

Top Self-Publishing Company MindStir Media Featured on TechCrunch in Article Examining Publishing in the Age of AI

The leading self-publishing company MindStir Media highlights why strategy, professional execution, and expert guidance still matter as AI reshapes publishing.

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EINPresswire.com/ -- [MindStir Media](#), a top professional self-publishing company founded by USA Today and Wall Street Journal bestselling author J.J. Hebert, has been featured on TechCrunch in an article examining the evolving role of professional publishing services as artificial intelligence and do-it-yourself publishing tools continue to reshape the industry.



MindStir Media discusses self-publishing on TechCrunch

The article, titled "[MindStir Media Is Betting on Professional Self-Publishing in the Age of AI](#)," explores how authors today have access to more publishing technology than ever before, including tools that can assist with editing, cover concepts, formatting, metadata, distribution, and marketing. At the same time, the feature examines MindStir Media's position that access to technology does not necessarily replace the experience, strategy, quality control, and professional support involved in successfully bringing a book to market.

"Authors have more options than they've ever had, and I think that's a good thing," Hebert says in the TechCrunch article. "But being able to do something yourself and knowing how to do it well are two very different things."

Founded in 2009, MindStir Media works with authors seeking professional assistance throughout the publishing process. Its services include editing, custom book design, ebook formatting, worldwide distribution, book marketing, and ongoing publishing guidance. The company's model is designed to give authors the control associated with self-publishing while providing access to experienced professionals across key areas of book production and promotion.

The TechCrunch feature also addresses a broader shift taking place within publishing. As AI lowers some of the technical barriers to producing and promoting books, professional publishing companies increasingly must demonstrate value beyond simply providing access to tools. For MindStir Media, that value is centered on execution, professional standards, strategy, and hands-on support.

“Technology can make certain parts of publishing faster and more accessible, but authors still have to make hundreds of decisions about their books,” said Hebert, founder and president of MindStir Media. “Our role is to help them make those decisions strategically and execute at a professional level.”

MindStir Media has helped authors publish and market books for more than 15 years, combining professional publishing services with an author-controlled model in which clients retain the rights to their work.

The full TechCrunch article can be viewed at:

<https://techcrunch.com/contributor-content/mindstir-media-is-betting-on-professional-self-publishing-in-the-age-of-ai/>

About MindStir Media

MindStir Media is a professional self-publishing company founded in 2009 by USA Today and Wall Street Journal bestselling author J.J. Hebert. The company provides authors with professional editing, custom book design, formatting, worldwide distribution, marketing, and publishing support while allowing authors to retain control and ownership of their work. MindStir Media works with authors across a wide range of genres and has built its publishing model around combining the independence of self-publishing with professional guidance and execution.

For more information, visit MindStirMedia.com.

Michelle VanSledright
MindStir Media LLC
+1 800-767-0531
[email us here](#)

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