



Slipdown Mountain Publications LLC

For Immediate Release...

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“GETTING YOUR BOOK PUBLISHED” WORKSHOP OPEN TO ALL Local Publisher explains the ins and outs of publishing for the novice author at regional publishing group’s annual conference in Marquette

Lake Linden, Mich. (April 23, 2006) – Have you written a book but remain uncertain what to do next? Have you decided to self-publish but find yourself confused by the hype and claims of the multitude of companies clamoring to “publish” your book? Don’t despair. Instead, join Walt Shiel – local author, publisher, and managing partner of Slipdown Mountain Publications LLC – at the Sixth Annual Spring Conference of the Upper Peninsula Publishers and Authors Association this Saturday, April 29, at Northern Michigan University in Marquette for his “Getting Your Book Published – Choosing the Best Option for You” workshop.

Over the past 15 years, Walt Shiel’s articles have been published in magazines in the US, the UK, and Australia, and his first book was published by a Midwest regional publisher 10 years ago. Since then, he has navigated the treacherous waters of book marketing, subsidy and self-publishing, and printing and established Slipdown Mountain Publications LLC three years ago. The company now has six fiction and nonfiction books in its catalog with several more in work.

Today, authors face an incredible range of options once their book is written – from subsidy and vanity publishers (many of which mislabel themselves as “POD publishers” or “self-publishing companies”) to true self-publishing to traditional contracts with well-known publishers. Each option presents its own unique opportunities and pitfalls and, as Shiel says, “What is right for you and your book may not be right for another book or another author. The trick is making the right decision without going broke.”

Shiel’s workshop, one of nine at this year’s conference, will cover publishing models, printing technology, acquiring and analyzing quotes from printers, and other essential information for authors in search of publication. His goal is to help attendees understand the options and prevent them from wasting money.

Find more information about UPPAA and the Spring 2006 Conference online at <http://www.findingmichigan.com/uppaa> or by calling Paula VanderMey, membership chair, at (906) 658-3301.

Based in Michigan’s Upper Peninsula, Slipdown Mountain Publications LLC publishes fine art prints, novels, and books on aviation history and cryptozoology. The company plans to publish two or three new books per year. Books may be purchased via the company’s website (SlipdownMountain.com) or by phoning 906-523-6105 (or 866-341-3705 toll-free).

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