

Better Together

Publishers, Libraries and Authors Collaborate

Kady Ferris, Multnomah County
Library

Abbey Gaterud, Ooligan Press

Overview

Self-publishing, e-books, & libraries

Library Writers Project

Ooligan Press

Katie Grindeland

Publishing process

Q&A



The Growth of Self-Publishing

Bowker Self-Publishing Report Highlights 2012-2017



Since
2012
ISBNs for self-published titles
HAVE INCREASED
156%

BETWEEN
2016 and 2017



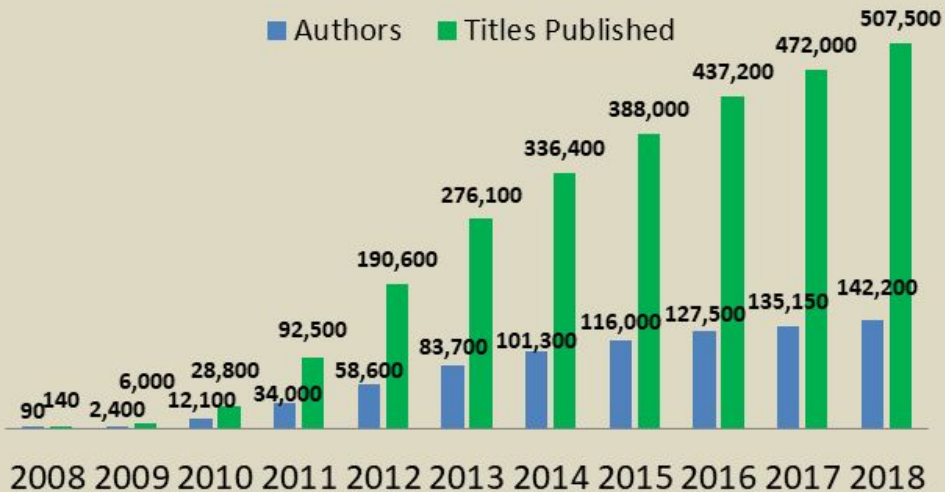
Self-publishing
HAS GROWN
28%

IN 2012
394,132 ISBNs
were assigned to
self-published titles



The 2017 report
SHOWS
1,009,188 ISBNs
assigned to self-published titles

Growth of Smashwords 2008-2018 Authors and EOY Title Count



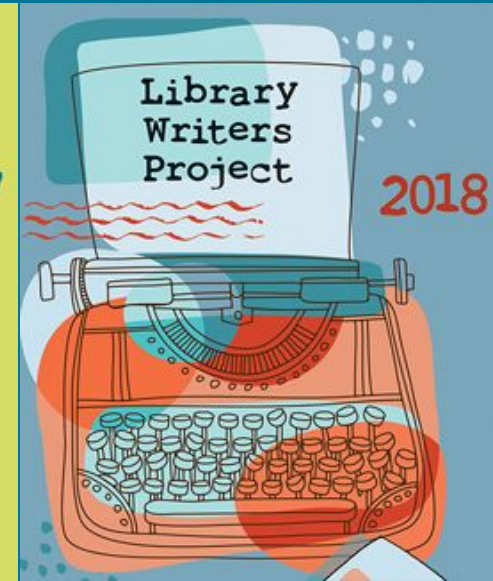
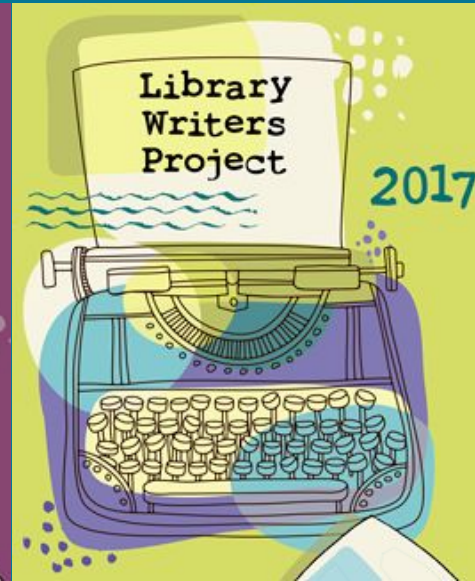
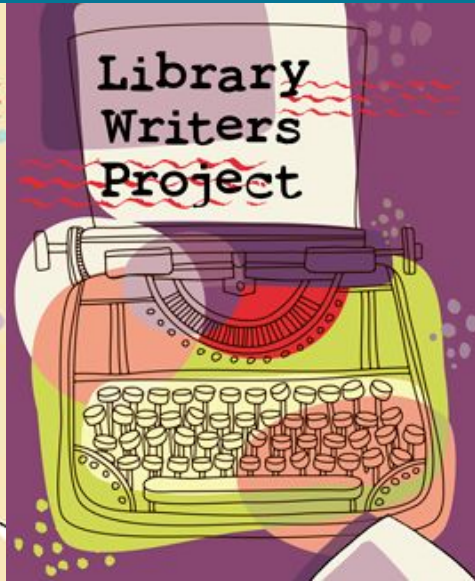
E-books & Libraries

