, plz: "press" implies physical books. Are we also including those who only prep e-books? #litchat -1:10 PM Oct 20th, 2010  |
| RebelEPublisher @LitChat Because most buyers stick to what they know and brands that they know. Small Presses have to educate readers more. #litchat -1:11 PM Oct 20th, 2010                                   |
| PugilistPress @LitChat Buying habits...as in, "recent changes in"? #litchat -1:11 PM Oct 20th, 2010  |
| LitChat FYI: Last half-hour of chat will be devoted to pitching/discussing published titles of small presses. #litchat -1:11 PM Oct 20th, 2010   |
| GLHancock @buffysquirrel Distro problem only for non-digital wares. #litchat -1:12 PM Oct 20th, 2010   |
| indiepride Bookseller,reviewer, indie book event organizer here #litchat -1:12 PM Oct 20th, 2010   |
| EJ_Knapp It's hard to get major reviewers to pay attention to small presses. This, imho, sucks. #litchat -1:12 PM Oct 20th, 2010   |
| buffysquirrel @GLHancock true. #litchat -1:13 PM Oct 20th, 2010  |
| RebelEPublisher @EJ_Knapp I completely agree! #litchat -1:13 PM Oct 20th, 2010   |
| LitChat @GLHancock Press has become a term that includes all methods of book publishing. So, yes, we are including e-pubs. #litchat -1:13 PM Oct 20th, 2010  |
| PugilistPress This. RT @RebelEPublisher: Most buyers stick to what they know & brands that they know. Small Presses have to educate readers more. #litchat -1:13 PM Oct 20th, 2010                             |
| caitlinpress @GLHancock I think digital distro is a concern too. It's not easy to get ebooks into iBooks, Kobo, etc. #litchat -1:13 PM Oct 20th, 2010  |

Topic of the Week:

|   |
|---|
| catconnor @EJ_Knapp I agree too #litchat -1:14 PM Oct 20th, 2010  |
| Storybird @LitChat We've designed our platform around user behavior and verticalization. Is there any other way to compete? #litchat -1:14 PM Oct 20th, 2010                                      |
| AnvilPress Hi! We are a literary press with an urban twist. We publish Canadian authors and are located in Vancouver. #litchat #litchat -1:14 PM Oct 20th, 2010                                   |
| janflora RT @LitChat: FYI: Last half-hour of chat will be devoted to pitching/discussing published titles of small presses. #litchat -1:14 PM Oct 20th, 2010                                      |
| LitChat @PugilistPress "Buying habits" in terms of how/when/where do readers buy their books. #litchat -1:14 PM Oct 20th, 2010  |
| BryanThomasS Goodreads has been a great source for reviews. People often post them to Amazon as well. Many are also authors. #litchat -1:14 PM Oct 20th, 2010                                     |
| laura_atchison Following today's #litchat discussion about small presses. -1:15 PM Oct 20th, 2010   |
| AaronPound Smaller reviewers are willing, but few readers. @EJ_Knapp It's hard to get major reviewers to pay attention to small presses. #litchat -1:15 PM Oct 20th, 2010                         |
| RebelEPublisher @caitlinpress @GLHancock We've been having issues with Kobo for the better part of year. #litchat -1:15 PM Oct 20th, 2010   |
| buffysquirrel @caitlinpress at GUD we've been disappointed with e-versions of the magazine, when we finally get to see them.... #litchat -1:15 PM Oct 20th, 2010                                  |
| LitChat @Storybird Can you give an example of your sales platform? #litchat -1:15 PM Oct 20th, 2010   |
| shelfmagazine RT @LitChat: Let's get started: How do readers' buying habits affect sales of small press books? #litchat -1:15 PM Oct 20th, 2010   |
| indiepride @PugilistPress educating readers is key. That's our goal at the event #litchat -1:15 PM Oct 20th, 2010   |
| Girl_Who_Reads I would think with more readers buying online that would help the small presses #litchat -1:16 PM Oct 20th, 2010   |
| catconnor RT @PugilistPress: This. RT @RebelEPublisher: Most buyers stick to what they know & brands that they know. Small Presses have to educate readers more. #litchat -1:16 PM Oct 20th, 2010 |
| catconnor RT @EJ_Knapp: It's hard to get major reviewers to pay attention to small presses. This, imho, sucks. #litchat -1:17 PM Oct 20th, 2010   |
| RebelEPublisher @LitChat It's also up to us, the small presses, to find new ways of marketing our books and our Authors. #litchat -1:17 PM Oct 20th, 2010   |
| caitlinpress @buffysquirrel Do you do conversions in-house? What digital formats? #litchat -1:17 PM Oct 20th, 2010  |
| EJ_Knapp Also, the independent bookstores don't seem to want to back small presses. What's that about? #litchat -1:17 PM Oct 20th, 2010   |
| danish_novelist @AaronPound @EJ_Knapp Major reviewers might be a thing of the past soon. The same goes for magazines and newspapers #litchat -1:17 PM Oct 20th, 2010                              |
| techtigger lurking around the indy press discussion on #litchat :) hi guys! #litchat -1:17 PM Oct 20th, 2010  |
| PugilistPress Buying habits: small pubs don't have co-op budgets of big pubs, which is problematic. Overwhelmed, many readers buy what they see. #litchat -1:17 PM Oct 20th, 2010                 |
| indiepride @AaronPound we do 90% small press reviews. #litchat -1:17 PM Oct 20th, 2010  |
| jevonbolden RT @RebelEPublisher: @LitChat Its also up to us, the small presses, to find new ways of marketing our books and our Authors. #litchat -1:17 PM Oct 20th, 2010                         |

Topic of the Week:

|  |
|--|
| GLHancock @RebelEPublisher: @caitlinpress Illuminate me. Why do e-books need to be listed elsewhere than Amazon? #litchat -1:17 PM Oct 20th, 2010  |
| candlemarkgleam @Girl_Who_Reads It helps, but you still have to get your name/titles out there...which is hard. Information overload. #litchat -1:18 PM Oct 20th, 2010                               |
| EJ_Knapp @danish_novelist I could live with that. #litchat -1:18 PM Oct 20th, 2010   |
| RebelEPublisher Some of the older methods that work for the big houses don't necessarily work for us, namely because we don't have the budget. #litchat -1:18 PM Oct 20th, 2010                      |
| buffysquirrel @GLHancock because people buy them elsewhere than Amazon #litchat -1:18 PM Oct 20th, 2010  |
| indiepride @EJ_Knapp I do! I have a store dedicated to only small presses # #Litchat -1:19 PM Oct 20th, 2010   |
| Storybird @LitChat It's conceived as a community, focused on art-inspired storytelling, and the byproduct of activity is atomized. #litchat -1:19 PM Oct 20th, 2010                                  |
| buffysquirrel RT @PugilistPress: Buying habits: small pubs don't have co-op budgets of big pubs, which is problematic. Overwhelmed, many readers buy what they see. #litchat -1:19 PM Oct 20th, 2010 |
| AnvilPress meeting ppl in person at fairs etc has been important for our visibility, especially since there are fewer indie bookstores. #litchat -1:19 PM Oct 20th, 2010                             |
| susanmpls @GLHancock 3 reasons: Not everyone buys from azn; Azn doesn't supply libraries; Azn ebooks don't work on ever ereading device. #litchat -1:19 PM Oct 20th, 2010                            |
| PugilistPress RT @RebelEPublisher Some older methods that work for big houses dont necessarily work for us, namely b/c we dont have the budget. #litchat -1:19 PM Oct 20th, 2010                     |
| GLHancock @RebelEPublisher That does not mean the methods won't work for you. It only means you can't afford to use them. Right? #litchat -1:19 PM Oct 20th, 2010                                    |
| caitlinpress @GLHancock Amazon's market share is expected to shrink, even as digital sales increase. #litchat -1:19 PM Oct 20th, 2010  |
| indiepride @danish_novelist so if no reviewers anymore what's next #Litchat -1:19 PM Oct 20th, 2010  |
| RebelEPublisher @GLHancock The reason why we're on Mobipocket, Amazon, iTunes, & Kobo is simply to reach a wider audience. #litchat -1:19 PM Oct 20th, 2010  |
| EJ_Knapp Cool. I'll check it out. RT @indiepride: @EJ_Knapp I do! I have a store dedicated to only small presses # #litchat -1:20 PM Oct 20th, 2010  |
| buffysquirrel @caitlinpress yes, in house. kindle, epub, .pdf, mobi, etc--we sell on Fwise in all their formats #litchat (very small magazine) -1:20 PM Oct 20th, 2010                               |
| candlemarkgleam YES RT @RebelEPublisher: Some methods that work for the big houses don't work for us, namely because we don't have the budget. #litchat -1:20 PM Oct 20th, 2010                      |
| LitChat Major concern voiced here on Monday and again today: Reviews of small press books. Why are they seldom reviewed by major media? #litchat -1:20 PM Oct 20th, 2010                             |
| PugilistPress Limiting yrself to one sales outlet is always a mistake. RT @GLHancock: Why do e-books need to be listed elsewhere than Amazon? #litchat -1:20 PM Oct 20th, 2010                       |
| buffysquirrel @indiepride bloggers (so we're told) #litchat -1:21 PM Oct 20th, 2010  |
| indiepride @GLHancock because a lot of people are shying away from amazon # #Litchat -1:21 PM Oct 20th, 2010   |
| Storybird @LitChat The product can be consumed freely, but also printed. It can be an app, a narrated movie, a "printable," or trad. book. #litchat -1:21 PM Oct 20th, 2010                          |

