



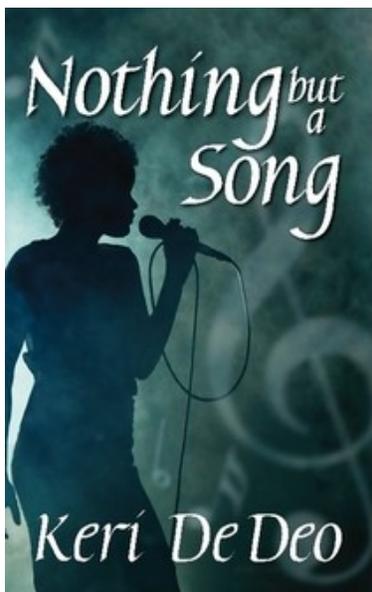
Crystal Clear

DISCOVER THE WORLD OF PUBLISHING

LOST IN THE AMAZON

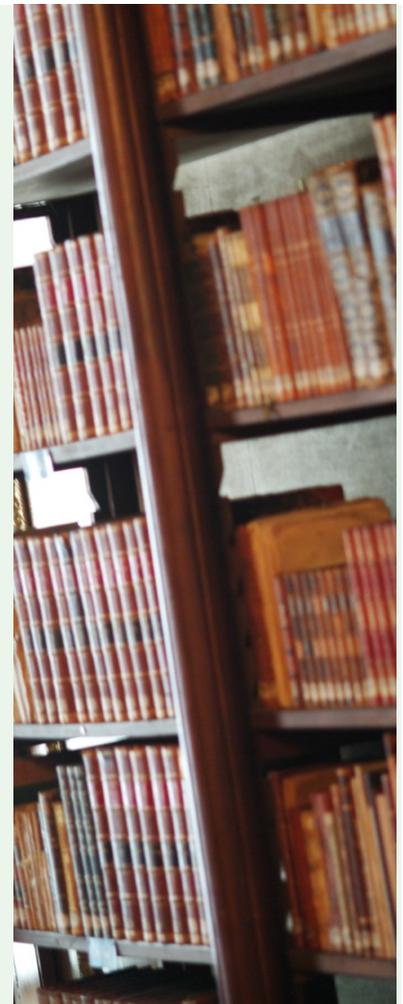
“If you think Amazon is the answer to your publishing success, think again. I have now heard the same lament from three different author-publishers [lately]...and it makes me wonder if anyone really understands the role of Amazon. All three have said the same thing to me. ‘I put my book, or books, up on Amazon (whatever that means) and it hasn’t sold. Why not?’” The assumption is to put your “stuff” up on Amazon and it will sell. Like having your “stuff” on EBay to sell. More from Martin Foner...

Publisher’s Choice



Rebecca Kendall has a life any 19-year-old would envy: musical talent, love, romance, and a promising future. When a tragic accident erases her past, present, and future, Rebecca’s life turns into turmoil and irreconcilable loss. Becca faces her new life alone, angry, depressed, and DEAF.

Becca wants nothing but a song, but will her dream survive such insurmountable odds? Will she ever take another chance at love? Only a mysterious stranger can answer those questions.



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- Denver Children’s Festival of Stories, March 16-17, Denver, CO
- Las Vegas Writer’s Conference, April 19-21, Las Vegas
- NOCO, May 4-5, Ft. Collins, CO
- WY Writers Inc., June 1-3, Dubois, WY
- West Texas Writers’ Academy, June 4-8, Canyon, TX

Lost in the Amazon

What the industry does and doesn't do.

- The industry does NOT sell your products. Period. Assume this and you will be fine. NO ONE sells your products unless you pay extra for specific services.
- Find an exclusive distributor so you have someone out selling for you on a daily basis to bookstores, libraries, gift shops, and other retail/resale customers.
- Know your genre and look carefully for a distributor who specializes in your subject area.
- Stay on top of it. The next newsletter will address the big question: What do you do to sell books?
- Check out Martin Foner's advice as Publishing Newsletter @NPL Consultants



GUEST COLUMN



Bonnie McKnight

THE EDITING PROCESS

Every editor and publishing company has somewhat different protocols when it comes to editing. But the primary facets of the editing process are generally the same. Editors typically work through three different levels of editing: content or developmental editing, copyediting, and proofreading. In this series, we will consider each of these types of editing, what you should expect from your editor, and what is expected of you, the author.