Very few vendors; OverDrive dominates

Self-publishing sites that work with us

Amazon makes it worse

Library Writers Project: 4 Years Running...

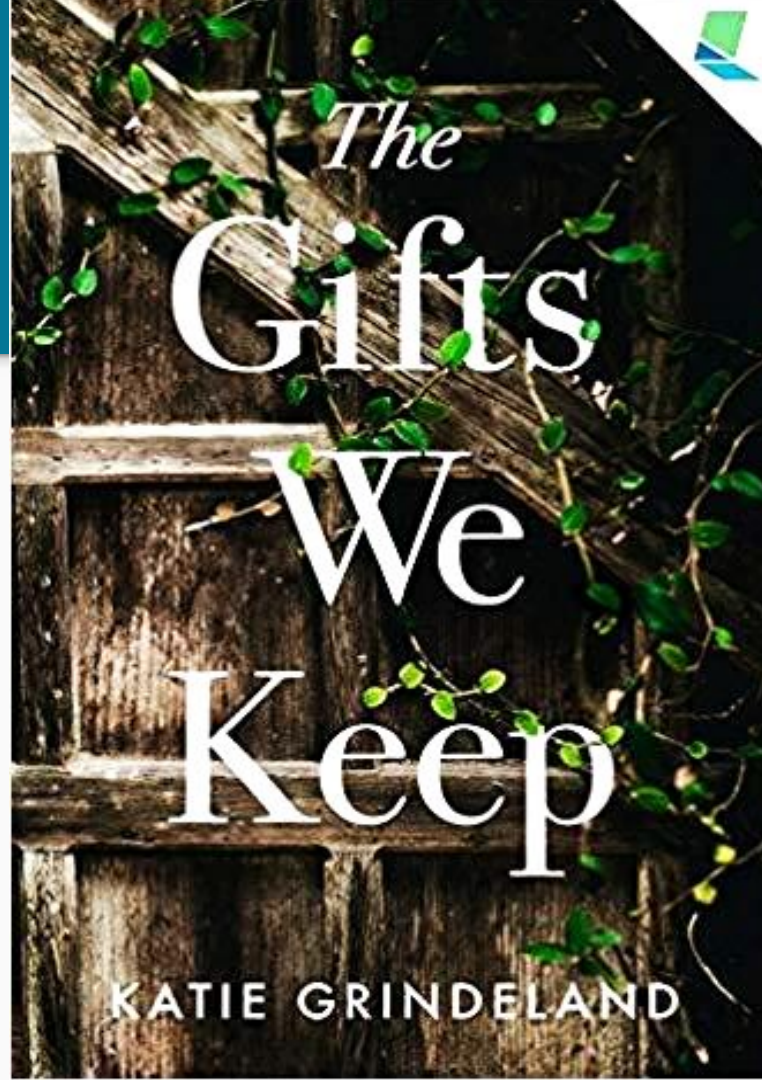


Why Local Collections?

Unique

Exposure for the author

Library as Curator



The Results

Nearly 90 books added

Checked out over 15,000 times

At least 2 book deals



Author impact

“When I tell someone I wrote a book, instead of just saying it hasn't been published and isn't available, I am able to say that it is available on the Multnomah County Library website as an e-book.”

“Increased sales and readership. Reader Reviews increased. My audio books got attention as well.”

“We write to be read. The Writers Project found us readers while we waited for Random House to call.”