|  |
|--|
| marisabirns TINKERS won Pulitzer, and was published by small literary press in business for a couple of years. Helps the smaller presses? #litchat -1:21 PM Oct 20th, 2010       |
| elizabethkarr many of challenges faced by small presses to promote books are shared with indy filmmakers marketing their films. #litchat -1:21 PM Oct 20th, 2010                 |
| PugilistPress RT @susanmpls: 3 reasons: Not everyone buys from azn; Azn doesnt supply libraries; Azn ebooks dont work on ever ereading device. #litchat -1:21 PM Oct 20th, 2010  |
| Girl_Who_Reads I have noticed many big reviews won't accept e-book copies. #litchat -1:21 PM Oct 20th, 2010  |
| RebelEPublisher @GLHancock Budget it part of it, but some of the venues that they use wont even look at an indie press or the books we publish. #litchat -1:21 PM Oct 20th, 2010 |
| GLHancock Thanks all. I stand illuminated, like Lady Liberty. But I am holding out a wine glass to @marisabirns who ran away w/wine. #litchat -1:21 PM Oct 20th, 2010            |
| buffysquirrel iirc Amazon stopped selling ebooks for six months while prepping kindle #litchat -1:21 PM Oct 20th, 2010   |
| Girl_Who_Reads They want a print version only. #litchat -1:21 PM Oct 20th, 2010  |
| Storybird @LitChat The key for us is to focus on brand, consumer behavior, and technology diffusion. #litchat -1:22 PM Oct 20th, 2010  |
| buffysquirrel @Girl_Who_Reads is much cheaper for us to send out .pdf review copies but reviewers don't want them, sigh #litchat -1:22 PM Oct 20th, 2010                         |
| marisabirns @GLHancock No, just letting the wine "breathe." It's ready now. *pours* #litchat -1:22 PM Oct 20th, 2010   |
| buffysquirrel major media want readers too. Jonathan Franzen brings them. GUD Magazine? not so much (YET!) lol #litchat -1:23 PM Oct 20th, 2010                                  |
| techtigger sounds like the reviewing community hasn't caught up to the times, like so much of the industry. Wonder when they'll get on board? #litchat -1:23 PM Oct 20th, 2010   |
| PugilistPress @LitChat Why does NYT review the same big authors that are covered everywhere else? They, like consumers, often go for the known. #litchat -1:23 PM Oct 20th, 2010 |
| Talonbooks RT @anvilpress: Hi! We are a literary press with an urban twist. We publish Canadian authors and are located in Vancouver. #litchat #litchat -1:23 PM Oct 20th, 2010  |
| indiepride @LitChat because big media forgets that it too started out small #Litchat -1:23 PM Oct 20th, 2010   |
| Storybird @elizabethkarr Agree. Small presses and indie film producers are VERY similar. That's why focus is so key. #litchat -1:23 PM Oct 20th, 2010                            |
| Girl_Who_Reads @buffysquirrel exactly. #litchat -1:23 PM Oct 20th, 2010  |
| RebelEPublisher @buffysquirrel I've read a few issues of GUD and it's pretty good. #litchat -1:23 PM Oct 20th, 2010  |
| AnvilPress @buffysquirrel we think a big part of small press appeal is the attention to the books as art objects? People want them in hand! #litchat -1:24 PM Oct 20th, 2010     |
| GLHancock RT @buffysquirrel: is much cheaper for us to send out .pdf review copies but reviewers dont want them, sigh    Too hard to sell! #litchat -1:24 PM Oct 20th, 2010      |
| caitlinpress @buffysquirrel Yes! For a small press, the costs of sending out 50+ review copies of each book can be too high. #litchat -1:24 PM Oct 20th, 2010                    |
| Cinnamon_Quill Did I miss out again? TT_TT I slept in... #litchat -1:24 PM Oct 20th, 2010  |
| buffysquirrel RT @RebelEPublisher: @buffysquirrel I've read a few issues of GUD and it's pretty good. #litchat -1:24 PM Oct 20th, 2010   |

Topic of the Week:

|   |
|---|
| buffysquirrel @RebelEPublisher music to our ears! :) #litchat -1:24 PM Oct 20th, 2010   |
| Storybird @elizabethkarr Great example: Gary Hustwit. By keeping tight focus on design-related docs, he's building small empire. #litchat -1:25 PM Oct 20th, 2010                               |
| indiepride @buffysquirrel nothing against PDF it's just hard to read. Comes out very small # #Litchat -1:25 PM Oct 20th, 2010   |
| buffysquirrel RT @AnvilPress: @buffysquirrel we think a big part of small press appeal is the attention to the books as art objects? People want them in hand! #litchat -1:25 PM Oct 20th, 2010 |
| elizabethkarr @Storybird In the indy world, artists need to get their biz game on, too. Luxury 2 b simply #writer or #filmmaker.Mrkt hat required #litchat -1:25 PM Oct 20th, 2010              |
| BryanThomasS @techtigger Don't know if I agree. Tons of books out there. Bloggers do a good job revwng many & target the core audience better. #litchat -1:25 PM Oct 20th, 2010                 |
| buffysquirrel @AnvilPress interesting :) we like to think we have high production values #litchat -1:25 PM Oct 20th, 2010   |
| RebelEPublisher I far prefer sending out pdf review copies. Postage from South Africa to anywhere else in the world is a financial killer. #litchat -1:25 PM Oct 20th, 2010                     |
| Storybird The smaller you are, the tighter your focus. And the larger you want to be, the deeper you need to verticalize. #litchat -1:25 PM Oct 20th, 2010                                      |
| Girl_Who_Reads Maybe we can sell the idea of using electronic review copies as being environmentally friendly #litchat -1:25 PM Oct 20th, 2010  |
| deegospel joining #litchat -1:25 PM Oct 20th, 2010  |
| jackiejvr @GLHancock amazon makes kindle, so sells kindle ebooks. they are in competition with other type readers. #litchat -1:25 PM Oct 20th, 2010   |
| elizabethkarr @Storybird Thanx. will check out Gary Hustwit. Is he on Twitter? #litchat -1:26 PM Oct 20th, 2010   |
| BryanThomasS The fact is that no one outlet can cover everything. I am an editor at the reviewzine Tangent Online. And we get buried. #litchat -1:26 PM Oct 20th, 2010                          |
| candlemarkgleam @PugilistPress It's def. easier to go for known than to scout unknown, and there's few central repositories for indie authors/pubs #litchat -1:26 PM Oct 20th, 2010             |
| draumrpub Small fiction publisher on our first #litchat Woohoo! But hard to keep up. -1:26 PM Oct 20th, 2010  |
| PugilistPress @indiepride I wonder what would be an accepted "universal" digital review copy -- epub? #litchat -1:26 PM Oct 20th, 2010  |
| AnvilPress @buffysquirrel but you're right, the cost of sending out many review copies necessitates being selective. #litchat -1:26 PM Oct 20th, 2010   |
| RebelEPublisher And thanks to Twitter I've actually found a few reviewers who are willing to read pdf's. Not many, but a few. #litchat -1:26 PM Oct 20th, 2010                                  |
| buffysquirrel RT @Girl_Who_Reads: Maybe we can sell the idea of using electronic review copies as being environmentally friendly #litchat -1:26 PM Oct 20th, 2010                               |
| Storybird @elizabethkarr Agree. Artists in general need to learn marketing and not be scared by branding. #litchat -1:26 PM Oct 20th, 2010  |
| techtigger @BryanThomasS i think they were talking about the big reviewers though, not the indy/online blogging community #litchat -1:26 PM Oct 20th, 2010                                      |
| robynmcintyre @buffysquirrel What reasons do they give (if any) #litchat -1:26 PM Oct 20th, 2010  |
| GLHancock @jackiejvr You can read "Kindle" material on a wide variety (and growing) of readers. Not limited to Kindle. #litchat -1:26 PM Oct 20th, 2010   |

Topic of the Week:

|  |
|--|
| buffysquirrel RT @RebelEPublisher: I far prefer sending out pdf review copies. Postage from South Africa to anywhere else in the world is a financial killer. #litchat -1:26 PM Oct 20th, 2010 |
| PugilistPress RT @Storybird: Artists in general need to learn marketing and not be scared by branding. #litchat -1:27 PM Oct 20th, 2010  |
| Girl_Who_Reads @draumrpub use the TweetChat site it helps. #litchat -1:27 PM Oct 20th, 2010  |
| danish_novelist @caitlinpress @AnvilPress A book reviewer wants a book. A food reviewer wants food. It's that simple #litchat -1:27 PM Oct 20th, 2010  |
| buffysquirrel we use resellers on two continents but postage still one of our biggest costs #litchat -1:27 PM Oct 20th, 2010   |
| latta @LitChat b/c ppl want to go with a perceived big winner, not the little guy, in general. More muscle later. Q; why seldom reviewed #litchat -1:27 PM Oct 20th, 2010                      |
| Storybird @elizabethkarr But also a great opportunity for "artist marketers" to provide a micro-scale version of what trad pubs offer... #litchat -1:27 PM Oct 20th, 2010                      |
| candlemarkgleam @netgalley does that, I think RT @Girl_Who_Reads: Maybe we can sell idea of using electronic ARCs as being environmentally friendly #litchat -1:27 PM Oct 20th, 2010           |
| PugilistPress If reviewers are hostile to digital review copies (namely PDF) -- what is a digital format that would be more widely accepted? #litchat -1:27 PM Oct 20th, 2010                  |
| Cinnamon_Quill @PugilistPress I actually find the aspect of having more influence over marketing to be exciting and not scary. #litchat -1:27 PM Oct 20th, 2010                                |
| BryanThomasS @techtigger my pt was I don't necessarily agree they're behind the times of everyone else. It's hard to cover every new book. #litchat -1:27 PM Oct 20th, 2010                    |
| caitlinpress @danish_novelist Yeah, but what's a book? For consumers, the def'n is changing. #litchat -1:28 PM Oct 20th, 2010  |
| 21stCscribe I've had more response from online reviewers than even two local newspapers in my area #litchat -1:28 PM Oct 20th, 2010  |
| robynmcintyre RT @Girl_Who_Reads: Maybe we can sell the idea of using electronic review copies as being environmentally friendly #litchat -1:28 PM Oct 20th, 2010                              |
| GLHancock @PugilistPress None. Reviewers can't resell digital copies. #litchat -1:28 PM Oct 20th, 2010   |
| danish_novelist @Storybird @elizabethkarr I don't even know what branding is, but I'm scared of it :- ) #litchat -1:28 PM Oct 20th, 2010   |
| deegospel @PugilistPress epub with drm so it can't be shared right? #litchat -1:28 PM Oct 20th, 2010   |
| linc0lnpark RT @LitChat: Major concern voiced here on Monday and again today: Reviews of small press books. Why are they seldom reviewed by major media? #litchat -1:28 PM Oct 20th, 2010      |
| indiepride @PugilistPress ePub is nice #Litchat -1:29 PM Oct 20th, 2010  |
| deegospel @robynmcintyre thanks. #litchat -1:29 PM Oct 20th, 2010  |
| PugilistPress @GLHancock Well, that certainly assumes ill intent on the part of reviewers! That doesn't foster cooperative relationship. #litchat -1:29 PM Oct 20th, 2010                      |
| candlemarkgleam @PugilistPress It's not that they're hostile to PDF, it's that they're hostile to ELECTRONIC. No print, no consideration #litchat -1:29 PM Oct 20th, 2010                      |
| RebelEPublisher @21stCscribe I've also found that local papers, magazines, & radio are very slow to give the little guy a break. Sad! #litchat -1:29 PM Oct 20th, 2010                         |
| deegospel @PugilistPress i'm not hostile to pdf versions to review. i prefer it actually #litchat -1:29 PM Oct 20th, 2010  |



