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FOR FURTHER INFORMATION
CONTACT: Diane Eble, 630-665-0843

Publishing Expert to be Featured on Teleseminar to Discuss Publishing Trends

Winfield, IL (PRWEB) July 25, 2006--Publishing veteran Diane Eble will be featured on an Annie Jennings PR teleseminar on Wednesday, August 2 at 1:00 p.m. Eastern Time, to discuss the topic, "The Turning Of The Tides Of Publishing ."

"The publishing industry has seen a sea change over the past decade," Eble says. "Changes in technology, distribution, the explosion of various media, the Internet, all pose significant challenges for publishers and authors alike."

Eble, who has 27 years of experience as an author (11 published books, more than 350 articles) and as an editor of books and magazines, adds that the changes are not all bad. For instance, "print on demand" technology makes it more possible than ever for almost anyone to get a book published.

That's good news, since industry surveys show that somewhere between 82 and 90 percent of Americans plan to write a book someday.

Eble warns that all the changes make it imperative for authors to get educated about the publishing process from reputable sources. "There are many ways to self-publish, for instance. Some companies take advantage of people's desire to publish a book and overcharge for their services. Self-publishing is still a tricky business, and you want to make sure you know what you're doing."

The explosion in self-publishing has also affected traditional publishers—and the media, Eble says. "With the glut of books being published now, the media look even more to reputable publishers as gatekeepers." Yet, if a self-published author knows how to approach the media, there's still room to break in, according to some experts. "Coming to a publisher with an already-established audience—or 'platform'—is critical to any author's success. So is having a strong marketing plan yourself."

Diane Eble will be a featured expert on an upcoming teleseminar with Annie Jennings PR on August 2 at 1 p.m. Eastern Time, to talk about these and other publishing trends. Visit <http://www.anniejenningspr.com/bookpublishingcoach.htm> for more information about the teleseminar, and to get a free CD of a live media training session with a national media trainer. For more information on publishing and book coaching, go to <http://www.WordsToProfit.com> or <http://yourbookpublishingcoach.com>.

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Summary:

Publishing veteran Diane Eble will be featured on an Annie Jennings PR teleseminars on Wednesday, August 2 at 1:00 p.m. Eastern Time, to discuss the topic, "The Turning Of The Tides Of Publishing ." She'll discuss how the radical changes in technology, the media and culture provide both challenges and opportunities for publishers and authors alike.