

*Slides at [TheIndyAuthor.com/presentations](https://TheIndyAuthor.com/presentations)*



# The Alliance of Independent Authors

Matty Dalrymple, ALLi Campaigns Manager

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Independent  
Authors

[AllianceIndependentAuthors.org](https://AllianceIndependentAuthors.org)



**N.L. Blandford** is the author three dark psychological thrillers (*The Perilous Road To Her*, *The Perilous Road To Freedom*, and *The Perilous Road To Him*) and a comedic thriller (*The Great Bloody North*). She offers workshops on writing craft and publishing process; serves as the Canadian Ambassador for The Alliance of Independent Authors; and is a member of Sisters in Crime, The Crime Writers of Canada, and the Writers Federation of Nova Scotia.

**Matty Dalrymple** is the author of the Ann Kinnear Suspense Novels and Suspense Shorts and the Lizzy Ballard Thrillers. She is a member of International Thriller Writers and Sisters in Crime. Matty also podcasts, writes, speaks, and consults on the craft of writing and the publishing voyage as The Indy Author, and her articles have appeared in *Writer's Digest* magazine. Matty serves as the Campaigns Manager for the Alliance of Independent Authors.



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# Indie Publishing in Canada



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# Indie Publishing in Canada

- Increasing acceptance of indie
- Opportunity to be your own agent
- Availability of free ISBNs
- Importance of copyright registration
- Libraries and Public Lending Rights (PLR) payments
- Writing communities and federations – oh my!
- Worldwide resources - Check out the Self-Publishing with ALLi podcast, with episodes on advice, inspiration, news, and Q&As



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# Indie Publishing Worldwide



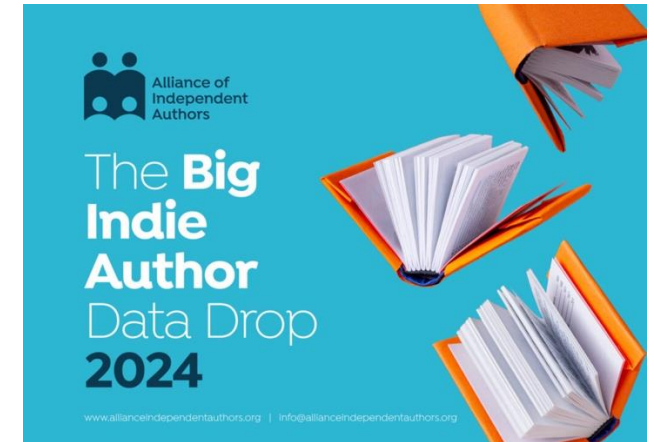
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# The Big Indie Author Data Drop 2024

- Authors Guild
- Amazon Kindle Direct Publishing
- Draft2Digital
- K-Lytics
- Kindlepreneur
- Kingston University London
- Kingston School of Art
- Self-Publishing Formula
- Wattpad
- Written Word Media



[AllianceIndependentAuthors.org/facts](https://AllianceIndependentAuthors.org/facts)

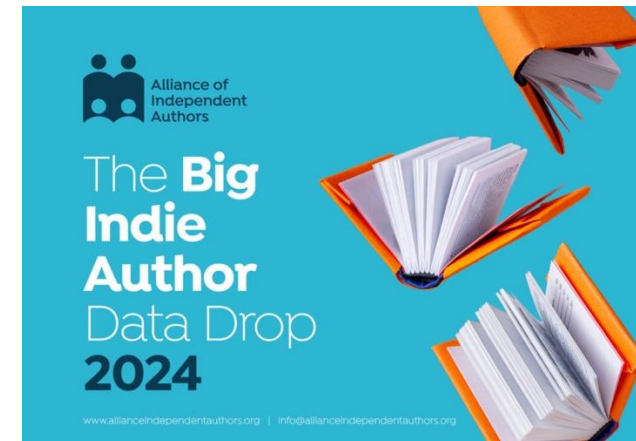


# The Draw of Indie

- Younger authors are making self-publishing their first choice: “Less than half of authors under 45 years old would prefer to have their next book traditionally published.” *Authors Guild, 2023*
- Indie-published authors make up over 50% of Kindle’s Top 400 Books for 2023. *K-Lytics, 2024*



[AllianceIndependentAuthors.org/facts](https://AllianceIndependentAuthors.org/facts)

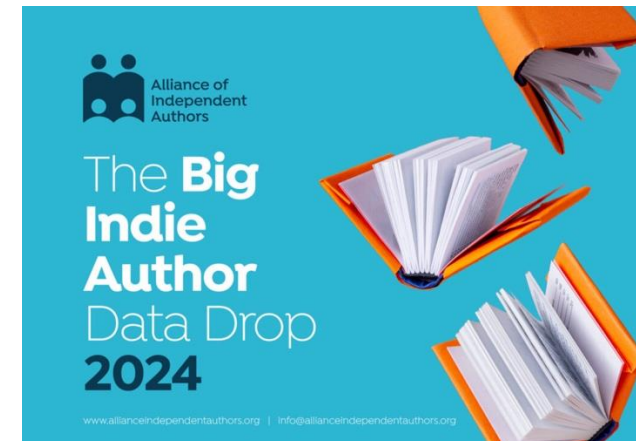


# Opportunities for Indie Publishers

- Selling direct is a growing but still underused opportunity for indies. *Written Word Media, 2023*
- Library revenue grows by 45%. *Draft2Digital 2024*
- Gen Z are reading a lot in paperback, love libraries, and they want diverse stories. *Wattpad 2023, Nielsen 2024*
- Series sales dominate (~75%). *D2D 2024*