|  |
|--|
| techtigger @danish_novelist heh - stop by #bookmarket tomorrow, lots of chat on branding, etc. :) not scary, i promise! #litchat -1:29 PM Oct 20th, 2010                           |
| AnvilPress the marketing conversation has changed now. publishers can sell from our websites and we address readers directly. #litchat -1:29 PM Oct 20th, 2010                     |
| Spinetinglermag .@PugilistPress as a reader & a reviewer I'd love to have a hard copy & an ecopy of a book I'm reading #litchat -1:29 PM Oct 20th, 2010                            |
| Storybird @danish_novelist @elizabethkarr Branding is another way of saying "you cannot not communicate." #litchat -1:29 PM Oct 20th, 2010   |
| GLHancock @PugilistPress Are you willing to pay for reviews? #litchat -1:29 PM Oct 20th, 2010  |
| buffysquirrel @deegospel we don't DRM. want people to be able to read what we sell #litchat .epub is good format but unsupported by kindle -1:30 PM Oct 20th, 2010                 |
| elizabethkarr RT @techtigger: @danish_novelist heh - stop by #bookmarket tomorrow, lots of chat on branding, etc. :) not scary, i promise! #litchat -1:30 PM Oct 20th, 2010        |
| 21stCscribe @linc0lnpark there's a celebrity culture even within authors. mainstream media pander to this #litchat -1:30 PM Oct 20th, 2010   |
| Storybird @danish_novelist @elizabethkarr You have to carve out a space in people's mind to rise above noise. #litchat -1:30 PM Oct 20th, 2010                                     |
| robymcintyre @Girl_Who_Reads It could be something to do with empty hands - feeling as though one hasn't received a book when it's in PDF? #litchat -1:30 PM Oct 20th, 2010        |
| caitlinpress @AnvilPress So now it's a question of driving traffic to your website instead of Amazon's. #litchat -1:30 PM Oct 20th, 2010   |
| PugilistPress Absolutely not. That is quite questionable, ethically. RT @GLHancock: @PugilistPress Are you willing to pay for reviews? #litchat -1:30 PM Oct 20th, 2010            |
| buffysquirrel @techtigger *makes note* *is scared anyway* #litchat -1:30 PM Oct 20th, 2010   |
| elizabethkarr #truedat RT @Storybird @danish_novelist @elizabethkarr Branding is another way of saying "you cannot not communicate." #litchat -1:31 PM Oct 20th, 2010              |
| deegospel @buffysquirrel my concern was the digital copies to reviewers. without DRM then the content can be shared. right? #litchat -1:31 PM Oct 20th, 2010                       |
| danish_novelist @indiepride Today everybody's a writer, so we might as well do away with something as old fashioned as reviewers & readers :- ) #litchat -1:31 PM Oct 20th, 2010   |
| Cinnamon_Quill I'm a little itchy about ebooks still but if I were to review something, it's harder for people to mail books to NZ #litchat -1:31 PM Oct 20th, 2010                |
| 21stCscribe also big names get their author mates to review them. It's a closed shop! #litchat -1:31 PM Oct 20th, 2010   |
| GLHancock @PugilistPress Then why do you expect reviewers to work for free? It take me on average 3 hrs to WRITE the review. Need to read 2 #litchat -1:31 PM Oct 20th, 2010       |
| AaronPound One question that comes to mind is . . . @PugilistPress Absolutely not. That is quite questionable, ethically. #litchat -1:31 PM Oct 20th, 2010                         |
| candlemarkgleam Which is bloody hard RT @caitlinpress: @AnvilPress So now it's a question of driving traffic to your website instead of Amazon's. #litchat -1:31 PM Oct 20th, 2010 |
| robymcintyre Maybe there's a need for an indie/e-pub trade org to take out ads, use SM to woo reviewers to PDF? #litchat -1:31 PM Oct 20th, 2010                                   |
| buffysquirrel @deegospel there is that risk, yeah. but DRM can be broken, so... *shrugs fatalistically* #litchat -1:32 PM Oct 20th, 2010   |

|  |
|--|
| techtigger @candlemarkgleam so, is getting a print copy for review the equivalent of face-time? trying to understand why elec. not wanted #litchat -1:32 PM Oct 20th, 2010           |
| candlemarkgleam Agreed RT @PugilistPress: Absolutely not. questionable, ethically RT @GLHancock: @PugilistPress Are you willing to pay for reviews? #litchat -1:32 PM Oct 20th, 2010 |
| indiepride @danish_novelist interesting #Litchat -1:32 PM Oct 20th, 2010   |
| PugilistPress @Spinetinglermag Point is - what will ppl accept that *isn't* physical copy? ARCs are VERY \$\$ to produce, not counting postage. #litchat -1:32 PM Oct 20th, 2010     |
| AaronPound . . . how close a publisher and reviewer can be and have it not become unethical. #litchat -1:32 PM Oct 20th, 2010  |
| Storybird Why would unknown writers or pub's worry about circulating DRM free review copies? Obscurity is your issue, not DRM. #litchat -1:32 PM Oct 20th, 2010                      |
| candlemarkgleam @deegospel @buffysquirrel It can be shared anyway. DRM is easy to crack. #litchat -1:32 PM Oct 20th, 2010  |
| JamieWP My book has yet to be published but had more interest from an American online newsletter than locally #litchat Hello BTW. -1:32 PM Oct 20th, 2010                            |
| AnvilPress @caitlinpress which we can do through soc media campaigns + useful added content. but then it's a question of staff resources. #litchat -1:32 PM Oct 20th, 2010           |
| wheelercentre One of our resident organisations @SPUNC works to promote #Australian small presses including looking at e-books and distribution #litchat -1:32 PM Oct 20th, 2010     |
| CarolyBurnsBass Reputation is one the most important things to reviewers. Does the small or start-up press have a reputation for quality material? #litchat -1:33 PM Oct 20th, 2010  |
| buffysquirrel @GLHancock i expect reviewers to be paid by people who publish their reviews #litchat and after all, i work on the magazine for free.... -1:33 PM Oct 20th, 2010       |
| JAPak Sorry—late again. What about book trailers? Has that changed reviews/marketing for indies? #litchat -1:33 PM Oct 20th, 2010  |
| susanmpls @LitChat Most indie pubs have several pronged review strategy: topic-specific media; Nat'l media; regional media; bloggers/online. #litchat -1:33 PM Oct 20th, 2010        |
| PugilistPress @GLHancock No one expects you to work for free. You should be paid by publication you work for, or, if personal site, ad revenue. #litchat -1:33 PM Oct 20th, 2010     |
| caitlinpress RT @Storybird: Why would unknown writers or pubs worry about circulating DRM free review copies? Obscurity is your issue, not DRM. #litchat -1:33 PM Oct 20th, 2010     |
| LitChat @JamieWP Welcome. Thanks for joining us. #litchat -1:33 PM Oct 20th, 2010  |
| AaronPound Can a publisher drive traffic to a reviewer's site? Can a reviewer drive traffic other way? How close a relationship is too close? #litchat -1:33 PM Oct 20th, 2010       |
| Cinnamon_Quill @JAPak Ooh, I love book trailers! #litchat -1:33 PM Oct 20th, 2010  |
| buffysquirrel @CandlemarkGleam quite. #litchat DRM weakness is another reason not to bother -1:33 PM Oct 20th, 2010  |
| deeswhite @Storybird exactly! It is bootleg copies of his plays that has Tyler Perry where he is today #LitChat -1:33 PM Oct 20th, 2010  |
| 21stCscribe RT @JAPak: Sorry—late again. What about book trailers? Has that changed reviews/marketing for indies? #litchat -1:33 PM Oct 20th, 2010                                   |
| robynmcintyre How many ppl want a professional reviewer's review over author reviews? #litchat -1:34 PM Oct 20th, 2010   |
| JAPak RT @Cinnamon_Quill: @JAPak Ooh, I love book trailers! <Youtube seems to have really opened up new ways to reach ppl. #litchat -1:34 PM Oct 20th, 2010                          |

|  |
|--|
| jevonbolden Paying for reviews brings to mind the payola issues in the music industry with radio DJs of the 50s and 60s. No? #litchat -1:34 PM Oct 20th, 2010                      |
| 21stCscribe @JAPak good question. Most book trailers don't do a particularly good job I feel #litchat -1:34 PM Oct 20th, 2010  |
| caitlinpress @AaronPound Definitely an issue in a small, friendly industry like ours. #litchat -1:34 PM Oct 20th, 2010   |
| PugilistPress RT @Storybird: Why would unknown writers or pubs worry about circulating DRM free review copies? Obscurity is your issue, not DRM. #litchat -1:34 PM Oct 20th, 2010  |
| Girl_Who_Reads what do you mean by book trailers? #litchat -1:34 PM Oct 20th, 2010   |
| elizabethkarr debate re sending e-book to review/fear of 'free'disemmination/plagiarizing similar to sending out screeners & Cing film on web #litchat -1:34 PM Oct 20th, 2010     |
| susanmpls @AaronPound everytime a publisher (via twitter, facebook, website) links to a review, they're driving traffic to reviewer's site. #litchat -1:34 PM Oct 20th, 2010       |
| AaronPound @caitlinpress Scalzi and Doctorow have both made that exact point. #litchat -1:34 PM Oct 20th, 2010   |
| deegospel lack of review: i think part of that is money( the biz relationship with the press & the outlet) <\$ <Ed Cal space #litchat -1:34 PM Oct 20th, 2010                      |
| danish_novelist @elizabethkarr I don't like terms, but I can live with being a satirical profound genre bending historical novelist. So brand me! #litchat -1:34 PM Oct 20th, 2010 |
| CarolyBurnsBass Another criteria for reviewers is preferences. FYI: Don't send your romance to a reviewer/pub which doesn't review romance. #litchat -1:34 PM Oct 20th, 2010       |
| Cinnamon_Quill @JAPak Book trailers are brilliant. Such an effective way of capturing the attention of potential readers. #litchat -1:35 PM Oct 20th, 2010                         |
| techtigger @buffysquirrel *lol* branding is just name recognition #litchat -1:35 PM Oct 20th, 2010   |
| JAPak RT @robynmcintyre: How many ppl want a professional reviewers review over author reviews?<I tend to avoid books reviewed by NYT etc #litchat -1:35 PM Oct 20th, 2010         |
| indiepride @PugilistPress ePub or kindle or nook versions. #Litchat -1:35 PM Oct 20th, 2010  |
| Storybird 99% of writers NEED copying/bootlegging/etc to get noticed. Worry about DRM when you're making over \$1m in annual sales. #litchat -1:35 PM Oct 20th, 2010               |
| deegospel @candlemarkgleam good point. was wondering if that was the draw back #litchat -1:35 PM Oct 20th, 2010  |
| PugilistPress @AaronPound @caitlinpress Yep. And yet it bears (constant) repeating! #litchat -1:35 PM Oct 20th, 2010   |
| GLHancock @robynmcintyre Robyn it is just too difficult to read large documents on screen. In fact, it takes 25% longer to read on screen #litchat -1:35 PM Oct 20th, 2010         |
| RebelEPublisher As to Book Trailers, while they are fun. I haven't seen any evidence that they have a major role in book sales. #litchat -1:35 PM Oct 20th, 2010                   |
| caitlinpress @AaronPound I think where possible, pubs and reviewers should be transparent about relationships. #litchat -1:35 PM Oct 20th, 2010                                    |
| PugilistPress YES. RT @jevonbolden: Paying for reviews brings to mind the payola issues in music industry with radio DJs of the 50s and 60s. No? #litchat -1:35 PM Oct 20th, 2010  |
| jevonbolden RT @AnvilPress: ...soc media campaigns + useful added content. but its a question of staff resources. / Hmm... I understand that #litchat -1:35 PM Oct 20th, 2010      |
| deeswhite @jevonbolden Although I agree that reviewers should be compensated. I will never pay for a review #litchat -1:36 PM Oct 20th, 2010                                       |

