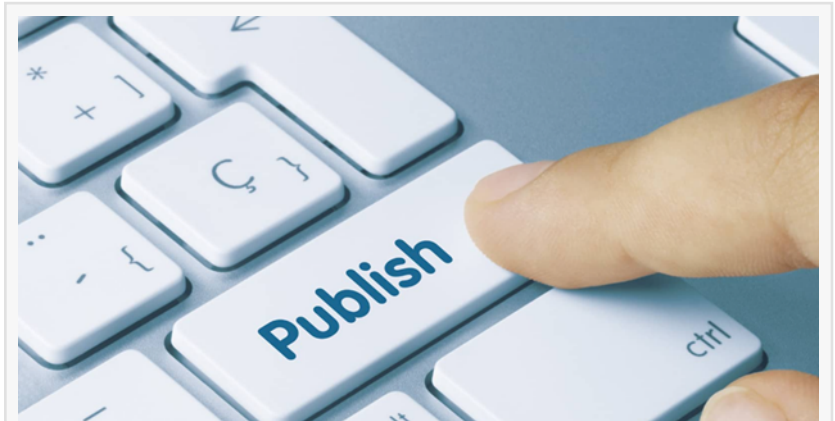


# Lawrence Publishers Expands Publishing Support Services for Independent and Self-Published Authors

*Lawrence Publishers Expands Publishing Support Services for Independent and Self-Published Authors*

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/EINPresswire.com/ -- Lawrence Publishers announced continued development of its publishing support services for independent and self-published authors, including book illustration, book marketing, and



Publishing

launch planning for print and digital titles. The business offers services aimed at assisting writers in a variety of genres, such as children's books and independently published nonfiction.

The company claims that visual development for authors creating text-driven and illustrated works is one of its [professional book illustration services](#). For authors publishing picture books, early readers, and illustrated tale forms, this includes children book illustration services and assistance from a children story book illustrator. These services are set up to match the output of illustrations to the requirements of both print and digital publishing.

In addition, Lawrence Publishers provides professional book marketing services that prioritize strategy and implementation over advertising claims. Audience research, positioning frameworks, and organized campaign planning are all part of the company's book marketing and branding efforts, which are meant to assist authors in getting ready to publish new books or broaden the readership of already-published works.

According to the organization, creating a book marketing plan for self publishing is a common component of its work with independent writers, especially for those who use well-known digital publishing platforms. Before and after publication, these plans specify marketing schedules, distribution planning, and outreach coordination.

Lisa Thompson, a representative at Lawrence Publishers, stated, "Independent authors often

require more than just publishing support, they need a clear path to visibility. By fusing strategic planning with creative execution, we assist authors in getting ready for launch, engaging with their target audience, and creating enduring momentum for their books on digital platforms."

As part of its marketing services, Lawrence Publishers helps writers who want advice on how to sell a book in a competitive market and on a tight budget. Instead of promising paid advertising, the company's book promotion services for independent authors concentrate on campaign structure, messaging alignment, and platform-specific factors.

Additionally, Lawrence Publishers offers assistance to writers who publish through Amazon Kindle Direct Publishing, including KDP book launch marketing services that plan launch dates, prepare material, and increase exposure in the early stages. The company claims that authors releasing both their first and subsequent works use these services.

The company provides children book marketing for self-published authors in the children's publishing sector, integrating marketing coordination with illustration preparation to guarantee visual and promotional coherence. The goal of this strategy is to solve the unique discovery difficulties that come with children's books in online marketplaces.

As per the organization, authors looking for organized support at various phases of the publication process, such as illustration creation, brand positioning, and post-launch promotion, use its services. As stated by Lawrence Publishers, it keeps improving its service offerings in response to changes in independent publishing workflows and the demands of publishing platforms.

#### About Lawrence Publishers

For independent and self-published writers, Lawrence Publishers offers publishing services such as branding, book marketing, illustration, and launch assistance. Book marketing strategy development, professional book illustration services, children's book illustration services, and publishing assistance for authors releasing print and digital works on many platforms are among its offerings.

#### Media Contact:

Company Name: Lawrence Publishers

Address: 32985 Hamilton Ct, Farmington Hills, Michigan 48334

Website: <https://lawrencepublishers.com/>

Lisa Thompson

Lawrence Publishers

+ 1 (888) 329-2497

info@lawrencepublishers.com

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