



What Does it Take to Become a Successful Published Author?

From the Author – LaRene Ellis

Copyright by Gathering Place Publishers, Inc

What Does it Take to Become a Successful Published Author?

In the beginning, I thought I knew what it took to be a successful author. You write the book and it just sells. How? I didn't know. I just expected it to happen. I was very naïve. Today, I find it to be routine.

Almost every time, I speak to an aspiring author. They have the same exact thoughts that I had. My heart goes out to them because I found most of my perceptions were wrong.

Let's dismiss the perceptions by examining the myths of publishing a book. Since it seems to be a big problem with most aspiring authors, I decided to write this e-book to reach out to others in, hopefully, a positive way.

The publishing field is different than other arenas. It's part of the entertainment field. We all know this is the most difficult to break into and become successful in. Yet, people try daily because it can be very rewarding in time. You can see it in actors' lives and it isn't any different for authors.

When I decided to get into it, I read a bunch of books. I always loved and understood business since I owned a few businesses in the past. And one rule of business is to prepare. Therefore, I needed to educate myself on the industry.

The first book I read was written by a literary agent. His name was Donald Maass of the Donald Maass Literary Agency and he wrote a book explaining what an author goes through from his perspective. It was the most negative book I have ever read on any subject. I felt he was trying to be positive, but we are talking about the entertainment field. It's a business that will chew you up and spit you out without thinking.

We see it in an actor's career. When they sign up for a movie, that movie can either make or break their career. One little mistake and they'll be struggling to get back on top. The top is always changing and you need to ask yourself if you want to live this way. For me, I decided that I didn't care. I was in it for the love of writing a creative story and business.

Below is a list of myths that I see people embracing the most. At the end, I will talk about each one.

- Myth One: If I write a book, people will jump for joy. They will stand in line to publish it, just because I say it's great.
- Myth Two: Everyone will love my story and won't be able to put it down.
Myth Three: Once my book's in print, I can just sit back and watch the money roll in.
- Myth Four: Once my book is published, it will always stay in print and I can live off the royalties.
- Myth Five: If someone set up a book signing for me, people will flock into the stores.
- Myth Six: Every book is successful when a big house publishes it.
- Myth Seven: You can't do well being self-published.
- Myth Eight: Every publisher has a printing room under their roof. They just turn on the machines and print your book anytime they need to.
- Myth Nine: There are a lot of people willing to help you.

Myth Ten: You can do it if you know the right people in the business. They will give you a leg up.

You need to understand the myths in order to navigate through the maze and make intelligent decisions. If you understand the industry, then you will find yourself at a dead end. By writing this e-book and providing a community, my goal is for you to be

mentored by others who have gone before you. This way you can navigate your way through the jungle a lot easier, hopefully with fewer mistakes.

Let's tackle the first myth: **If I write a book, people will jump for joy. They will stand in line to publish it, just because I say it's great.**

Before we talk about this in depth, let me ask you a question. Do you buy every book with a good review? Or are you more likely to buy the book because a friend told you about it?

When I ask this question, most of the time people say, "I usually buy the book that my friend recommends to me." The second biggest answer: they know and like the author. It is either one or the other most of the time.

So what does this have to do with you? A lot! No one knows what the readers will like or if it will be successful. It's a gamble and a publisher isn't going to jump up and down because you sent them an offer to look at your manuscript. What is the hook of your story? This is the main question that they will ask themselves.

This is the one main reason why. When I got started, the average number of new books was 35,000. In 2005, the number rose to 150,000. The next year, it rose to 170,000. It's the very first of 2008 and I haven't seen 2007's numbers at the time of writing this. If the trend continues in 2007, then you can see why they aren't as excited. Update: I have received the predictions for the year 2008. The number is 412,000 new books will be published.

These numbers affect everyone in the business and we are seeing trends changing. The numbers aren't counting the backlist books. A backlist book happens to be a book that is still in print and available from a publisher. So you can see the industry is being flooded with books, and how do you handle it from a distributor, wholesaler, bookstore, and publisher?

No one knows what is going to trigger a book to become successful. You know a book is going to take off if it stirs a lot of buzz. Buzz is when groups of people start to talk and recommend it. When this happens, the book sales go up. Buzz doesn't happen from advertising. It happens from people picking up the book and reading it. Then they start to talk about it.