Topic of the Week:

|   |
|---|
| AnvilPress RT @susanmpls: @AaronPound when publisher (via twitter, fb, website) links to a review, theyre driving traffic to reviewer's site. #litchat -1:36 PM Oct 20th, 2010                                    |
| GeneDoucette peeking in #litchat -1:36 PM Oct 20th, 2010  |
| AaronPound @susanmpls True - but when does it become an impermissible quid pro quo? #litchat -1:36 PM Oct 20th, 2010  |
| buffysquirrel @techtigger oh i get it, the whole household name thing. we wish! lol #litchat -1:36 PM Oct 20th, 2010  |
| candlemarkgleam @CarolyBurnsBass How do you GAIN that reputation to be taken seriously when you're starting out, tho? Conundrum for new publishers #litchat -1:36 PM Oct 20th, 2010                               |
| elizabethkarr @danish_novelist I hereby knight you #satiricalprofoundgenrebending historicalnovelist. Now that's a hashtag brand! #litchat -1:36 PM Oct 20th, 2010  |
| 21stCscribe @JAPak But so many book trailers don't contain a single line from the book... They're mistargeted #litchat -1:36 PM Oct 20th, 2010  |
| Cinnamon_Quill @GeneDoucette I see you there... >.> #litchat -1:36 PM Oct 20th, 2010  |
| LitChat Lets start talking about specific small press titles. What books have you recently enjoyed from a small press? #litchat -1:36 PM Oct 20th, 2010   |
| deegospel Amen. RT @CarolyBurnsBass:...FYI: Don't send romance to a reviewer that doesn't review romance #litchat -1:36 PM Oct 20th, 2010   |
| 21stCscribe RT @PugilistPress: YES. RT @jevonbolden: Paying for reviews brings to mind the payola issues in music industry with radio DJs of the 50s and 60s. No? #litchat -1:37 PM Oct 20th, 2010                |
| Hack_packer I'm a former small presser, but see same old problems w distro. Have found creating an app skips publishers, see <a href="http://ow.ly/2WK60">http://ow.ly/2WK60</a> #litchat -1:37 PM Oct 20th, 2010 |
| candlemarkgleam @techtigger Seems to be a perception that digital means you're not a "serious" publisher. Reviewers want hardcopy #litchat -1:37 PM Oct 20th, 2010  |
| 21stCscribe RT @RebelEPublisher: As to Book Trailers, while they are fun. I haven't seen any evidence that they have a major role in book sales. #litchat -1:37 PM Oct 20th, 2010                                 |
| robynmcintyre @CarolyBurnsBass To a small extent that's subjective, isn't it? Big pubs don't put out all great quality reads. #litchat -1:37 PM Oct 20th, 2010  |
| deeswhite @CarolyBurnsBass very true, homework should be done instead of throwing books out there all willy nilly. #litchat -1:37 PM Oct 20th, 2010   |
| marisabirns @GeneDoucette We see your eyes, so might as well bring the rest of yourself inside at #litchat -1:37 PM Oct 20th, 2010  |
| linc0lnpark @21stCscribe So true!LOL Miley Cyrus will always sell more books than the bloke who tries to write for a living SMH #litchat -1:37 PM Oct 20th, 2010  |
| coffeelvmom Oooh, look! #litchat! It's a procrastinator's dream come true! -1:37 PM Oct 20th, 2010  |
| elizabethkarr @latta Endowing you w/ this too: #satiricalprofoundgenrebendinghistoricalnovelist. #litchat -1:37 PM Oct 20th, 2010   |
| AaronPound @LitChat Please Ignore Vera Dietz was a great book. #litchat -1:37 PM Oct 20th, 2010   |
| GeneDoucette what's the subject? #litchat -1:37 PM Oct 20th, 2010   |
| robynmcintyre @GLHancock I didn't know that; spent a lot of time since 1978 reading onscreen. Thanks. #litchat -1:37 PM Oct 20th, 2010  |
| Cinnamon_Quill @coffeelvmom I know you. =3 #litchat -1:38 PM Oct 20th, 2010   |
| jevonbolden @deeswhite Would seem to cr8 conflict of interest and a lack of honesty. Reviewing is not only for promo but also info for readers #litchat -1:38 PM Oct 20th, 2010                                   |

Topic of the Week:

|   |
|---|
| blankslatepress RT @coffeelvmom: Oooh, look! #litchat! Its a procrastinators dream come true! #litchat -1:38 PM Oct 20th, 2010  |
| EJ_Knapp @LitChat Land That I Love, Shadows, Killerbyte and, of course, Stealing The Marbles, all from Rebel e Publishers. #litchat -1:38 PM Oct 20th, 2010                         |
| 21stCscribe RT @linc0lnpark: @21stCscribe So true!LOL Miley Cyrus will always sell more books than the bloke who tries to write for a living SMH #litchat -1:38 PM Oct 20th, 2010   |
| Cinnamon_Quill @AaronPound I've heard great things about that book. I dunno if it's out here yet, though... #litchat -1:38 PM Oct 20th, 2010  |
| BryanThomasS @RebelEPublisher You know, someone told me I need to do a book trailer of my forthcoming book, and I have never seen one before. #litchat -1:38 PM Oct 20th, 2010      |
| deegospel @LitChat Karen Tei Yamashita, "I Hotel" Coffee House Press #litchat -1:38 PM Oct 20th, 2010   |
| elizabethkarr @LitChat Am loving The Season of Second Chances by Diane Meier. #litchat -1:38 PM Oct 20th, 2010  |
| buffysquirrel lately i've been reading from my book stack. blew two months budget pre-ordering All Clear and it still hasn't arrived #litchat -1:39 PM Oct 20th, 2010               |
| EJ_Knapp @AaronPound Random House is exactly a small press. #litchat -1:39 PM Oct 20th, 2010  |
| AnvilPress @CandleMarkGleam @jevonbolden we do think SEO is low-hanging fruit though--worthwhile time investments to figure out keywords etc. #litchat -1:39 PM Oct 20th, 2010      |
| Shondra_W Oh no! Not another twitter chat to keep me from getting my work done. Lol. #litchat -1:39 PM Oct 20th, 2010   |
| GLHancock @robynmcintyre That's an enormous reason for reviewers to resist .pdf files instead of hard copy. I don't edit more than 10 pp onsc #litchat -1:39 PM Oct 20th, 2010      |
| coffeelvmom @Cinnamon_Quill Hey! *whispers* What are YOU doing here? ;) #litchat -1:39 PM Oct 20th, 2010  |
| BryanThomasS @RebelEPublisher Book trailers just have never sounded appealing to me. Of course, I feel the same about ebooks... #litchat -1:39 PM Oct 20th, 2010                    |
| PugilistPress The Wagon by Martin Prieb, @uchicagopress. RT @LitChat: What books have you recently enjoyed from a small press? #litchat -1:39 PM Oct 20th, 2010                     |
| Cinnamon_Quill @BryanThomasS Book trailers are one of my new loves. Can't get enough of them. #litchat -1:39 PM Oct 20th, 2010  |
| kevinrtipple RT @Spinetinglermag: .@PugilistPress as a reader & a reviewer I'd love to have a hard copy & an ecopy of a book I'm reading #litchat -1:39 PM Oct 20th, 2010           |
| CarolyBurnsBass @candlemarkgleam Start-ups gain reputation with buzz from all sectors. Mouth, bloggers, Goodreads, Amazon star reviews, etc. #litchat -1:39 PM Oct 20th, 2010       |
| GeneDoucette @marisabirns @Cinnamon_Quill I'm barely here even when I'm here #litchat -1:39 PM Oct 20th, 2010   |
| Cinnamon_Quill @coffeelvmom I just woke up and though ^\$#@# I'm missing #litchat -1:39 PM Oct 20th, 2010   |
| robynmcintyre @deeswhite In the old days ppl were expected to bootleg software - that's how new companies developed a following. #LitChat -1:39 PM Oct 20th, 2010                   |
| glindaharrison Surprised by conversation re: digital review copies. I would love them. I only read on the Kindle, keep getting offers of hardcopy. #litchat -1:39 PM Oct 20th, 2010 |
| deeswhite @jevonbolden exactly. Maybe reviewers could parlay their review skill into another avenue for pay...but not reviews. #litchat -1:39 PM Oct 20th, 2010                     |

