



# Crystal Clear

**DISCOVER THE WORLD OF PUBLISHING**

## A NEW YEAR IN PUBLISHING

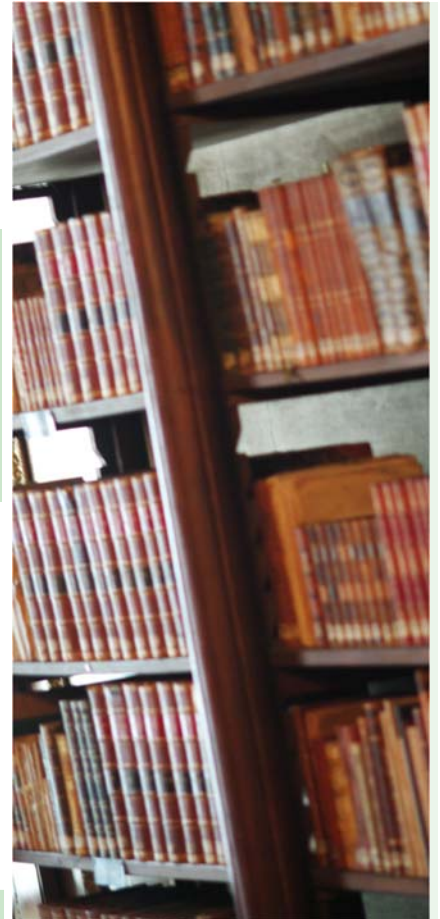
Fall always brings a host of announcements in the publishing world. As the number of options grows, so do the challenges of getting your book on the proper track to success. It's important to follow the market. Rumors abound, and by next year, the market may have a new face.

So, what's new? — See A New Year in Publishing on pages 2 & 3

*"If you have a dream, just don't sit there. Gather courage to believe that you can succeed and leave no stone unturned to make it a reality."*

— Dr. Roopleen

## Crystal Publishing Award-Winning Books.



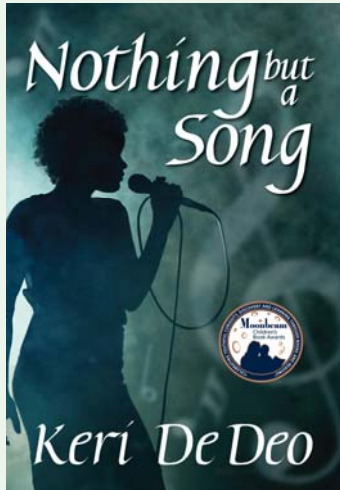
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### Upcoming events

- *What I Have to Tell* Book Launch, Jan. 16, Ft. Collins, CO
- New book releases, Jan. 2019
- Spring releases, Apr. 1

## THE WINNERS ARE...



Moonbeam Winner, 2018

Book Talk Radio Award, 2018

Published in *Arizona's Emerging Writers*, 2018

Interview on The Author Show, Scottsdale, AZ, 2018

Wyoming DAR Essay Contest

Finalist for the American Book Fest Award

Presenting at the Arizona Writers Conference, Kingman, AZ 2019



## A New Year in Publishing So, What's New?

Apple is looking to rival Amazon for shares of the book industry. Right now, Amazon has the monopoly, but the book platform that originally built Amazon is getting some competition from Apple.

Apple vows to have a larger platform than Amazon! That's a lot of books.

Smashwords is an up-and-coming e-book distributor. They bought distribution rights for Walmart and Costco. What's different? Your e-book gets more exposure in more venues than using KDP exclusive. Smashwords is also connected to Baker and Taylor, an absolute must to get into libraries. And to double back, your book is available on iBooks.

So, what's so different about iBooks? All e-books basically function the same way, so the "look" is not different. However, the algorithms and sales opportunities are. If you sell 100 books in one day on iBooks, your rating shoots up the ladder. You can do pre-sales without so much as a front cover or final content. iBooks watches those sales, and when they hit \$2,000, your book is added to the Amazon pile. BUT you start with those 100 sales to your credit, so your Amazon rating starts high. You don't begin at 0 and then wait to build your sales and climb the ladder. You're already climbing.

If you sold those same 100 books in Amazon exclusively, you'd have no rating. Instead of crediting you those 100 sales on Amazon, they would AVERAGE them over a month. So even if you sold 100 in a day, Amazon would only credit you with 3 sales per day—not enough to garner any attention from them.

Exclusivity may appear more profitable—Amazon pays about 75%, but if your distribution is limited, so are your sales. Something to do the math on before making a decision. Hmmm...

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## So, What Else is New? Our Authors!

