

## THE LOVEMWRITING GUIDE TO SELF-PUBLISHING WITH MATADOR

We at Lovewriting understand that there are lots of people who have written books but find it impossible to get them published. You've enjoyed the writing and you know your subject, but getting a mainstream publisher interested in your manuscript can be nearly impossible. That's why we have joined up with [Matador Publishing](#) to offer a quality self-publishing service to our customers.

### Self-publishing is *not* vanity publishing

You may have heard of vanity publishing and know that it has a poor reputation. In vanity publishing a publisher makes money directly out of the author. Once you have paid (generally quite a lot of money) to see your book in print, the vanity publisher has little further interest in promoting or marketing your book.

Self-publishing, on the other hand, is different. You keep control of your book, retaining all publishing rights, and deciding on how it is produced, distributed, marketed and sold. As it becomes ever harder to break into commercial publishing, self-publishing has become more popular with new and established authors as an economical way to publish a book, and is increasingly accepted by the books trade as a legitimate route to market.

### Our recommended self-publishing partner

Matador have been publishing and marketing books on behalf of authors since 1999. They publish across a range of genres, including novels, poetry, non-fiction, business books, autobiographies, coffee table books, and so on. Self-publishing authors will benefit from Matador's extensive experience in publishing *quality* books. And quality is the keyword: whether you are publishing a book that will have only a limited distribution among family or friends, or a book that you intend to sell more widely, Matador's aim is to publish a book to a high standard that you can be proud of.

Matador has deliberately established itself at the quality end of the self-publishing market: quality of content, design, production and distribution. Most authors who publish with Matador are serious about their self-publishing, wanting either a high quality book or a real chance at getting their work widely distributed and read.

Matador publishes books for new and established authors, and for businesses, in all genres. Using either "print on demand" or traditional litho printing, they can publish anything from one copy of a book for personal use to tens of thousands of copies for general distribution. All Matador books meet high standards of design and production, because quality is *essential* for self-publishing authors.

Matador is an imprint of [Troubador Publishing Ltd](#), which has its own commercial publishing programme with respected book lists in several specialist areas. The company also undertakes work for other publishers, and is a member of the [Independent Publishers Guild](#). Matador has also been recommended in the [2008 Writers' & Artists' Yearbook](#) – the ‘Bible’ of authors – as a reputable and reliable self-publishing company, the first time the Yearbook has recommended any such company.

Matador undertakes as much or as little of the publishing process as the author chooses. From editing to design, from typesetting to printing, through to marketing and distribution; a full service, or just those parts that a self-publisher may need help with, the choice is yours.

Details of Matador’s self-publishing process are given in detail on the [Matador](#) website. You can also view their current books, read extracts from many of them, and meet many of their authors.

Lovewriting is pleased to recommend Matador to prospective self-publishers as a friendly, approachable service where advice is readily available and freely given. You will find they are happy to talk to you about your work, whatever stage your manuscript is at, with no obligation at all.

### Marketing your Book

Marketing and publicity is that part of publishing a book that many authors overlook; perhaps they are daunted by the prospect of “selling” their book, or perhaps they simply don’t know how. The books trade undoubtedly has complex distribution and sales systems which can appear to be impenetrable from the outside. Yet if you’re serious about getting your book onto the shelves and selling more than a few copies, it’s this part of the process that should demand your attention, even before the book has been printed.

Marketing is so important that Matador has devoted a completely separate section of their website to it. Details of the services they offer to authors are given, and there’s news of Matador self-published titles in the media. For authors who do sign up with Matador, they also offer a password-protected section that gives information on marketing, self-promotion, prizes, where to find information on bookshops, and much more.

In addition to marketing via Matador, Lovewriting now offers new authors unique access to its established subscriber base of book buyers. In marketing terms this is known as *niche marketing* – rather than spend a fortune advertising your book to millions of people who may not be interested in it, why not spend a lot less marketing it to people you know love reading and love new books?

[Find out more about Lovereading’s marketing services to new authors](#)