So how do you get people to read your book and then talk about it?

If you could predict a book's future, you could be a very rich person. No one can guess what the public will do. Literary agents and publishers are reluctant to pick up a manuscript. It could be by a bestselling author and they still might hesitate. There is nothing to guarantee that an author's next book will be liked.

An author can have many successes and then write a book that doesn't catch on. Just like an actor, it can put them into a hole. Readers in the future will wonder if they can trust your next book. Maybe, we only have one successful story within us. If this is the case, then you need to embrace it and not worry about what people think.

Getting back on the subject, if you are an easily marketable author and have a strong following, then you could stand a book that isn't dearly loved. There are a few of those authors out there. This isn't the same for everyone and you need to understand it and tell yourself that it's okay.

A publisher will pay a hefty fee to a celebrity or someone in the news. The public is already curious about hearing their perspective in an event. They have a ready-made audience. A publisher will give them a hefty fee upfront to even write the book.

You need to know that sometimes they struggle to make money from it because of the public's mood. The publisher is always taking a risk to publish a book unless it is by a very bankable author. They have a strong enough following that it doesn't matter what they write.

There are some wonderful books that have been written but never make it off the shelf. It's because no one is talking about the book or the author. Sometimes, an author writes a book that really is embraced by the audience. Every book they wrote before now has a chance to make it off the shelf. People are now interested in them.

To give an example, not too long ago I read a story about a publisher discussing their experience in Reader's Digest. They were excited about a new author's book they picked up. Six months before the published date of the book, they spent a fortune promoting it in the media.

When the book finally reached the shelves, they were disappointed with a poor showing. People don't want a publisher or author to recommend their book to them, but

someone who isn't going to profit from it. The publisher was disappointed to spend so much money on the book without positive results. This time, they were going into the red with this book.

A couple of months later, an Argentina diplomat gave a speech that was being broadcasted in America. During his speech, he mentioned a book he happened to admire. Suddenly, everyone wanted the book to see why he found it so fascinating.

The book happened to belong to this same publisher. They had an order of fifty thousand the first week and it grew with each week for a period of time. This is how books move and you can spend a million dollars on advertising and it still won't change a thing.

Therefore, the readers, not the publishers, determine what makes a book successful. I've heard authors complain about their publishers because they aren't doing anything wonderful for them. The secret is the author and the reader coming together. Thanks to the Internet, people can constantly stay in touch with the author.

Now onto the second myth: **Everyone will love my story and won't be able to put it down.**

There isn't a book out there that everyone loves. Even Harry Potter did not capture every person. I've run into people who didn't like it or simply weren't interested in picking it up even with all the hype. Some people burned the book to protest against it. Every successful author has received comments from people, explaining how they either liked or disliked their book. If this doesn't happen, you really don't have a good book. There is opposition in all things. It's equal to the success of the book. You can see it with Harry Potter.

All you need to capture is one-fourth of one percent of the population in order to be successful. It doesn't matter if you only appeal to a niche, as long as you figure out that niche quickly.

The third myth: **Once my book's in print, I can just sit back and watch the money roll in.**

When I finally decided to get my story published, I suddenly realized how many

people around me wanted to do the same thing. It reminded me of when I first became pregnant. Until then, I never noticed pregnant people. Afterwards, I felt like every fourth woman I met was pregnant.

Since I didn't know anyone in the business, I had to figure everything out on my own. So I immediately read a few books on publishing. They all seemed to have the same theme. It was a hard business to break into and the true work began after the manuscript was written.

I felt there was nothing unique about me that would help market my books. So I wanted to prove them wrong. The books would sell on their own, right?

Wrong. It didn't happen. The moment I engaged in marketing the books personally, they took off just like I read.

Like the story before, a publisher can pour millions into advertising a book and come up short. Success is between the author and the reader. This is why I came up with the idea of developing a community on the Internet, so you could find a mentor. It will probably be more than one.

If you are like me, you probably find it intimidating to chat in a blog or forum. Yet, I do it. I have to give myself a pep talk before each time. Yet, it's where I can connect with people to help them learn their way through a tough moment or even help myself.

The fourth myth: **Once my book is published, it will always stay in print and I can live off the royalties.**

This is a huge myth. First, you need to know most books have a short shelf life. They do not go on and on. The only books with a long shelf life are those reaching classic status with adults and children. Harry Potter will probably be around for centuries because there is always a new group of children.

