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### **Lincoln Square Books – A New Publishing Paradigm Launches**

THESE DAYS, INDEPENDENT PUBLISHING is a lot like eating in a restaurant and navigating a 30-page menu written in Chinese. Even those who with some experience of publishing often end up not with the best, but with what they can recognize and afford. They are just hoping that the “meal” they “dine on” will be good enough.

Enter **Lincoln Square Books**, a publishing consultancy and project management company. Started by industry veterans Peter Rubie and Stephanie Gunning the company turns this paradigm on its head. LSB takes all the options available to the independent publisher and runs them through one filter: Quality.

Between them, Rubie, a published author, former in-house editor, 10-year veteran NYU Publishing Dept., adjunct professor, and CEO of a New York City literary agency, and Gunning, herself a published author, editor, consultant, book marketing Yoda, and Independent publishing pioneer and expert, have more than 60 years’ worth of experience in pretty much every facet of publishing. Their experience and connections, from authoring and editing books, to publishing and promoting them, encompasses work in the mainstream for Big Five publishers as well as in the rapidly growing independent publishing arena.

**Lincoln Square** is bespoke publishing for discerning professionals for whom a book is often an extension of their businesses. Other publishing professionals use templates, forcing you to put round pegs in square holes. **Lincoln Square** makes it easy for entrepreneurial authors to succeed by helping them think and plan like modern publishers, and by providing high-grade professional services at every step.

Advantages of self-publishing include: speed to market, full creative control, higher earnings once revenue begins to be generated, and closer connection. Where many self-publishing ventures break down is that key processes are absent. There is insufficient strategic planning at the beginning, a lack of oversight of what needs to happen and when for things to run smoothly, and too many choices with no guide to quality and efficacy, except trial and error.

The **Lincoln Square** team will project manage (coordinating personnel and systems, and identifying appropriate resources for the client), consult (help navigate those options in a customized way), and deliver hands-on, high-quality editing and design services. **Lincoln Square** assists author/publishers in producing their books in every format they want to sell: hardcover, paperback, digital, translation into Spanish, and even audio. While LSB is doing project “busy work,” the authors are freed to embody the face of their business—promoting, selling, pursuing a mission, and more.

Goals are to minimize authors’ effort and expense, help develop an announcement plan, and introduce the new publishers to the right support, such as a publicist or translator. At **Lincoln Square** we believe that author/publishers need to create an efficient and sustainable business model for their books beyond the initial book launch date. That means developing a real, viable sales strategy before publication.

Rubie and Gunning love to help authors do that. Contact the professionals at **Lincoln Square Books LLC** to learn how LSB can help you expand and extend your brand with a book.

