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Local Publisher Changes Direction to Help Authors Self-Publish

Rochester, NY – Local publisher, Betta Book Publishing, has been undergoing changes to its operations. Formed in 2008, Betta Book Publishing provides local and national authors with flexible and personalized publishing services, print-on-demand technology, and higher royalties. Using similar principles, the company will now be helping authors to self-publish their work.

“Based on my experiences and getting to know the needs of individual writers, I’ve decided to move toward helping authors self-publish,” said **Kelly Sabetta**, Founder and President of Betta Book Publishing. “I also want to focus more on helping writers with manuscript development and to help them understand the publishing process.”

The changes will move toward the original goal of Sabetta’s, which is to help authors achieve their dream of publishing, while offering them flexible options, higher royalties and control over their work as they self-publish.

“Self-publishing is on the rise, and I want to help authors learn more about how to develop their work and prepare for the publishing process, which can often be overwhelming,” Sabetta said.

To learn more about Betta Book Publishing, please contact via telephone, 585-576-5297, or by visiting www.bettabookpublishing.com.

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