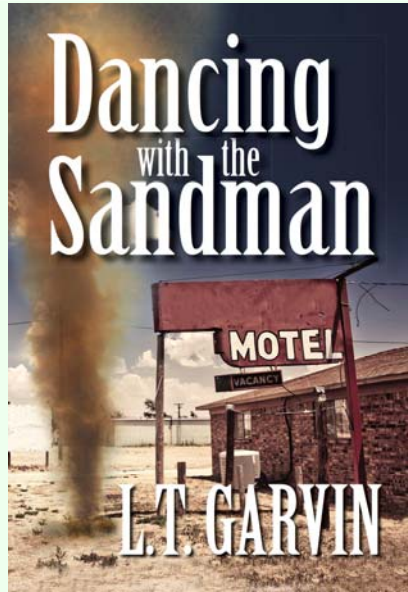


Jasser Hammami, author

**Jeremy Heimer and the Lady of the Frozen Owl, a series**

Fantasy, adventure, mythology





CIPA Evvy Award Finalist, 2018

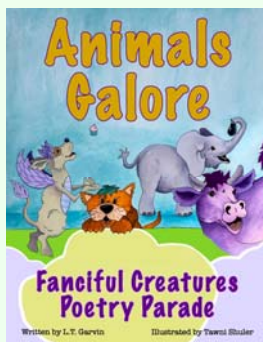
Finalist for the American Book Fest, 2018

Published in *Texas Writers Journal*

Published in *Wax Poetry & Art*, 2018

Published in *Every Writers Everyday Poems*, 2018

*Animals Galore*



## Featured Illustrator

Tawni Shuler

Born on a ranch in Wyoming, Tawni Shuler was enticed to paint and draw early on by the art of western painters, Frederick Remington and Charlie Russell. She attended the University of Montana, Missoula to complete her Bachelor of Fine Arts degree and Arizona State University to complete her Master of Fine Arts degree in painting and drawing. She has since served as the Program Director for the Red Lodge Clay Center in Montana, an Assistant Professor in Watermedia at Utah Valley University, and an Instructor of Art at Sheridan College. She now resides in Taos, New Mexico with her husband and 2 dogs.

[www.tawnishuler.com](http://www.tawnishuler.com)

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## Upcoming Authors!



Ellis Nelson, author

**Timeless Tulips, Dark Diamonds: A Ghost Story**

YA visionary fiction, adventure, fantasy, paranormal

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Patricia K. Landy

Publisher

International Association of Women Woman of the Year

AAUW Outstanding Woman of the Year

Phi Beta Kappa



## CALL FOR SUBMISSIONS

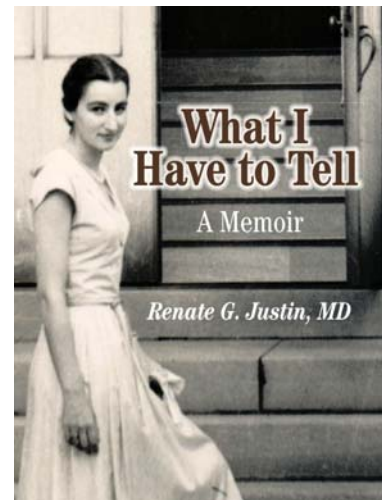
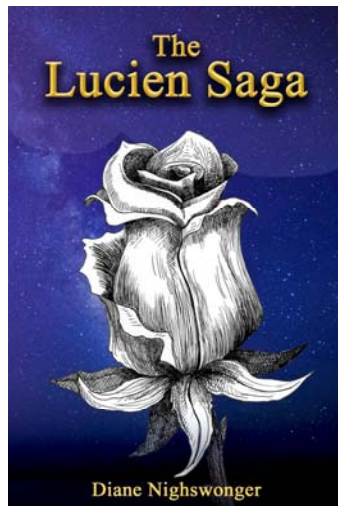
Crystal Publishing is now calling for **2020** publications. The schedule is rapidly filling. If you are interested in publishing, send us your idea, sample chapters, or pitch soon. Authors retain 100% of copyright.

We are looking for submissions of young adult and adult fiction. At this time, we are no longer accepting children and middle grade manuscripts. Those slots are already scheduled.

We are always looking for unusual and creative material. Submit to [plandy@me.com](mailto:plandy@me.com)

Contact us and make your dream a reality.

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



Coming, Jan. 2019

[amazon.com](http://amazon.com) , [lulu.com](http://lulu.com), and [bn.com](http://bn.com) and [smashwords.com](http://smashwords.com)

Children's books from Crystal Publishing are now available at [Spoonread.net](http://Spoonread.net).

Get the app. Start reading and having fun today!

# SPoonREAD