Topic of the Week:

|   |
|---|
| <p>Girl_Who_Reads We have our 1st two books coming out at the end of the month - Blind Faith and The Changeling's Champion. #litchat -1:39 PM Oct 20th, 2010</p>                                |
| <p>deegospel True, sadly. RT @21stCscribe: @linc0lnpark there's a celebrity culture even within authors. mainstream media pander to this. #litchat -1:39 PM Oct 20th, 2010</p>                  |
| <p>RebelEPublisher @LitChat There's EJ_Knapps #StealingTheMarbles, @catconnor's #Killerbyte Granted, I published them, but they're brilliant! #litchat -1:39 PM Oct 20th, 2010</p>              |
| <p>techtigger @21stCscribe because miley cyrus has brand recognition ;) but she also has a full staff of promoters &amp; huge budget... #litchat -1:39 PM Oct 20th, 2010</p>                    |
| <p>AnvilPress RT @caitlinpress: @AaronPound I think where possible, pubs and reviewers should be transparent about relationships. #litchat -1:39 PM Oct 20th, 2010</p>                          |
| <p>indiepride @LitChat anything from @unbridledbooks #Litchat -1:40 PM Oct 20th, 2010</p>   |
| <p>jevonbolden @AnvilPress Absolutely! re: SEO #litchat -1:40 PM Oct 20th, 2010</p>   |
| <p>GeneDoucette When I sent out review copies of Immortal more than 1/3 were pdf versions. #litchat -1:40 PM Oct 20th, 2010</p>   |
| <p>robynmcintyre @susanmpls How about paraphrasing the review and providing the link at the bottom of the page? #litchat -1:40 PM Oct 20th, 2010</p>  |
| <p>CarolyBurnsBass @candlemarkgleam A book generating a lot of positive buzz will get noticed. Next book by pub will be looked at more carefully. #litchat -1:40 PM Oct 20th, 2010</p>          |
| <p>Cinnamon_Quill @GeneDoucette You are a sneaky-sneaky. *feels proud for spotting a ninja* #litchat -1:40 PM Oct 20th, 2010</p>  |
| <p>deegospel @buffysquirrel gotcha. thanks #litchat -1:40 PM Oct 20th, 2010</p>   |
| <p>marisabirns @linc0lnpark @21stCenturyScribe James Franco, actor (Spiderman, etc) easily had book of short stories published. #litchat -1:40 PM Oct 20th, 2010</p>                            |
| <p>EJ_Knapp isn't, I mean. RT @EJ_Knapp: @AaronPound Random House is exactly a small press. #litchat -1:40 PM Oct 20th, 2010</p>  |
| <p>candlemarkgleam @CarolyBurnsBass But if, as you're saying, you need good rep to get good press, it's chicken &amp; egg. Building initial buzz=huge task #litchat -1:40 PM Oct 20th, 2010</p> |
| <p>rawsistaz ROFL!! Yep...I keep coming back. RT @coffeelvmom: Oooh, look! #litchat! Its a procrastinators dream come true! #litchat -1:40 PM Oct 20th, 2010</p>                                |
| <p>danish_novelist @elizabethkarr Thank you. I'll cherish that brand forever. Or at least until next #litchat -1:40 PM Oct 20th, 2010</p>   |
| <p>21stCscribe Book trailer while using advantages of the visual, must put the book &amp; writing centre stage. Same as pop video relationship to song #litchat -1:41 PM Oct 20th, 2010</p>     |
| <p>Coffee_House_ RT @LitChat: Lets start talking about specific small press titles. What books have you recently enjoyed from a small press? #litchat -1:41 PM Oct 20th, 2010</p>               |
| <p>deeswhite @BryanThomasS LOL. I wasn't sold until I looked at a few of the trailers. If executed well, they do help to portray book's tone #litchat -1:41 PM Oct 20th, 2010</p>               |
| <p>GeneDoucette what is the subject? Paid reviews? #litchat -1:41 PM Oct 20th, 2010</p>   |
| <p>JAPak @21stcscribe Interesting point. I've seen a few that have perked my interest, but mostly directed by artists/film makers. #litchat -1:41 PM Oct 20th, 2010</p>                         |
| <p>CarolyBurnsBass @robynmcintyre Yes, to note about big pubs and mediocre titles. They are often ignored by reviewers, despite the imprint. #litchat -1:41 PM Oct 20th, 2010</p>               |
| <p>rawsistaz @candlemarkgleam We actually started requesting e-copies this summer as a means to move things faster. #litchat -1:41 PM Oct 20th, 2010</p>  |

Topic of the Week:

|   |
|---|
| buffysquirrel i have had some good review reads from Bloody Books #litchat notably MEAT -1:41 PM Oct 20th, 2010   |
| 21stCscribe @techtigger but the name on the spine would sell it even if it was full of math equations #litchat -1:41 PM Oct 20th, 2010  |
| jevonbolden @deeswhite I've written reviews 4 a magazine and they compensated me. It would have been awkward if the pubs or record cos paid me. #litchat -1:42 PM Oct 20th, 2010    |
| RebelEPublisher @BryanThomasS Sometimes I think Book Trailers have become something that people think you're supposed to do. #litchat -1:42 PM Oct 20th, 2010                       |
| caitlinpress I loved the great hopeful someday from Conundrum Press #litchat -1:42 PM Oct 20th, 2010  |
| CarolyBurnsBass @candlemarkgleam You are absolutely right about Chicken/Egg, yet it can and does get done. You're doing it now. *applauding* #litchat -1:42 PM Oct 20th, 2010       |
| candlemarkgleam @CarolyBurnsBass But you've gotta get that buzz, get reviewers to accept initial book, get readers to buy, talk - hard for startup #litchat -1:42 PM Oct 20th, 2010 |
| marisabirns @21stCscribe Don't know why I added century to your name. You're not that old! #litchat -1:42 PM Oct 20th, 2010   |
| GeneDoucette *sigh* #litchat -1:42 PM Oct 20th, 2010  |
| EJ_Knapp RT @RebelEPublisher: @LitChat Theres EJ_Knapps #StealingTheMarbles, @catconnors #Killerbyte I published them, but theyre brilliant! #litchat -1:42 PM Oct 20th, 2010       |
| elizabethkarr @deeswhite Always learn something new here. Plz send me links to some of your favorite book trailers. #litchat -1:42 PM Oct 20th, 2010                                |
| deegospel @jevonbolden true the mag pays you (reviewer) either as a staff writer or contributing writer #litchat -1:42 PM Oct 20th, 2010  |
| techtigger @21stCscribe exactly, they are buying the brand, not the content. otherwise, why buy all that garbage put out by some celebs? #litchat -1:42 PM Oct 20th, 2010           |
| GLHancock I came to praise small presses without which we would not have the fab useful handbooks, guides, and special reference books. #litchat -1:42 PM Oct 20th, 2010            |
| GeneDoucette ...sigh #litchat -1:43 PM Oct 20th, 2010   |
| 21stCscribe @RebelEPublisher only because authors aren't storyboarding them properly #litchat -1:43 PM Oct 20th, 2010   |
| QueenBeeDM I think most people are just as influenced by an average reader's comments about a book as they are by a professional review. #litchat -1:43 PM Oct 20th, 2010           |
| BryanThomasS @RebelEPublisher I agree. I'd rather spend money attending an extra convention or two to meet readers. #litchat -1:43 PM Oct 20th, 2010                                |
| candlemarkgleam @CarolyBurnsBass Heh, we're sure trying. A few reviewers were willing to take a chance on EREKOS #litchat -1:43 PM Oct 20th, 2010                                   |
| coffeelvmom @Cinnamon_Quill Well I will only be poking in for bit, as I have to find a more tactful way to procrastinate today. (Like, dishes.) #litchat -1:43 PM Oct 20th, 2010    |
| susanmpls @robynmcintyre I'm not sure I understand what you mean? (paraphrase review & provide link) #litchat -1:43 PM Oct 20th, 2010   |
| blankslatepress @Coffee_House_ I enjoyed Tinkers by Paul Harding (Bellevue Literary Press). #litchat -1:43 PM Oct 20th, 2010  |
| AnvilPress @candlemarkgleam publisher buzz is very tough since most readers see the author as brand (penguin and harlequin excepted) #litchat -1:43 PM Oct 20th, 2010               |

Topic of the Week:

|  |
|--|
| techtigger I wonder, do you already, or would small presses benefit from helping authors submit to awards? Does winning one bump sales? #litchat -1:44 PM Oct 20th, 2010                           |
| danish_novelist @jevonbolden Awkward, yes, but probably much more common than we know #litchat -1:44 PM Oct 20th, 2010   |
| Shondra_W I love hearing about all the good books you guys have read #litchat #makesmytobereadlisttoolong -1:44 PM Oct 20th, 2010  |
| HemmingsNews @CarolyBurnsBass Heh, we're sure trying. A few reviewers were willing to take a chance on EREKOS. But it's a slow build #litchat -1:44 PM Oct 20th, 2010                              |
| deeswhite @jevonbolden I hear ya #litchat. It's one of those thin lines -1:44 PM Oct 20th, 2010  |
| Cinnamon_Quill @elizabethkarr <a href="http://quillcafe.blogspot.com/search/label/Book%20Trailers">http://quillcafe.blogspot.com/search/label/Book Trailers</a> ♥ #litchat -1:44 PM Oct 20th, 2010 |
| BryanThomasS @QueenBeeDM Agree with you 100%. Especially comments from friends. #litchat -1:44 PM Oct 20th, 2010   |
| robynmcintyre @LitChat I'm not even close to knowing who is small press and who isn't. I only know the really huge names. #litchat -1:44 PM Oct 20th, 2010   |
| RebelEPublisher @21stCscribe I agree. Authors do them without really thinking it through properly and most do it as a fun project. #litchat -1:44 PM Oct 20th, 2010                                |
| candlemarkgleam @CarolyBurnsBass Heh, we're sure trying. A few reviewers were willing to take a chance on EREKOS. But it's a slow build #litchat -1:44 PM Oct 20th, 2010                           |
| PugilistPress @QueenBeeDM Word of mouth is the strongest selling tool any product has. Question is how to generate it? :) #litchat -1:44 PM Oct 20th, 2010   |
| GeneDoucette What is the topic, he asked for a third time. #litchat -1:44 PM Oct 20th, 2010  |
| buffysquirrel @RebelEPublisher word #litchat -1:44 PM Oct 20th, 2010   |
| caitlinpress @techtigger Yes, award submissions are a big part of our marketing strategy, but only the big ones really bump sales. #litchat -1:45 PM Oct 20th, 2010                                |
| 21stCscribe If trailer is to appear on YouTube, you need to engage with the visual language of YouTube - short, punchy, witty, humorous... #litchat -1:45 PM Oct 20th, 2010                        |
| blankslatepress RT @PugilistPress: @QueenBeeDM Word of mouth is the strongest selling tool any product has. Question is how to generate it? :) #litchat -1:45 PM Oct 20th, 2010                    |
| Cinnamon_Quill @elizabethkarr <a href="http://bit.ly/dgbKl7">http://bit.ly/dgbKl7</a> Always featuring book trailers on my blog ♥ #litchat -1:45 PM Oct 20th, 2010                                 |
| susanmpls @GeneDoucette topic is indie presses; went in the direction of reviews and how hard it can be for indie presses to be reviewed. #litchat -1:45 PM Oct 20th, 2010                         |
| jevonbolden @danish_novelist I wouldn't doubt it! :) #litchat -1:45 PM Oct 20th, 2010  |
| Girl_Who_Reads @GeneDoucette small presses is the topic #litchat -1:45 PM Oct 20th, 2010   |
| caitlinpress @GeneDoucette In praise of small presses. #litchat -1:45 PM Oct 20th, 2010  |
| candlemarkgleam @AnvilPress Yep, and when you're a new publisher working with new authors...doubly difficult to get buzz and build a base #litchat -1:45 PM Oct 20th, 2010                         |
| PugilistPress @GeneDoucette It's general discussion of small presses & challenges. Questions are thrown out periodically. #litchat -1:45 PM Oct 20th, 2010   |
| techtigger @GeneDoucette small presses - highlighting them, what issues they face, advantages, etc. #litchat -1:45 PM Oct 20th, 2010   |
| jevonbolden @deeswhite indeed! #litchat -1:45 PM Oct 20th, 2010  |
| Spinetinglermag @PugilistPress I don't have an ereader. I'll read a pdf on my computer & save as plain text for my phone #litchat -1:45 PM Oct 20th, 2010  |