Jane Austen is an author who achieved classic status. She was born in 1775 and her works are still widely read and regarded even to this day. Classic status only happens to a small group of authors. Most books go out of print after a couple of years.

Some books will come back into print for a while. What is old is new years later. So how do you help your book stay in print? You always need to promote it.

Today, the Internet has helped authors and readers come together. We see it in the entertainment field. Years ago, it was difficult to contact your favorite actor or actress. Now, you can go to their website and talk with them or see conversations they had with other people. Everyone has a blog or a website and we expect it nowadays.

This is the reason I decided to open up the opportunity for readers and authors to talk with one another. Authors don't always know where to meet readers at large. The Internet has changed how people find books, but there is another problem.

A flood of new books moved onto the market. How do people find your book when there are more books printed than a large bookstore can handle? We talked about how 150,000 books were published in 2005 with the number increasing to 170,000 in 2006.

As you can see, there is a lot of competition out there.

The fifth myth: **If someone set up a book signing for me, people will flock into the stores.**

My first book signing was interesting. I did it with four other authors. It was part of a symposium at a university we were participating in. It was well advertised that Barnes and Noble would be hosting the book signing. But we only had a few people stop by and talk to us. There was a group of people from the university around us, so it didn't look like we were all by ourselves. I only sold three books and I think I sold the most. I've heard people do better than we did. I read some were moving anywhere from twenty-five to a hundred books at one signing.

They accomplished this by having someone with them, walking around the store talking to people about the book signing. If things slowed down, the author would join them. Again, it's the author and the reader coming together.

As I read their success, it reminded me of a past experience. One day, I was in a major mall in our area. I happened upon a man sitting at a table all alone in front of a local bookstore. I passed him wondering why he was sitting at a table alone with his arms folded. I didn't see a sign plainly in view.

When I reached the next store, I realized that he was an author. There were a few books behind him. I felt sorry for him and wondered if he was having success. I couldn't

see the books easily and thought that was one field I never wanted to be in.

It was that NEVER word again. Little did I know that I would join him ten years later. I think about him every time I go into a book signing. There is a successful way to have one. You can talk about it on the forum. If you can't find the question regarding it, just ask it.

The sixth myth: **Every book is successful when a big house publishes it. Most people think this is true and I was one of them.**

When I first got started, I happened to learn my husband's niece worked in Boston at one of the largest publishers in the country. She came home to see her parents when I ran into her.

She had a Master's Degree in Editing and Publishing. She happened to be working in the marketing department and told me what took place there. Unless you are a highly visible author, you are just put in a catalog with all the other books.

A publishing vice-president once bragged to me that they had ten million dollars in their marketing pockets. I know from my husband's niece it meant nothing. Most big houses only spend money on a celebrated author. And most authors are treated like a number.

A publisher takes a huge risk when they decide to publish a book even by a known person. This is why a new author is seldom picked up and a literary agent will have nothing to do with you, until a large publisher takes interest in you.

The seventh myth: **You can't do well being self-published.**

Nowadays, you can do very well being self-published. A lot of authors are choosing that route. Some have told me they self-published because they had problems with their publisher and believed they could do better. Since the marketing is up to the author, then why not do it yourself? So it might work for you.

There is a big advantage with self-publishing. One is you get your book in print. During my reading, I read Dan Brown, the author of *The Da Vinci Code*, started off as a self-published author, since his publisher thought the book might be too controversial. When it started to take off, Doubleday picked it up. It put him in a very good bargaining

position with Doubleday. They knew the book was already causing a big buzz and would be successful.

This seems to be the trend with publishers. The minute the public likes your book, they will give you an offer to buy the rights to reprint the book. It's good for the publisher. They have cut some of their risks. For the author, I have to wonder. This is something you'll have to decide when it happens to you.

The eighth myth: **Every publisher has a printing press under his roof. They just turn on the machines and print your book.**

No, they do not. Almost all publishers have to send out the books to an independent printer. The machines are extremely costly and need to run constantly to be affordable. The only publishers who could afford their own printer would be someone who is constantly printing other materials besides their own.

The ninth myth: **There are a lot of people willing to help you.**

No, there are not a lot of people who will help you. At least, I found it to be this way. If they are successful authors, they don't have time. They are working hard to promote their own work. If you talk with someone who is getting started, they aren't sure themselves. Publishers and literary agents are so swamped with people wanting their help that they will blow you off.

