

Alliance of
Independent
Authors

About ALLi

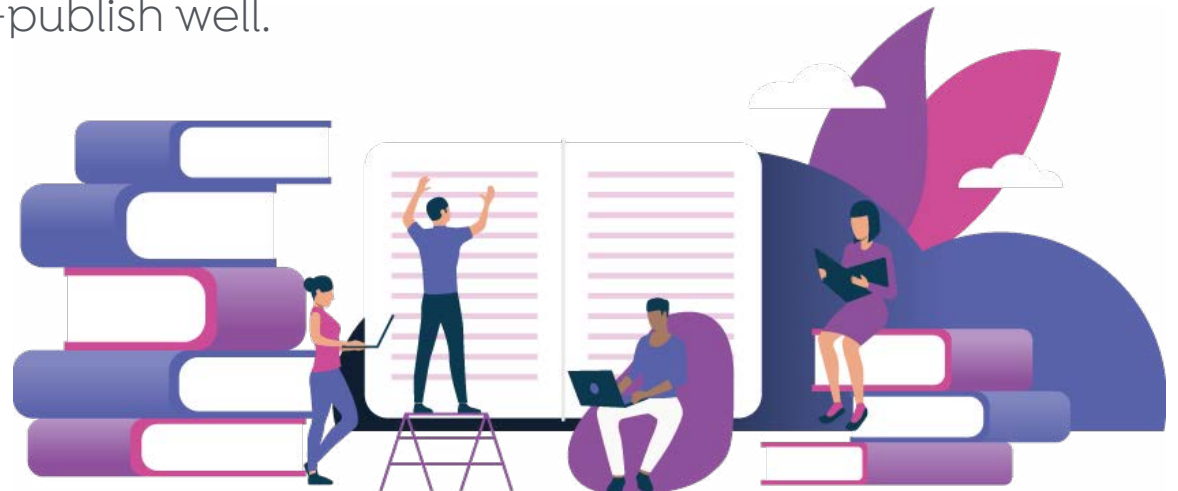
The Alliance of
Independent Authors

About ALLi

The Alliance of Independent Authors is a professional membership organisation fostering ethics and excellence in self-publishing, and being an ally to the indie author community, since 2012.

We are a non-profit, community interest company providing independent authors with trusted self-publishing advice, support, and resources within a welcoming and active community of thousands of authors.

We bring together the world's best indie authors, advisors, and vetted services, offering contacts and campaigns, education and collaboration together with trusted guidance on how to self-publish well.



Some Social Statistics



60,000
author
subscribers

Writer's
Digest 101 Best
Websites for
Writers 2022

WRITER'S DIGEST

Founder and Director
Orna Ross named in
the *100 most influential
people in publishing* list

THE BOOKSELLER

1
the only global
self-publishing
writing
association

**Indie
Champion
2021**



Top 5%
of global podcasts
selfpublishingadvice.org/
podcast

46,000
Twitter Followers
@IndieAuthorALLI

Self-Publishing: challenging expectations

LJ Ross

Author of the UK's second bestselling series of all time (outselling Harry Potter!) and shortlisted for the British Book Awards.

ljrossauthor.com



Rupi Kaur

Canadian poet who sold 8 million copies of her self-published poetry book with her empowering message to young Sikh women.

rupikaur.com



Joseph Alexander

Built a music publishing business and has sold more than 350,000 'how to play an instrument' books.

fundamental-changes.com



Quality and quantity

39% of Amazon book royalties are paid to indie authors. 30-34% of ebook sales are by indie authors.

Readers rate traditionally published and self-published books equally on Amazon's 5-star reviews system.

ALLi: the best source for original research and global facts and figures about self-publishing

Not only does ALLi commission its own original independent research (the Indie Author Income Survey), it also collates research from across the sector (the Big Indie Author Data Drop).

Did you know?

- Self-published authors earn more than traditionally published authors. (ALLi 2023)
- In traditional publishing, men out-earn women by 41.4%. In self-publishing, women out-earn men by 40.9% (ALLi 2023)
- 75% of book sales are part of a series, both for fiction and non-fiction (Draft2Digital 2023)
- More than 2,000 self-published authors have surpassed \$100,000 in royalties (Amazon, 2022)
- Financially successful authors don't have 'agreeable' personalities... and that's a good thing! (Kingston University, 2023)

www.allianceindependentauthors.org/facts

What We Do

Membership

For authors at every stage of their business, from pre-published to Authorpreneurs, offering a wide range of benefits.



Alliance of Independent Authors

Vetted Services

We vet and partner with high-quality publishing services, from editors to cover designers and more, to ensure authors receive excellence and ethical service.



Advice Centre

Our advice center has over a decade of expertise in providing high quality self-publishing advice to authors, via guidebooks, blogs, podcasts, forums, videos and more.



Campaigns

We use our global contacts and influence to campaign for the success of indie authors, ensuring their voices are heard and they are included across the publishing industry.



We Think Global and Act Local

ALLi authors are found all over the world, with most members in countries where self-publishing is most established. Through our member, ambassador and organization network, we foster the growth of self-publishing, and the equitable treatment of indie authors everywhere, and at all levels of society.

We currently liaise with government and creative industry representatives across seven key publishing territories:

- Australia
- Canada
- Europe
- New Zealand
- South Africa
- United Kingdom
- United States

We have team members, ambassadors and partner organizations (both publishing services and writing associations) all around the globe, allowing us to think global and act local.



Contact Us

For interviews and other requests
info@allianceindependentauthors.org

We are your self-publishing ALLi