Topic of the Week:



|  |
|--|
| GLHancock @techtigger You don't even have to win to boost sales. Just look at the noms for latest big book award in US. Those will all sell. #litchat -1:45 PM Oct 20th, 2010  |
| Cinnamon_Quill @elizabethkarr Sorry for the random double tweet. Tweetgrid was being mean to me. >.> #litchat -1:45 PM Oct 20th, 2010  |
| buffysquirrel @GeneDoucette IN PRAISE OF SMALL PRESSES #litchat -1:46 PM Oct 20th, 2010  |
| CarolyBurnsBass @candlemarkgleam The niche markets are best for beginning. Build the buzz if book can cross genres. #litchat -1:46 PM Oct 20th, 2010   |
| AnvilPress agreed. RT @caitlinpress award submissions are a big part of our mktg strategy, but only the big ones really bump sales. #litchat #litchat -1:46 PM Oct 20th, 2010  |
| candlemarkgleam Bless your lil' hearts for that! RT @rawsistaz: We actually started requesting e-copies as a means to move things faster. #litchat -1:46 PM Oct 20th, 2010   |
| 21stCscribe RT @blankslatepress: RT @PugilistPress: @QueenBeeDM Word of mouth is the strongest selling tool any product has. Question is how to generate it? :) #litchat -1:46 PM Oct 20th, 2010                       |
| Cinnamon_Quill @elizabethkarr but the first one is faulty anyway XD #litchat -1:46 PM Oct 20th, 2010   |
| indiepride @GeneDoucette the need and praise of small presses #Litchat -1:46 PM Oct 20th, 2010   |
| deeswhite @jevonbolden I hear ya. It's one of those thin lines. #litchat -1:46 PM Oct 20th, 2010   |
| jevonbolden @QueenBeeDM very true. #litchat -1:46 PM Oct 20th, 2010  |
| rawsistaz RT @PugilistPress: @QueenBeeDM Word of mouth is the strongest selling tool any product has. Question is how to generate it? :) #litchat -1:46 PM Oct 20th, 2010  |
| samredlich @blankslatepress @PugilistPress @QueenBeeDM Stand out from everyone else. That is how you generate word of mouth. #litchat -1:47 PM Oct 20th, 2010  |
| RebelEPublisher @21stCscribe I once pointed out to a trailer maker on youtube that I the trailer they had charged the Author for didn't make sense. #litchat -1:47 PM Oct 20th, 2010                                   |
| blankslatepress @GLHancock And I think a nomination helps build the author's audience (and confidence). We're in the biz to pub & promote authors. #litchat -1:47 PM Oct 20th, 2010                                    |
| GLHancock To generate buzz, focus on lit bloggers. Big Six pubs value blog mentions above all. Small press, take notes. #litchat -1:47 PM Oct 20th, 2010   |
| 21stCscribe @blankslatepress @blankslatepress #litchat That mythical going viral... -1:47 PM Oct 20th, 2010  |
| PugilistPress If it were that simple...RT @samredlich: Stand out from everyone else. That is how you generate word of mouth. #litchat -1:47 PM Oct 20th, 2010  |
| Storybird If word-of-mouth is the strongest selling tool—whose mouth? Your community or someone elses? #litchat -1:47 PM Oct 20th, 2010  |
| arcadegazette #litchat Ask us for e-galleys of ur new favourite small press title #MacRobertsonland, out now <a href="http://www.arcadepublications.com">http://www.arcadepublications.com</a> -1:48 PM Oct 20th, 2010 |
| CarolyBurnsBass I recently enjoyed @ej_knapp's STEALING THE MARBLES (@RebelEPublisher) and TAKARO GORGE by @jacobritari (@UnbridledBooks). #litchat -1:48 PM Oct 20th, 2010  |
| candlemarkgleam Am I allowed to say some of best small-press I've read lately coming from us? Literary fantasy EREKOS for 1: <a href="http://bit.ly/aiT9vj">http://bit.ly/aiT9vj</a> #litchat -1:48 PM Oct 20th, 2010  |
| Cinnamon_Quill @PugilistPress Word of mouth is powerful and of course online marketing and reviews is just another way of passing it along. =3 #litchat -1:48 PM Oct 20th, 2010  |
| linc0lnpark @marisabirns LOL. It makes me think... In that case -- Can a writer girl get a quick FILM deal up in dis piece? #litchat -1:48 PM Oct 20th, 2010   |
| jevonbolden Twitter is trippin! #litchat -1:48 PM Oct 20th, 2010   |

Topic of the Week:

|   |
|---|
| <p>robynmcintyre @susanmpls You sd link snds ppl to reviewer's site. But if you paraphrase &amp; put the link at the btm of the pg they'll do tht less. #litchat -1:48 PM Oct 20th, 2010</p>              |
| <p>caitlinpress @PugilistPress @samredlich I think it's a bit chicken/egg. #litchat -1:48 PM Oct 20th, 2010</p>   |
| <p>PugilistPress @GLHancock Most small presses were on the blog wagon WELL before the big presses realized there was such a thing as the internet. #litchat -1:48 PM Oct 20th, 2010</p>                   |
| <p>danish_novelist @PugilistPress That's the beauty. You can't generate word of mouth. Not everything in life can be manipulated #litchat -1:48 PM Oct 20th, 2010</p>                                     |
| <p>mscator Twitter is great for word (tweet)-of-mouth buzz. Especially if you have established loyal following. #litchat -1:49 PM Oct 20th, 2010</p>  |
| <p>rawsistaz Agreed - RT @GLHancock: To generate buzz, focus on lit bloggers. Big 6 pubs value blog mentions above all. Small press, take notes. #litchat -1:49 PM Oct 20th, 2010</p>                     |
| <p>Storybird The more generalized your brand/press, the harder it is. You need everyone else's communities to spread the word. #litchat -1:49 PM Oct 20th, 2010</p>                                       |
| <p>buffysquirrel RT @Cinnamon_Quill: @PugilistPress Word of mouth is powerful and of course online marketing and reviews is just another way of passing it along. =3 #litchat -1:49 PM Oct 20th, 2010</p> |
| <p>Cinnamon_Quill @Storybird Word of mouth is an excited whisper or shout to friends, strangers, the birds. #litchat -1:49 PM Oct 20th, 2010</p>  |
| <p>GeneDoucette And now my connection is fucked up again Sorry, have a lot to say on the subj. as Immortal is with a small press. #litchat -1:49 PM Oct 20th, 2010</p>                                    |
| <p>AnvilPress small press book I loved was McPoems by Billeh Nickerson from @Arsenalpulp. playful and tres accessible for non-poetry types. #litchat -1:49 PM Oct 20th, 2010</p>                          |
| <p>Shondra_W I love to have friends who are also writing. Helps me stay motivated. Follow me and I'll follow back. #litchat -1:49 PM Oct 20th, 2010</p>   |
| <p>rawsistaz Thought it was just me...had to come to tweetchat. RT @jevonbolden: Twitter is trippin! #litchat -1:49 PM Oct 20th, 2010</p>   |
| <p>RebelEPublisher @GLHancock I love book bloggers! They're my best friends! #litchat -1:49 PM Oct 20th, 2010</p>   |
| <p>buffysquirrel i think it's true that awards are important but sometimes hard to take time out from producing the magazine to promote it, sigh #litchat -1:49 PM Oct 20th, 2010</p>                     |
| <p>PugilistPress @danish_novelist That's my point. It's the strongest tool in your arsenal, but not something you can just MAKE happen. #litchat -1:49 PM Oct 20th, 2010</p>                              |
| <p>indiepride Indie Presses - Please check out our Indie Book Event site for event next summer <a href="http://bit.ly/9BulFA">http://bit.ly/9BulFA</a> #litchat -1:50 PM Oct 20th, 2010</p>               |
| <p>catconnor RT @RebelEPublisher: @LitChat There's EJ_Knapps #StealingTheMarbles, @catconnor's #Killerbyte Granted, I published them, but they're brilliant! #litchat -1:50 PM Oct 20th, 2010</p>         |
| <p>rawsistaz RT @Storybird: The more generalized your brand/press, the harder it is. You need everyone elses communities to spread the word. #litchat -1:50 PM Oct 20th, 2010</p>                         |
| <p>Cinnamon_Quill It's official, tweetgrid no like me today. &gt;:( #litchat -1:50 PM Oct 20th, 2010</p>  |
| <p>blankslatepress @Cinnamon_Quill @Storybird That's why I think book clubs are so powerful...I'm in 3 and we all bring in lists and lists of books. #litchat -1:50 PM Oct 20th, 2010</p>                 |
| <p>SubMishMash RT @PugilistPress: Buying habits: small pubs don't have co-op budgets of big pubs, which is problematic. Overwhelmed, many readers buy what they see. #litchat -1:50 PM Oct 20th, 2010</p> |