The first book I read by Donald Maass, a very good literary agent, explained they receive 5000 queries a week from prospective clients. Most of the time, a literary agent will not take on a new author unless one already has a deal with a publisher. Most publishers do not want to work directly with authors so you need a literary agent.

The tenth myth: **You can do it if you know the right people in the business. They will give you a leg up.**

This is true. I've talked to enough authors to know this. Again, I was not one of them. Most authors I spoke to knew someone in the business that helped them get started. It doesn't guarantee that you will be successful, however. Remember, this is the entertainment field.

One author I talked with had an interesting story that I would like to share with you. He had a friend at a local publishing company. As a friend, he offered to publish his story. This was years ago.

The book did well enough to make Random House pick it up. Now, he had to find a literary agent and he did. The book was made into a television movie. So you would think he had it made. He submitted three other manuscripts to his agent for him to sell. When I talked to him, he hadn't sold another manuscript.

If you haven't figured it out yet, I like to interview people. I love to talk to them and ask how they run their businesses. I've talked to the heads of Publishers Weekly, editors of Scholastic Magazine, the head and regional buyers of Barnes and Noble, distributors, and readers.

When I travel, I'll stop and talk with small independent bookstores to ask them how they make their decisions to buy their books. I found they all follow the same format. They buy from a particular wholesaler and a distributor. They stock the books that people are asking for. Again, it goes back to the reader. The chain bookstores stock what people are asking for and what seems to be moving on the Internet.

If this business is so hard, how do we solve the problem?

I believe there are a lot of wonderful books out there. They just need to get in front of the public in a trusting format. So I came up with the idea of creating a way to help everyone work together. It's called Gathering Place Connections.

If you haven't figured it out already, I started out being self-published. For me, it was the only way. I love business and I didn't know that writing could be just as fun. And it all started when I was quarantined in a room for ninety days with no voice, my only companions being air purifiers and humidifiers to breathe.

This happened before emails were popular. I had to write notes to everyone when I needed to ask a question. My heart goes out to people who have trouble speaking because of a stroke or something similar. It was a hard way to communicate.

My voice returned ninety days later and I went back to being a real estate broker. But my life had changed. I discovered the world of creating a fictional story. I found it very relaxing and enjoyable. Even though my principal real estate license is still active, I

love running my own publishing company and writing books.

This is why my heart goes out to people who have a great story and want to get it published. I feel like I don't have enough experience to take on someone else's book at the moment. So I decided to help people by creating a center where others can mentor them.

I have two websites. One is for readers who want to post their favorite books and, perhaps, be able to chat with the author. The second website is for people who want and need a mentor in the publishing field. I have printers, typesetters, and copyeditors, and artists wanting to help you. Together, we can make a difference in the industry. Readers can find a good book and those with a story can get it out.

What is the Difference Between a Self-Publisher and a Publisher?

We have mentioned this before and I'll say it again. Most publishers want you to have a literary agent. You can't get a literary agent unless you have a book deal with a publisher. Some smaller publishers will work with authors without an agent, most will not. So how do you reach a publisher? You either find a small publisher or you can do it yourself.

You might also wonder why you need a literary agent with a larger publisher. Let me explain. A literary agent helps you negotiate your contracts. Most publishing contracts are very one-sided. In the beginning of my career, I saw a Time Warner contract and just about swallowed my tongue.

It was all for the publisher. In defense of the publishers, they are the ones who are taking the risk. It's a very big risk, which is why they want an author who is easily marketable.

To give you an idea on how one-sided a publisher can get, Simon and Schuster changed the small print in their contracts to read that an author gives them the rights to their books and they can't ever buy it back.

Simon and Schuster can choose to print your book or not. If you want more information, go to http://www.authorsguild.org/news/05_17_07.htm.

This is not the standard, but it might be a trend. If other publishers see that it works for Simon and Schuster, then they will follow.

It gives them total power to do what is best for them. If they are traded on the stock market, like some are, they need to have that kind of power to please their stockholders. They'll put you in their catalog and if you don't sell, then they can just cut their losses. An author has to go out and market him or herself even if Simon and Schuster picks up the book.