Partnering with a Publisher

Expertise &
infrastructure

Building
relationships

Legitimacy



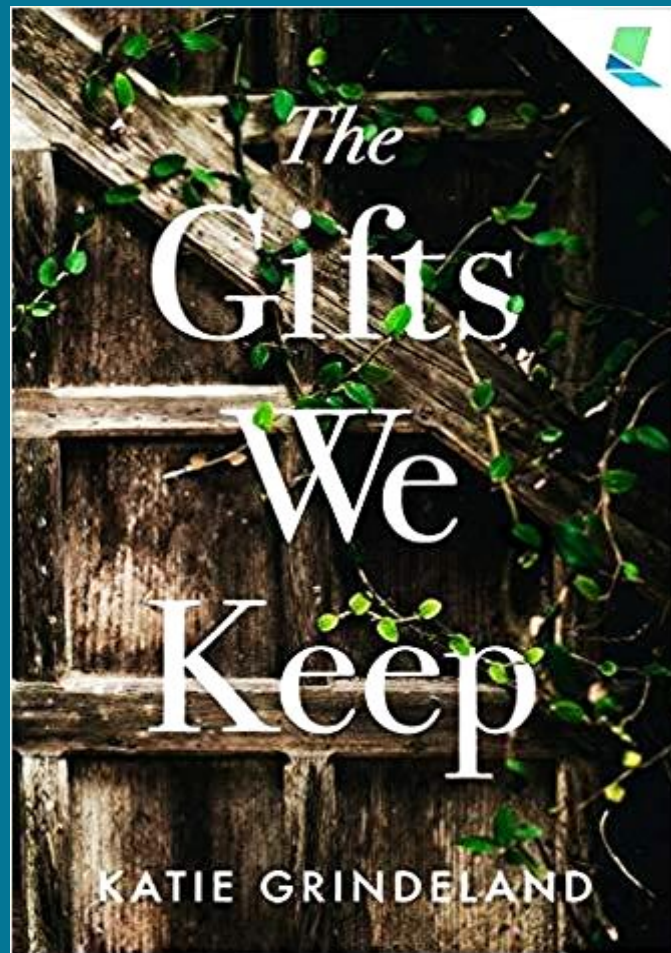
Katie Grindeland: In Her Own Words



KATIE GRINDELAND



**THE GIFTS
WE KEEP**

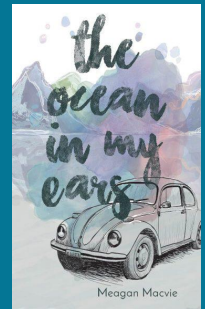
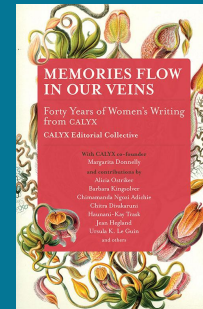
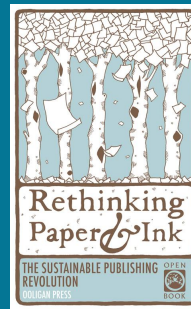
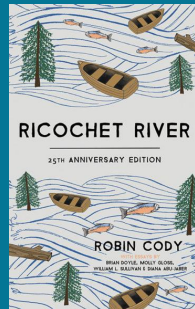
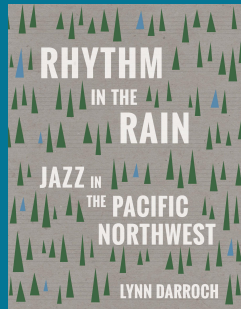
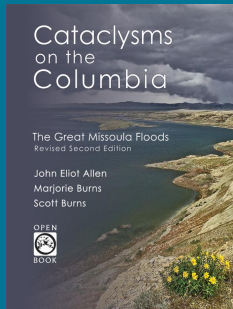


The
Gifts
We
Keep

KATIE GRINDELAND

Our Mission

Ooligan Press is a general trade publisher with national distribution rooted in the rich literary tradition of the Pacific Northwest, a region that is widely recognized for its unique and innovative sensibilities and its wealth of culture. Ooligan Press aspires to discover works that reflect the values, attitudes, and experiences that inspire so many to call the Northwest their home.



