

Five Rainbows Services for Authors & Publishers
a subsidiary of Slipdown Mountain Publications LLC

For Immediate Release. . .

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BOOK PUBLISHING IS NOT IMMUNE TO RECESSION'S EFFECTS
Five Rainbows Services Offers Economic Stimulus Plan for Self-Publishers

LAKE LINDEN, Mich. (April 16, 2008) – The slumping economy has forced many new authors to forgo professional editing, book design, and typesetting, which are critical to the success of a book. Which is why Five Rainbows Services for Authors and Publishers now offers an economic stimulus plan for authors determined to self-publish – a variety of less expensive solutions for those on a tight budget collectively called Penny-Pinching Options!

To help authors decide on the best way to publish their books and avoid costly mistakes, Five Rainbows also provides a free How-to-Publish Quiz on its website (FiveRainbows.com) that leads the user through a few critical questions to a publishing recommendation specific to their book and expectations. Each recommendation includes an explanation of the related process with links to more information and resources to help the author get started.

With the explosive increase in self-published books over the past decade, however, far too many books reach the market rife with grammatical, spelling, and logical flaws. Professional editing would have avoided the amateur impressions. Likewise, poor book design and typesetting frequently yields books that are difficult to use and often reduce reading comprehension and enjoyment. Professional book design would have avoided those negative reactions.

Although Five Rainbows offers a full range of publishing services – editing, design/typesetting, cover design, etc – many self-publishers need less expensive options. Five Rainbows' Penny-Pinching Options include:

- * Editorial Review (to help authors determine how much editing their work really needs)
- * Self-Help Editing (a partial edit with clear instructions for how to self-edit the rest)
- * Template Layout Book Design (using standard templates for books with mostly text)
- * Stock Art Cover (reduced prices for using the company's existing catalog of original artwork)
- * Self-Publishing Success Program (20-lesson email course for motivated self-publishers)

Client Tanya Dominick, founder and director of the American Center for Conflict Resolution Institute, said, "My book looks better than many I have seen on the shelf at my local bookstore thanks to Slipdown Mountain! I almost cried tears of joy when I saw the finished product!"

Self-published author John Hager of Rapid River, Mich., said, “Five Rainbows coached my literary work from a raw manuscript to a greatly improved, beautifully typeset novel ready for publication...His weekly instructions respected my ambitions and abilities and the necessities of the trade.”

Based in Michigan’s Upper Peninsula, Five Rainbows Services for Authors & Publishers was established in 2007 as a subsidiary of Slipdown Mountain Publications LLC to help authors and self-publishers produce high-quality books. Five Rainbows offers self-publishers full access to the in-house skills of Slipdown Mountain’s editorial, design, and art departments.

Also based in the Upper Peninsula, Slipdown Mountain Publications LLC publishes fine art prints, military flight manuals, novels, and nonfiction books on military history and the paranormal. The company publishes two or three new books each year. Books may be purchased via the company’s catalog at (SlipdownMountain.com) or by phoning 906-523-4118 (or 866-341-3705 toll-free).

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