Before we dive into content editing next time, let's talk about the basics.

What should you expect from an editor?

You should expect that your editor will do everything in their power to make your manuscript better. They are not trying to steal your work or stifle your voice. When they make suggestions, they are not trying to tell you that you are a horrible writer. They want to help you elevate your writing to the next level. A lot of comments means a lot of care—if an editor thought there was no hope for you or your manuscript, they would not put so much effort into helping you reach your potential.

You should also expect that editing will take time. A manuscript cannot be edited overnight. Regardless of the fact that most editors are working on multiple projects at any given time, a quality edit cannot be rushed. Your editor or publisher should give you an idea of the project timeline, and then you should let them work. If you want to check in, an email once a week is sufficient. Multiple calls, dozens of messages, and scores of emails a day are both unprofessional and inappropriate. When they have questions or problems your editor will contact you. Do not pester your editor or publisher.

Continued on page 3...



My family tells me that I have been correcting people since I was two years old; I have since grown into a full-fledged grammar stickler. I enjoy helping people improve their writing. I love words and the way they work together to tell stories. Reading is my favorite hobby, and fantasy is by far my favorite genre. I love to travel and learn the stories of other peoples and places. I lived in France and Belgium for over two years, and I am fluent in French—which has taught me more about the English language than any of my English classes. I earned my Bachelor's degree in history and English from the University of Denver and my Master's in book history from the University of London. I live in Fort Collins with my computer-loving husband.

—Bonnie McKnight

What does an editor expect from you?

Your editor expects that you will be willing to listen to suggestions, that you will not reject the majority of their suggestions outright. They do not expect you to accept every single suggestion they make. Their advice is meant to act as a guideline to help you improve—they fully expect that some recommendations will not resonate with you. They also expect—and perhaps even hope—that you will take their input and go beyond it. Your editor does not want to be your ghost writer. Feel free to take the essence of what they have suggested and make it your own.

Your editor expects you to work as hard as they do, if not harder. It is your book, after all. When you have your editor's comments in hand, consider them carefully and work to revise your manuscript accordingly.

Both you and your editor have the same end goal: to make your book the best it can be. Be patient, be polite, and be professional. As you work together, you can both make that dream a reality.

Up next: Content editing!

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There is nothing to writing. All you do is sit down at a typewriter and bleed—Ernest Hemingway

Featured Author



Keri De Deo

Keri De Deo is a writer, editor, and online educational designer for teaching writing, grammar, and research. She loves technology and finding innovative teaching methods. In 2012, she won the Master Distance Educator Award. She earned her MA in English from the University of Wyoming and her BA in English at the University of Arizona. She first wrote this story as a teenager living in Nebraska. An accomplished musician and ASL student, she wondered what it would be like to be a deaf musician. Would she still be able to sing?

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Nothing in a novelist's life can equal that moment—the acceptance of his first book.

—Graham Greene, *A Sort of Life* (1971)

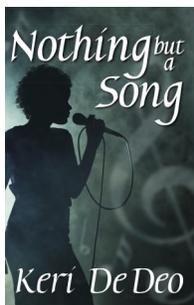
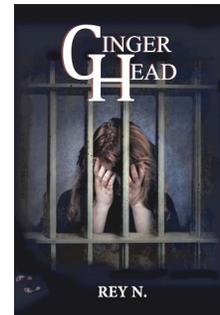
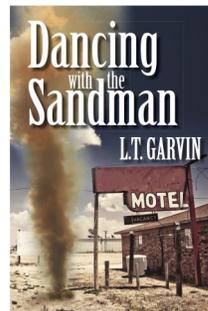


Patricia K. Landy

Publisher

National Association of
Professional Women

Woman of the Year



A unique and compelling story, following a young singer as she lives the worst nightmare of any musician. Losing her hearing plunges Rebecca into a deep depression. Her journey back to life, back to love, and back to her passion, is a touching story that will enthrall young adults and adults young at heart, alike.

Stephanie J. Cress in *Goodreads*

Books available on amazon.com and lulu.com