|  |
|--|
| candlemarkgleam TOTALLY chicken/egg, very frustrating RT @caitlinpress: @PugilistPress @samredlich I think it's a bit chicken/egg. #litchat -1:50 PM Oct 20th, 2010                              |
| jevonbolder @rawsistaz Twitter is trippin through to tweetchat for me. Maybe I should just be quiet. :) #litchat -1:50 PM Oct 20th, 2010   |
| rawsistaz @Storybird I agree and think that's why imprints do so well. #litchat -1:50 PM Oct 20th, 2010  |
| AnvilPress RT @caitlinpress: @GeneDoucette In praise of small presses. #litchat -1:50 PM Oct 20th, 2010  |
| CarolyBurnsBass Start up and small presses should consider book clubs in list of promos. Reach out to club leaders for author appearances/ARCs. #litchat -1:50 PM Oct 20th, 2010                 |
| Storybird The more specific/focused your press, the more your community replaces generalist reviews and "other" communities. #litchat -1:50 PM Oct 20th, 2010                                    |
| GLHancock @RebelEPublisher TY! And some of us do mentions or mini-reviews in blog, post longer reviews elsewhere. #litchat -1:51 PM Oct 20th, 2010   |
| samredlich @PugilistPress @caitlinpress Do something that has never been done before and do it well. That is one way to stand out. #litchat -1:51 PM Oct 20th, 2010                              |
| lobsterpress Agreed! Book bloggers are simply wonderful! RT @RebelEPublisher @GLHancock I love book bloggers! They're my best friends #litchat -1:51 PM Oct 20th, 2010                           |
| catconnor Thanks Rebel Leader! :) @RebelEPublisher We are brilliant, right @EJ_Knapp ? #litchat -1:51 PM Oct 20th, 2010  |
| RebelEPublisher @catconnor And then there's all the other books we've published which are also brilliant. Like @WilliamFreedman's #LandThatILove #litchat -1:51 PM Oct 20th, 2010                |
| susanmpls @robynmcintyre Got it, thx. :) Yes is good idea to quote from rev & post link at bottom. I don't see prob w/ link to full rev, tho. #litchat -1:51 PM Oct 20th, 2010                   |
| deegospel @AnvilPress it was exciting to see Coffee House Press make the National Book Awards shortlist #litchat -1:51 PM Oct 20th, 2010   |
| BULLMensFiction RT @LitChat: Lets start talking about specific small press titles. What books have you recently enjoyed from a small press? #litchat -1:51 PM Oct 20th, 2010                     |
| Cinnamon_Quill @blankslatepress I don't have a book club...maybe I'll ask around of any when #NaNoWriMo comes #litchat -1:52 PM Oct 20th, 2010   |
| PugilistPress My point is that word of mouth CAN'T be generated or controlled. Other than via a HUGE marketing budget, which, believe me, works. #litchat -1:52 PM Oct 20th, 2010                |
| EJ_Knapp @catconnor We are indeed @catconnor #litchat -1:52 PM Oct 20th, 2010  |
| buffysquirrel #litchat is so wonderful it just kills twitter -1:52 PM Oct 20th, 2010   |
| catconnor RT @RebelEPublisher: @catconnor And then there's all the other books we've published which are also brilliant. Like @WilliamFreedman's #LandThatILove #litchat -1:52 PM Oct 20th, 2010 |
| PugilistPress THE PASSAGE, for instance, generated so much buzz b/c publisher was flooding BEA w/it, *creating* talk on it being the "big book". #litchat -1:53 PM Oct 20th, 2010                |
| QueenBeeDM I've enjoyed some great supernatural thrillers by @MikeDelloso: "Scream" "Darlington Woods" and "The Hunted." #litchat -1:53 PM Oct 20th, 2010  |
| Girl_Who_Reads @buffysquirrel as a new publishing house I am learning a lot this week #litchat -1:53 PM Oct 20th, 2010   |
| EJ_Knapp @RebelEPublisher Don't forget Shadows and Gates of Hell. #litchat -1:53 PM Oct 20th, 2010   |
| RebelEPublisher @PugilistPress But most of us don't have that huge budget. #litchat -1:53 PM Oct 20th, 2010  |

Topic of the Week:

|   |
|---|
| Cinnamon_Quill @PugilistPress Word of mouth can't be generated or controlled but it can be nudged. The rest is up to book quality. #litchat -1:53 PM Oct 20th, 2010                 |
| 21stCscribe Sorry about that, Twitter problems. Back now. #litchat -1:53 PM Oct 20th, 2010  |
| GLHancock @lobsterpress TY, too! I do not try to make money with my blog, though. Too busy editing/reading/writing. Need hard copy to sell! #litchat -1:53 PM Oct 20th, 2010        |
| deeswhite @CarolyBurnsBass excellent point. @jevonbolden LOL! I need to go as well. I just wanted to try out this #litchat thing -1:53 PM Oct 20th, 2010                            |
| indiepride @robynmcintyre shying away from amazon because it got to big #Litchat -1:54 PM Oct 20th, 2010  |
| samredlich The talent is out there. Talent distributed with conviction. #litchat -1:54 PM Oct 20th, 2010  |
| blankslatepress @Cinnamon_Quill I hope you find/start one. A good book club is a treasure. #litchat -1:54 PM Oct 20th, 2010   |
| RebelEPublisher @EJ_Knapp I haven't forgotten them. Just not enough space to list all the titles and authors. #litchat -1:54 PM Oct 20th, 2010                                      |
| AnvilPress @caitlinpress agreed. small presses find voids/lacunae, and fill them. stewards of culture, amplifying elided voices etc :D. #litchat -1:54 PM Oct 20th, 2010            |
| PugilistPress @RebelEPublisher I know. This is my pt: ppl say "word of mouth!" How? "be different!" We are! "ok then, generate buzz!" \$\$\$\$\$. #litchat -1:54 PM Oct 20th, 2010  |
| catconnor RT @EJ_Knapp: @RebelEPublisher Don't forget Shadows and Gates of Hell. #litchat -1:55 PM Oct 20th, 2010   |
| BlackSheepDance #litchat small presses recent reads: The Princess (HelenMarx), Ambassador (OpenLetter), ReadingNovalis(Milkweed),ReluctantMullah(Halban) -1:55 PM Oct 20th, 2010    |
| GeneDoucette Anyway. Sorry, would love to contribute, my wireless modem is absolutely terribly suddenly. #litchat -1:55 PM Oct 20th, 2010   |
| caitlinpress @samredlich I don't think everything that gets buzz is done well, and not everything done well gets buzz. Budget is a big factor. #litchat -1:55 PM Oct 20th, 2010     |
| candlemarkgleam @samredlich In our case, by reaching out to as many bloggers as possible w/ best book possible #litchat -1:55 PM Oct 20th, 2010                                     |
| jackiejvr recently read & loved @EJ_Knapp's 'stealing the marbles', @catconnor's 'killerbyte', @JoanDeLaHaye's 'shadows', all @RebelEPublisher #litchat -1:55 PM Oct 20th, 2010     |
| RebelEPublisher @PugilistPress Very True! #litchat -1:55 PM Oct 20th, 2010  |
| samredlich @CandlemarkGleam @caitlinpress @PugilistPress also - luck, helps. like finding a brilliant writer and introducing them to the world #litchat -1:55 PM Oct 20th, 2010     |
| CarolyBurnsBass Speaking of prizes/awards, this year's Pulitzer for fiction went to small-press author Paul Harding for TINKERS, Bellevue Press. #litchat -1:55 PM Oct 20th, 2010   |
| caitlinpress RT @AnvilPress: small presses find voids/lacunae, and fill them. stewards of culture, amplifying elided voices etc :D. #litchat -1:56 PM Oct 20th, 2010                |
| GLHancock @litchat Is it promotions time already? #litchat -1:56 PM Oct 20th, 2010  |
| candlemarkgleam Beautiful RT @AnvilPress: small presses find voids/lacunae, fill them. stewards of culture, amplifying elided voices etc #litchat -1:56 PM Oct 20th, 2010           |
| RebelEPublisher @jackiejvr Thanks Jackie! Am glad you liked them all! #litchat -1:56 PM Oct 20th, 2010  |
| PugilistPress RT @caitlinpress I don't think everything that gets buzz is done well, & not everything done well gets buzz. Budget is a big factor. #litchat -1:56 PM Oct 20th, 2010 |

Topic of the Week:

|   |
|---|
| PugilistPress @caitlinpress Thank you, that was my point. #litchat -1:56 PM Oct 20th, 2010  |
| 21stCscribe such a difference between Uk & US markets. Very few indie presses here #litchat -1:56 PM Oct 20th, 2010   |
| robymcintyre @GeneDoucette Twitter's gone stupid a couple of times. #litchat -1:56 PM Oct 20th, 2010  |
| blankslatepress Another great small press read (coming soon) : The Samaritan by Fred Venturini pubbed by BSP - our debut book. #litchat -1:56 PM Oct 20th, 2010                                   |
| deegospel @CarolyBurnsBass correct. i think small presses have an advantage & its beginning to show fruit, spesh in awards category #litchat -1:56 PM Oct 20th, 2010                              |
| buffysquirrel @Girl_Who_Reads i have learnt a lot in what, five years? but not enough. never enough! lol #litchat -1:57 PM Oct 20th, 2010   |
| caitlinpress @samredlich We think all our writers are brilliant! That's why we publish them. But yes, luck helps. #litchat -1:57 PM Oct 20th, 2010  |
| lobsterpress Yes! RT @Cinnamon_Quill @PugilistPress Word of mouth can't be generated...but it can be nudged. The rest is up to book quality. #litchat -1:57 PM Oct 20th, 2010                     |
| candlemarkgleam @samredlich But how do you manage to introduce them? Again, chicken/egg. Found several AMAZING writers, need to get others to read #litchat -1:57 PM Oct 20th, 2010               |
| EJ_Knapp RT @jackiejvr: recently read &loved @EJ_Knapps stealing the marbles, @catconnors killerbyte, @JoanDeLaHayes shadows, all @RebelEP #litchat -1:57 PM Oct 20th, 2010                       |
| chidorme87 RT @PugilistPress: Buying habits: small pubs don't have co-op budgets of big pubs, which is problematic. Overwhelmed, many readers buy what they see. #litchat -1:57 PM Oct 20th, 2010 |
| sessessessesses RT @LitChat: Lets start talking about specific small press titles. What books have you recently enjoyed from a small press? #litchat -1:57 PM Oct 20th, 2010                      |
| deeswhite @Cinnamon_Quill @blankslatepress you're chatting with one of the largest right now @rawsitztaz #litchat -1:57 PM Oct 20th, 2010   |
| blankslatepress @candlemarkgleam Also small presses can "ignore" genres and embrace voices/stories that cross/destroy the genre categories. #litchat -1:57 PM Oct 20th, 2010                      |
| PugilistPress This is perfect. RT @AnvilPress: small presses find voids/lacunas, and fill them. stewards of culture, amplifying elided voices etc #litchat -1:57 PM Oct 20th, 2010                |
| AnvilPress that last tweet should have been for @PugilistPress & @samredlich as well. didn't mean to single you out @caitlinpress #litchat -1:58 PM Oct 20th, 2010                                |
| Cinnamon_Quill @deeswhite =D True, true! #litchat -1:58 PM Oct 20th, 2010   |
| deegospel @litc.hat great chat as usual. will be back Friday #litchat -1:58 PM Oct 20th, 2010   |
| 21stCscribe RT @blankslatepress: Also small presses can "ignore" genres and embrace voices/stories that cross/destroy the genre categories. #litchat -1:59 PM Oct 20th, 2010                      |
| robymcintyre Twitter API unavailable, API overloaded. Bad Twitter day. #litchat -1:59 PM Oct 20th, 2010   |
| candlemarkgleam @blankslatepress Very much so. Our 1st title is "literary fantasy" - high-literary, erudite voice, but fantasy plot. Not typical #litchat -1:59 PM Oct 20th, 2010                 |
| elizabethkarr Did someone say genre? Running out of the room. :) #litchat -1:59 PM Oct 20th, 2010   |
| 21stCscribe RT @elizabethkarr: Did someone say genre? Running out of the room. :) /Wait for me! #litchat -2:00 PM Oct 20th, 2010  |
| QueenBeeDM Twitter just told me "something is totally whack." Guess I'm done talking! #litchat -2:00 PM Oct 20th, 2010  |

