

CRITICAL MASS

NAOUM LAUNCHES NEW PUBLISHING VENTURE

CRITICAL MASS, a new consulting business for authors, publishers and content producers has launched today. This is a new venture for **Joel Naoum**, most recently the publisher of **Pan Macmillan's** digital imprint **Momentum**, which he set up in 2011.

Naoum is particularly excited about helping authors navigate the modern publishing landscape. "There's a gap in the market for indie authors when it comes to the role of the publisher. Self-published authors can find editors, proofreaders, designers and distributors, but they don't always know whether they're getting a good deal or being taken for a ride. They also don't have access to the overall strategy a traditional publisher would bring to an author's career."

Critical Mass offers a range of services tailored to individual clients and their needs, including advice on publishing and marketing strategy, connection to a network of freelancers and services as well as a flat fee structure – no commission, and no mark-ups. Authors will know exactly what they're paying for and what to expect.

For non-author clients Critical Mass is offering strategic advice, technical and production support for digital publishing, digital marketing services, pricing tactics and database solutions.

For more information, visit the Critical Mass website at: www.critmassconsulting.com or email joel@critmassconsulting.com.