



PRESS RELEASE

For Immediate Release
(Sherman, CT)

Emerald Lake Books Publisher to Present at the Connecticut Authors And Publishers Association

Tara Alemany, a Connecticut author and book publisher who has won multiple awards for her work, is looking for the authors of the best unpublished books in New England so she can help them bring them to life.

Alemany won two silver medals for her own book, ["The Plan that Launched a Thousand Books: A DIY Guide to Creating Your Own Book Marketing Plan,"](#) at the annual Florida Authors and Publishers Association (FAPA) President's Book Awards in Orlando, presented to the best books of 2014 and the first half of 2015, and an honorable mention for her book, ["The Best is Yet to Come,"](#) in the Readers' Favorites awards in 2015.

In addition, Emerald Lake Book's art director, Mark Gerber, has won multiple cover design awards for titles he's worked on with Alemany.

"The Plan that Launched a Thousand Books" was the first book Alemany published through Emerald Lake Books, the company she founded in 2014 with a focus on

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EMERALD LAKE
BOOKS

business people who write a book to create sales, speaking engagements and other opportunities.

“A book opens up possibilities that no other product can create,” Alemany said. “It strengthens a business person’s credibility, generates interest and establishes that man or woman as an expert in their field.

“Helping people build their business by publishing a book is satisfying because it’s meaningful to them,” she said. “The energy and intelligence that entrepreneurs routinely demonstrate finds a natural place in a book, and most of the time the author needs just a little guidance to bring that content out of their head and onto pages. The people I work with find it is much easier than they thought it would be, but just as satisfying as they anticipated.”

Alemany managed her own marketing company for several years before starting Emerald Lake Books. Since founding the publishing company, she has signed numerous authors, including seven here in Connecticut, and she has advised dozens more. The company has also expanded into working with authors who simply want to write a book because it’s something they’re passionate about doing.

Recent titles from Emerald Lake Books include “On the Cellar Door: And All that Goes with Winter” by David Gregory, “Living with a Dead Man” by Marianne Bette, “Stress-Free Chicken Tractor Plans” by John Suscovich and “The Life and Times of the Great Danbury State Fair” by John H. Stetson.

On September 19, Alemany will be giving a presentation to the Connecticut Authors and Publishers Association chapter meeting at the Groton Regency Center. Her talk, entitled “Putting Your Best Book Forward,” will explore the world of book production, including the number one mistake many self-published authors make that kill their sales, as well as the telltale signs of a self-published book.

“I’m on a mission to do away with the stigma against self-publishing,” Alemany states.

“The issue is more about the quality of the product produced than about who published the material or the business model used. By gaining an understanding and appreciation of the accepted design standards of the publishing industry, self-published authors can easily create high-quality books that stand up well against books released by traditional publishers.”

During her talk, Alemany will also explain some of the basic vocabulary of printers so that authors can gain a better understanding of printing options when they’re making their production decisions.

To learn more about the story of Emerald Lake Books, and Alemany, the single mom of two, contact her at tara@emeraldlakebooks.com.

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To schedule an interview with the publisher,
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