Focusing on local authors and stories



Because big publishing doesn't do enough

Local matters

Competing as a small publisher

Partnering with a library

Librarians are the best!

Like-minded missions

Pooling resources

Using reader feedback *before* acquisition —
amazing!

Editorial process

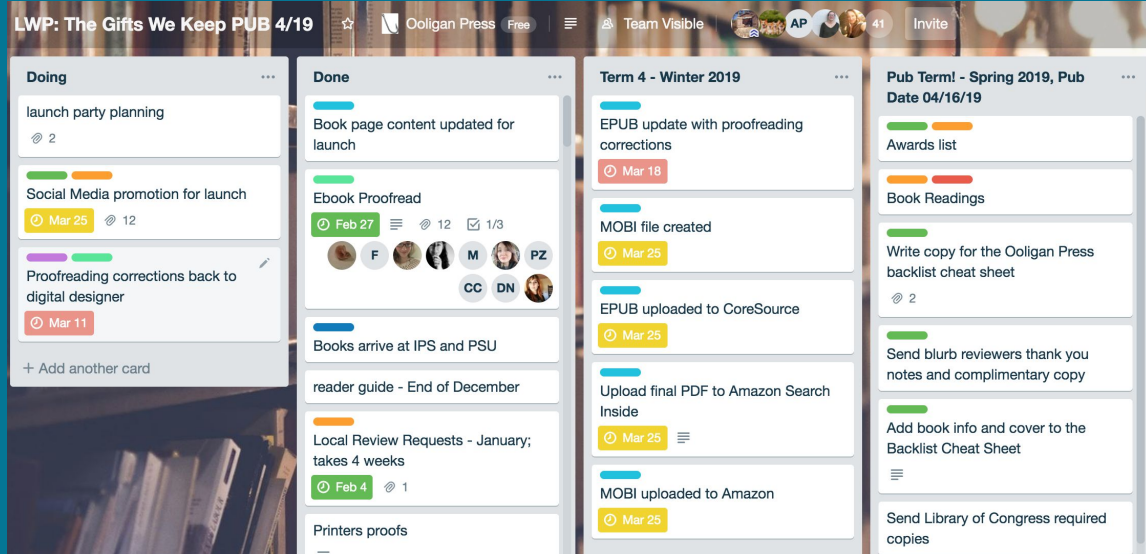
Developmental Edit

Copy Edit

XML Coding

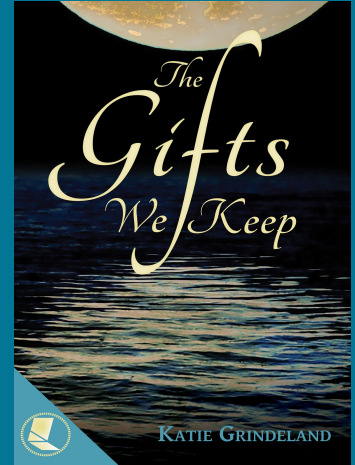
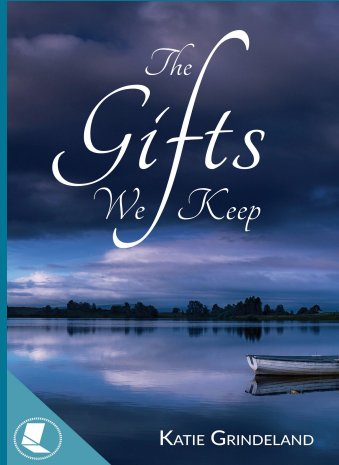
Print Proofread

Ebook Proofread



Design process

Cover Design
Interior Design
Ebook Design



Marketing and publicity process

Marketing Plan

Sales Kits

Blurb and Reviews

Social Media Campaign

Launch Party Planning



*The
Gifts
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KATIE GRINDELUND

LIBRARY
WRITERS
PROJECT

Librarian Selected

Ooligan PRESS  Multnomah County Library

Indie Published



ooliganpress • Follow

ooliganpress For the first time, @OoliganPress and @MultnomahCountyLibrary bring you the beautiful printed version of a Library Writers Project ebook! These local books are librarian selected and indie published. THE GIFTS WE KEEP by Katie Grindelund comes out in April.

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Katie Grindeland: In Her Own Words



Questions?

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