Topic of the Week:

|   |
|---|
| LitChat We've hit the end of regular hour, so it's pitch and crow time. Got good news, or want to pitch a book, blog or review? Do it now! #litchat -2:00 PM Oct 20th, 2010   |
| robymcintyre Must be the live Coco cam #LiveCocoCam #litchat -2:00 PM Oct 20th, 2010  |
| BlackSheepDance #litchat IntheTrain (ObjectPress), LittlePartyDress(AutumnHill), HorseFlowerBird(CoffeeHouse),HouseofWidows(Graywolf) -2:00 PM Oct 20th, 2010   |
| Girl_Who_Reads I have to go, but thanks for another informative chat. If you want to know about our pub house follow @twcs_pubhouse #litchat -2:00 PM Oct 20th, 2010  |
| PugilistPress The mighty power of indie presses appears to be bringing Twitter to its knees. ;) #litchat -2:00 PM Oct 20th, 2010  |
| AnvilPress @PugilistPress @candlemarkgleam thank you! i believe it's what we small presses do. also we interrogate, agitate and trouble-make! #litchat -2:01 PM Oct 20th, 2010  |
| jevonbolden @QueenBeeDM It did not! That's too funny! #litchat -2:01 PM Oct 20th, 2010  |
| robymcintyre @LitChat - looks like Conan O'Brien is screwing up Twitter (okay, I just feel like blaming him). It was a good chat, though. Thx #litchat -2:01 PM Oct 20th, 2010  |
| LaurenBaratzL Pitch: My ranking of various genres in The Book Pyramid: <a href="http://bibliobuffet.com/writer-in-residence-columns-333">http://bibliobuffet.com/writer-in-residence-columns-333</a> #litchat -2:01 PM Oct 20th, 2010 |
| candlemarkgleam Pitch and crow time? Starting to typeset our next release, BROKEN, and just finalized cover for HICKEY OF THE BEAST. WOO! #litchat -2:01 PM Oct 20th, 2010  |
| JAPak I love shameless promo time! Mine is for fiction @thesmokingpoet: <a href="http://www.thesmokingpoet.com/id3.html#JAPak">http://www.thesmokingpoet.com/id3.html#JAPak</a> Thanx all! #litchat -2:01 PM Oct 20th, 2010           |
| Girl_Who_Reads @twcs_pubhouse publishes first books Oct. 28 Michael Schneider's Blind Faith & @Miya_Kressin 's The Changeling's Champion #litchat -2:02 PM Oct 20th, 2010   |
| PugilistPress Excellent. ;) RT @AnvilPress: also we interrogate, agitate and trouble-make! #litchat -2:02 PM Oct 20th, 2010   |
| LaurenBaratzL @LitChat Thanks for informative chat! #litchat -2:02 PM Oct 20th, 2010  |
| Cinnamon_Quill I'm glad I didn't miss too much of #litchat! It's been great. =D -2:02 PM Oct 20th, 2010   |
| 21stCscribe "A,B&E" sample 1st chapter <a href="http://www.freado.com/book/4062/a-b-e">http://www.freado.com/book/4062/a-b-e</a> Avail on Amazon. Literary crowbar taken to the British soul #litchat -2:02 PM Oct 20th, 2010         |
| LitChat You could say we "knocked 'em out."RT @PugilistPress:The mighty power of indie presses appears to be bringing Twitter to its knees. #litchat -2:02 PM Oct 20th, 2010  |
| techtigger thanks for the great chat again! darn that #failwhale though, always ruining our fun ;) #litchat -2:02 PM Oct 20th, 2010   |
| barbmilne RT @CarolyBurnsBass: Speaking of prizes/awards, this year's Pulitzer for fiction went to small-press author Paul Harding for TINKERS, Bellevue Press. #litchat -2:02 PM Oct 20th, 2010                                      |
| blankslatepress RT @PugilistPress: Excellent. ;) RT @AnvilPress: also we interrogate, agitate and trouble-make! #litchat -2:03 PM Oct 20th, 2010  |
| 21stCscribe Also coming soon "Pop Fiction" anthology - stories inspired by songs. Watch this space pre-Christmas #litchat -2:03 PM Oct 20th, 2010   |
| deegospel Pitch: How to Turn Your Twitter List into a Newspaper. I used my Bookstores list as an example <a href="http://ow.ly/2WKYW">http://ow.ly/2WKYW</a> #litchat -2:03 PM Oct 20th, 2010   |
| PugilistPress @LitChat Tee hee! (wait, that giggle was not at all badass) #litchat -2:03 PM Oct 20th, 2010  |
| Cinnamon_Quill I have a blog targeted at creative writers & book lovers: <a href="http://dft.ba/-quillcafe">http://dft.ba/-quillcafe</a> ♥ #litchat -2:03 PM Oct 20th, 2010   |

Topic of the Week:

|  |
|--|
| RebelEPublisher We're releasing #FallenStar by @IanDBarker on the 1st of November. It's a rockin' YA novel. #litchat -2:03 PM Oct 20th, 2010   |
| caitlinpress Thanks for the great discussion! Back to fighting the good fight, filling lacunas, etc. #litchat -2:03 PM Oct 20th, 2010  |
| elizabethkarr Promo time? Feature film I coproduced @RFAMovie. Based on PhilipKDick novel. Follow & will #followback. radiofreealbemuth.com #litchat -2:03 PM Oct 20th, 2010   |
| StefneMiller Me too!! They're fun to get to know. RT @RebelEPublisher: @GLHancock I love book bloggers! They're my best friends! #litchat -2:03 PM Oct 20th, 2010  |
| AaronPound As always: <a href="http://dreamingaboutotherworlds.blogspot.com/">http://dreamingaboutotherworlds.blogspot.com/</a> #litchat -2:04 PM Oct 20th, 2010   |
| LitChat We want him in #litchat 11/12. RT @RebelEPublisher: Were releasing #FallenStar by @IanDBarker on the 1st of November. #litchat -2:04 PM Oct 20th, 2010   |
| EJ_Knapp Horn tooting time: Stealing The Marbles. <a href="http://www.amazon.com/exec/obidos/ASIN/0986973173/ref=nosim/onlyonsunday-20">http://www.amazon.com/exec/obidos/ASIN/0986973173/ref=nosim/onlyonsunday-20</a> #litchat -2:04 PM Oct 20th, 2010 |
| Cinnamon_Quill Until next time (and I shall have to take note of when that is) I will be back over at my main account, @KeriPayton #litchat -2:04 PM Oct 20th, 2010  |
| deegospel RT @Cinnamon_Quill: I have a blog targeted at creative writers & book lovers: <a href="http://dft.ba/-quillcafe">http://dft.ba/-quillcafe</a> ♥ #litchat -2:04 PM Oct 20th, 2010   |
| candlemarkgleam Love it! RT @AnvilPress: @PugilistPress i believe it's what we small presses do. also we interrogate, agitate and trouble-make! #litchat -2:04 PM Oct 20th, 2010   |
| GLHancock You can read my Kindle material ( see Author Page <a href="http://amzn.to/cNvNu0">http://amzn.to/cNvNu0</a> ) on many readers, phones, other devices including online! #litchat -2:04 PM Oct 20th, 2010  |
| indiepride Our new blog reviews mystery thriller suspense horror and memoirs from indie presses. <a href="http://www.foozago.com/blog">www.foozago.com/blog</a> . #Litchat -2:04 PM Oct 20th, 2010   |
| Wyrdsmith Gah! Got sidetracked with mundane work and missed #litchat! -2:04 PM Oct 20th, 2010  |
| Storybird @LitChat Thanks for a great chat. Cheerio! #litchat -2:05 PM Oct 20th, 2010  |
| AnvilPress RT @PugilistPress: The mighty power of indie presses appears to be bringing Twitter to its knees. ;) #litchat -2:05 PM Oct 20th, 2010   |
| EJ_Knapp RT @RebelEPublisher: Were releasing #FallenStar by @IanDBarker on the 1st of November. Its a rockin YA novel. #litchat -2:05 PM Oct 20th, 2010  |
| LitChat Be sure to come back on Friday at same time when small press author with @UnbridledBooks author @Jhinnefeld joins us. #litchat -2:06 PM Oct 20th, 2010   |
| RebelEPublisher @LitChat We shall have to ask him ... I'm sure he'll be happy to #litchat -2:06 PM Oct 20th, 2010  |
| blankslatepress Thanks all. Please don't forget to vote on your favorite cover for our first title, The Samaritan: <a href="http://bit.ly/9qo4g9">http://bit.ly/9qo4g9</a> #litchat -2:06 PM Oct 20th, 2010  |
| BryanThomasS @Wyrdsmith I missed that last half for the same reason. #litchat -2:06 PM Oct 20th, 2010  |
| samredlich @AnvilPress @PugilistPress @caitlinpress @candlemarkGleam the value that u add to bringing a voice 2 the world is an art in itself #litchat -2:06 PM Oct 20th, 2010   |
| EJ_Knapp @indiepride You'll be hearing from me. #litchat -2:06 PM Oct 20th, 2010   |
| GLHancock Publishers and authors may contact me for custom editorial services including content writing & pub guidance for beginning writers. #litchat -2:06 PM Oct 20th, 2010   |

candlemarkgleam @samredlich Thank you! It's why we started this press, really...to bring wonderful stories to the world. HEre's hoping it works #litchat -2:07 PM Oct 20th, 2010

EJ\_Knapp RT @LitChat: We want him in #litchat 11/12. RT @RebelEPublisher: Were releasing #FallenStar by @IanDBarker on the 1st of Nov #litchat -2:07 PM Oct 20th, 2010

samredlich RT @candlemarkgleam: @samredlich Thank you! It's why we started this press, really...to bring wonderful stories to the world. HEre's hoping it works #litchat -2:08 PM Oct 20th, 2010

AnvilPress Yes! RT @caitlinpress Thanks for the great discussion! Back to fighting the good fight, filling lacunas, etc. #litchat -2:08 PM Oct 20th, 2010

elizabethkarr @Cinnamon\_Quill Thanks. Look forward to checking out your blog w/ booktrailers. #litchat -2:08 PM Oct 20th, 2010

EJ\_Knapp Great discussion today, as always. See you all Friday. #litchat -2:08 PM Oct 20th, 2010

RebelEPublisher Thanks all! This was fun! #litchat -2:09 PM Oct 20th, 2010