



Getting into Print: Understanding Publishing Options

Wednesday, Dec. 3 at 7:00

This is the culmination of the November National Novel Writing Month events, everyone is welcome to attend.

Deidre Randall, CEO of Peter E. Randall Publisher of Portsmouth NH, provides an overview into the different types of publishing. Ms. Randall will be discussing various options for publishing such as trade, subsidy, POD online, small press, hybrid and e-books. The workshop will also focus on the impact of cover and title choices, particularly for fiction. She will also address the importance of building an audience of readers and book industry professionals through various means such as: personal appearances, blogging, social media, author website, book trailers, and trade shows. The presentation will include an interactive review of book covers, and a question and answer period.

Ms. Randall provides a unique perspective into the world of publishing not only from her 15 years of first-hand experience in marketing over 250 books, but also in how her firm approaches publishing. Deidre works closely with her clients, helping them discover creative solutions for achieving their publishing dreams. PER authors retain the rights to their work and receive 100% of all sales funds. The publishing house has developed a reputation for quality due to their selective process, high quality content and a personalized publishing process. Their publications win numerous awards.

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