

# Matador Authors' Update

The newsletter for Matador authors

**Matador**   
www.troubador.co.uk

## Welcome!

June 2008

Welcome to our new newsletter specifically for authors who publish with Matador! We'll be sending out our newsletter every few months with the aim of keeping you abreast of everything that is happening at Matador, and any changes that can affect you or your book. As we continue to expand and consolidate our position in the UK self publishing market for quality books, we now offer an even wider range of services to our authors. We're always trying to improve what we do and what we offer, so these regular newsletters will tell you all about any new opportunities and ideas for your book, including marketing and sales information, and some hints and tips too. Our newsletters are a way to get new information across to you as clearly as possible. In addition to the newsletter, we are also launching a new Authors' Forum (see below), so that you can communicate with other Matador authors direct to give advice, pose queries and discuss relevant issues.

## Lovewriting.co.uk

Matador was approached by Lovewriting.co.uk two years ago with a view to launching a sister site to Lovereading.co.uk on which self published and independent authors could promote their books. They wished to make self published books, from any company or author, available to a wider reading audience, and to help those considering self publishing. Having researched the market thoroughly, they felt that Matador provided the best such service, so we are to be recommended by Lovewriting.co.uk to prospective self publishing authors. For the last 18 months we've been helping them develop the site... a long 18 months, but we're nearly there! We hope that Lovewriting will develop into the place for readers to find new authors' work, and then to buy it! We have already contacted many of you about the launch of

Lovewriting.co.uk. We hope that the site will launch officially to the wider public in July. Many Matador authors

**Love**reading.co.uk

## Marketing Web Pages

Keep a look out over the next couple of weeks for the new, updated marketing web pages on the Matador website. The new pages are packed with even more information, and will contain links to a wide range of fact sheets designed specifically to help you make the most of the self publishing process.

## Seeking articles...

Troubador publishes The Self Publishing Magazine three times a year, aimed at anyone who has, is or is considering self publishing. The magazine is always looking for contributors to submit articles on any aspect of self publishing, from writing and editing, through design, printing and marketing. If you would like to contribute an article for publication, please contact the Editor to discuss ideas at:  
[www.selfpublishingmagazine.co.uk](http://www.selfpublishingmagazine.co.uk)

## New staff member

In April we were joined by a fifth staff member, Amy Cooke. Amy will be providing support to both Marketing and Production, and has taken control of books distribution and order fulfillment. Amy graduated from the University of Salford in 2007 with a degree in Journalism and English.

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have taken advantage of the special launch offer for inclusion as a founding author, and as a result there are many Matador titles on Lovewriting. The launch offer is now closed, but Matador authors do still receive a 25% discount on the usual £100 fee from Lovewriting. If you wish to know more about Lovewriting, you can visit the site itself ([Lovewriting.co.uk](http://Lovewriting.co.uk)) or contact Jeremy at Matador.

## Authors' Forum

Matador authors now have the opportunity to exchange views and ideas via our new Authors' Forum, where you can ask questions and chat with other Matador authors. The forum is monitored by Matador staff, who are on hand to offer advice. Only Matador authors will be able to make posts to the forum; you will need to log in using your Matador User Name and Password before you can contribute. The Forum will be viewable by anyone who visits our web site. We hope it will demonstrate that Matador authors are a dynamic bunch of people keen to exchange information and impart knowledge on any aspect of self publishing, not just to each other but to a wider audience... go on, prove us right by posting a contribution! We often receive requests for information on all sorts of self publishing related subjects, the answers to which we can make more widely available through the Forum. Authors can also talk to each other through the Forum, again something that we know is often on our authors' wish-lists.

## London Book Fair 2008

It was great to see so many of you at the London Book Fair this year, which proved to be the busiest and most successful Fair for us to date. We've



already booked for the 2009 Fair, next April – maybe we'll see you there!

*Matador stand and staff, from left to right: Jeremy Thompson, Jane Rowland, Julia Fuller, Amy Cook and Terry Compton*

## Skype

You can now contact us via Skype – which means you can communicate directly with us via the internet with no call charges. If you are registered with Skype, you can call us or chat with us online by typing MatadorPublishing in the Skype address search field. For more information about Skype and instructions on how to download the free software, visit their website.

## Forthcoming publication

Jane Rowland (*The Self Publishing Magazine* Editor) and Julia Fuller (Marketing Manager) are currently compiling a reference book aimed at anyone self publishing. It will be an invaluable guide to all the terminology and abbreviations you may encounter during the self publishing process. Jane and Julia are currently looking for suggestions of any word, phrase or expression you may have come across along your self publishing journey that you think should be included in such a book. The three best suggestions will be sent a complimentary copy of the book when it is published in 2009.

## FSC papers

We have been working with our suppliers to ensure that paper stocks used during printing are environmentally friendly. We are working with printers who have a FSC (Forest Stewardship Council) certificate, where the paper is from forests that are managed and renewed. In future, most Matador books will bear the FSC logo.