Also know that a publisher doesn't involve the author in deciding the book cover or other issues. They will only contact you during the editing process. They will sometimes ask for a rewrite. They also have the power to do it for you. So, most of the time they never consult the author.

What are the Disadvantages and Advantages of Self-Publishing?

Earlier, I told you about the sky-rocketing figures of new books. One reason why the numbers keep rising is because of self-publishing. I've spoken to seasoned authors who have also chosen the self-publishing route. They discovered it was better to market their books themselves. Then they could always choose to sell it as a reprint to a larger company down the road.

There is one big disadvantage with self-publishing. You can make some costly mistakes because you don't have anyone to talk with who has done this before. When I got started, I didn't have another author to talk to. I promised myself that I would help others learn their way through the maze of publishing.

I created <http://www.GatheringPlaceConnections.com> for readers and <http://www.GpConnections.com> for those who are interested in getting published. That way, you can find someone who has gone before you and ask how to handle a particular situation. New authors and seasoned authors are moving towards the self-publishing arena.

If you're totally new and never had a book published, we can talk about the steps you'll need to go through. Let's start at the beginning and walk through what it takes to get your book ready for the printer. I'm going to assume you have sent your manuscript

to the copyright arm of the government, <http://www.copyright.gov/>.

We will also assume you have purchased your ISBN numbers from Bowker, <http://www.bowker.com/> If you have any questions, you can find or post them at <http://www.GPConnection.com>.

What's up with this Manuscript?

If you have questions on how to write a novel, I suggest you post your questions. I'm not going to explain it here. Let's say you have your manuscript finished and it's very clear and smooth in its rhythm. Rhythm is important. If you slip out of it, the story can become choppy, thus boring your reader.

A good copyeditor is important here. They make sure your story flows and has correct grammar. They get it ready for the typesetter. A copyeditor can make or break your story. Some publishers use more than one. I have done it before. I followed the changes they made and it taught me a lot regarding editing. It is really an art and I admire those who do it well.

Once your copyeditor has finished with the manuscript, then you are ready for a typesetter.

Typesetter

They design the inside of your book and change your manuscript into book form. There is one thing you need before engaging a typesetter. You need the cover finished first. The typesetter will put everything together on a disk so you can take it to a printer. There is one warning that I want you to know about.

I had one typesetter promise me that he would have someone proof his work before he put it on a disk. Being naïve, I accepted his word on face value. He didn't do it when I paid him to. I wasn't aware until after I had the books printed.

A typesetter can make some mistakes. The software doesn't always make a perfect transition. He had mistakes that he apparently didn't catch. His mistakes cost me over \$10,000.00. You need to have checks and balances in every business. However, in

this one, you really need it.

A beginner can't afford this kind of mistake, neither can a publisher. If you have your employees making those kinds of mistakes, you need to let them go. So both you and your employees need to double-check everything and each other. It's easy to make a mistake. Now, I have systems set up that allow fewer mistakes.

Book Covers. How Important are They?

I might have this a little out of order. You must have your book cover finished before finding a typesetter so they can put everything together for you on a CD. Book covers are interesting.

Earlier, I talked about my first book signing. Among the four authors, they started to make fun of their book covers while we waited for people to come up and talk with us. It took me a while to figure out they happened to like mine.

A book cover is everything to selling a book, according to what I read and listening to the head buyers of Barnes and Noble. A book cover is like a box of cereal. Your kids are more drawn to how the box looks than what the cereal tastes like. You have all heard that a book wasn't selling well until they changed the cover.

Printers

I was nervous to work with them at first, but I lucked out on my first one. They were great to work with and I enjoyed it. Later, I tried other places so I could learn how to work with different printers. It was a good experience. The second printer was more uptight. They had a different person for each step and didn't like to deviate from their system. I quickly felt like just another number.

My favorite place was a smaller printer, where I talked with just one person regarding every step. I found consistency being with just one person. However, the down side is if that one person gets sick, you need to start over with someone new. I like the friendship aspect of one person who is good at their job. It helps you feel more important to them. The important thing is you need to build a good relationship with those you work with.

This is also important. When you are deciding on your publishing date, you need to plan on taking six to eight weeks to complete the job. It might take longer if it's a hardback or paperback. So you need to decide by asking different printers for a bid and determine when they can begin.

December can be very busy with Christmas. The summer can also be busy with textbooks needed to be printed. They are usually good about getting the job done. I found if they give you a date, they seem to be able to stay with it.