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# Indie Author Income Survey 2023

- Specific focus on indie authors
- To qualify, respondents must spend at least 50% of their working time on writing and publishing activities
- Received 2,261 qualified responses
- 60% of the respondents from North America, 21% in the UK; 8% each in AU / NZ / Europe
- Third-party analysis of results



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# Indie Author Income Survey 2023

- Over half of the self-published authors had published more than 10 books, and 20% had published more than 30
- Romance, fantasy / sci-fi / speculative, and crime / thriller / detective representing a 57% of all respondents
- Indie authors derived income from a variety of formats (ebook, print, audio) and products (merch, membership



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# Indie Income is Higher & Rising

- The median writing and self-publishing revenue in 2022 was **\$12,749**, a **53% increase** over the previous year.
- 43.8% recorded revenue over \$20,000 and 28% over \$50,000



[AllianceIndependentAuthors.org/facts](https://AllianceIndependentAuthors.org/facts)



# Trad Income is Lower & (Mostly) Falling

2022: Australia: National Survey of Australian Book Authors:

**US\$12,120** (A\$18,200), up 3% per year over 7 years.

2022: UK: Authors Licensing & Collecting Society (ALCS):

**US\$8,600** (£7,000), down 38.2% (in real terms) since 2018. Down 60% in the last 15 years.

2018: Canada: Writers' Union of Canada

**US\$6990** (C\$9,380) down 27% since 2015, and 78% down since 1998.

2018: US: Author's Guild

**US\$6,080** down 42% from 2009



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# The Alliance of Independent Authors



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# About ALLi

- Founded in 2012, ALLi is a global not-for-profit membership association for indie authors; our mission is to foster **excellence and ethics in self-publishing**.
- We do this through membership benefits; vetting of publishing services, book awards, and contests; and education through books, blogs, the Self-Publishing ALLi podcast, and more.
- We also **campaign** to support indie authors within the wider industry.



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# All Authors Can Use a Publishing Ally

- ALLi supports
  - Self-Publishing for All
  - Open Up to Indie Authors
  - Ethical Self-Publishing
  - Publishing for Profit



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# ALLi's Campaigns – Self-Publishing for All

Encourages **diversity, accessibility and freedom of expression** by bringing self-publishing skills to as many authors as possible around the world and **removing physical, mental, and financial barriers** to the process.



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# ALLi's Campaigns – Ethical Self-Publishing

Covers **ethical issues** that arise in the self-publishing industry, as well as an ongoing **code of standards** for indie authors and self-publishing services, showing their support for the principle of **putting readers first** and **acting with transparency and courtesy**.



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# ALLi's Campaigns – Open Up to Indies

Encourages and aids the publishing and literary industries to **include self-publishing authors in their programs, events, festivals, prizes, listings and reviews**. Includes guides for different types of organisations, as well as an author guide so they can present their books and themselves professionally within the publishing industry.



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# ALLi's Campaigns – Publishing for Profit

Focused on:

- **Raising the average income for authors and poets** through creative business practice.
- Lobbying the literary and creative industries to provide more **publishing and business skills education** and advocates for a **truly independent self-publishing sector** (not dependent on third-party gatekeepers).



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# All Authors *Must Be Aware*

- ALLi Watchdog Desk's Service and Awards Ratings and Reviews

<https://selfpublishingadvice.org/best-self-publishing-services/>

<https://selfpublishingadvice.org/author-awards-contests-rated-reviewed/>

- Victoria Strauss's Writer Beware - <https://writerbeware.blog/>



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# Benefits of Membership



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# Benefits of ALLi Membership

- Your questions answered
- Member forum
- Discounts
- Contacts
- Free books and resources
- Legal and business advice
- Rights licensing services
- Member magazine
- Member database



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# ALLi Organization Membership



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# Benefits for Org Members via Liaison

- Access to ALLi's private SelfPubConnect Member Forum
- Access to ALLi's Self-Publishing Services Partner Directory
- Access to ALLi's Bookshop (download ebooks for free)
- Yearly meeting between Organization Member and ALLi team to discuss strategic partnership opportunities
- Presentations by Campaigns Manager Matty Dalrymple or Outreach Manager Michael La Ronn
- The latest issue of *The Indie Author* magazine



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# Organization Membership

- 1-499 members - \$299 US/year
- 500-4,999 members - \$399 US/year
- 5,000+ members - \$499 US/year



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Contact Campaigns Manager Matty Dalrymple at  
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