It's smart to get multiple bids. Printer prices can vary because of their location within the country. I find printers who are near a paper mill cheaper than those who are farther away. The printer has to ship the paper in from the mill and it costs money. You are the one who pays for it.

Now, you have a book in your hands. What do you do next?

What is a Wholesaler, Distributor, or Fulfillment?

Let's talk about wholesalers and distributors first. Distributors and wholesalers are similar and yet they are very different. A wholesaler is different because they have no sales reps; they simply fill your orders after they come in and actually buy your book outright from you. They order books after someone requests them. If they find your book is consistently moving, then they will stock some to keep on hand. They pay you for the book ninety days later. The two biggest wholesalers are Ingram and Baker and Taylor.

I've found most independent bookstores use Ingram. Baker and Taylor sold mostly to libraries. I heard Baker and Taylor are working to break into the bookstore markets.

Now when I interview bookstores, I hear they use both wholesalers. A bookstore will not buy directly from you, unless they are buying huge orders. They have their systems and it's easier for them to order a couple of your books along with others. When you have a business, you need systems. If not you can spend a lot of time trying to solve little problems. Like I told you earlier, it is easier to deal with the same people over and over again.

Stores will find someone they like to do business with because they are comfortable with the distributor or the wholesaling company.

Distributors

Bookstores like to buy from a distributor. A distributor has sales reps and pays you only when the book has been sold for ninety days. Up front, they might take a book on consignment. The ninety-day period is to make sure the books do not come back. I interviewed a sales rep who told me the business is hard. They can't count on the sell of a book to a store. The book can come back, if not sold, thus having it deducted from their paycheck. So they want to push books where the author is creating a buzz with the readers.

If you give your book to a distributor or a fulfillment, they can go out of business. If this happens and you have books there on consignment, then the banks will not give them back to you. They seize them as assets that can be sold to cover the company's debts. You will not get a dime. So make sure you have a good company.

Fulfillment

Using a fulfillment will not increase your sales. They just take care of the mechanics of shipping your book out. They will store your books and ship them to people requesting them. If they aren't moving quickly, do not be surprised if they charge you a small fee for storage.

Commercial fulfillment firms relieve you from the responsibility of warehousing, invoicing, and shipping. They can handle orders that come in on faxes, emails, or on your website. You need to work out the price with them. But know it will be more than sixty percent, if they are filling orders for places like Amazon.com and Baker and Taylor. They require fifty-five percent so the fulfillment covers their expenses and makes some profit.

If you really don't want to be bothered with this part of the business, you might be able to work out something with another publishing company. There are different

options. Some people use their garage to start with.

Marketing your Book

There are numerous books on the subject of marketing your book. I think it helps to talk and listen to other people. Someone might say something that will trigger an idea for you. I once thought it was impossible to come up with anything special to use as a marketing tool.

A friend of mine knew someone who was a vice president at Thomas Nelson publishers. He gave him one of my books in the beginning before I learned anything about the industry. They read it and said, “We like the story but we have no idea on how to market you.”

They did me a fabulous favor. I agreed with them and I wasn’t surprised. If they had taken me, I would’ve never pushed to figure out what was unique about me. I did find something that was marketable and I never would have believed it if someone told me.

I was abandoned at the age of four without anyone wanting me to be a part of their family. I grew up in deep depression and not wanting to engage in life. Somehow, I worked my way out of it and learned not only to survive but also conquer my past. It became my biggest strength. I didn’t want anyone to know about it because I was conditioned to never talk about the abuse I received.

When it came to marketing my books and myself, it frightened me. So I finally decided to face my fears and write a book about it. Now, people want me to do seminars, teaching them how to overcome their fears.

In the process, I’m selling my books, *How to Rebuild Shattered Dreams* and the *Stones’ Quest* series.

When I wrote *How to Rebuild Shattered Dreams*, people saw me more than just a survivor. They saw me conquering my past and they wanted to learn how to do it too. Each one of us has something that is unique and special. Thomas Nelson would’ve never

found it in me. This was something that I needed to see for myself.

Once you find it, you need to tap into it and make it work for you. Please come and join us either at <http://www.GatheringPlaceConnections.com> for readers and <http://www.GPCConnections.com> for people who want to be or are in the publishing field.