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To whom it may concern,

I am pleased to provide a letter of support for The Self Publishing Agency (TSPA), which has been nominated for a Small Business BC Award. I have known of the TSPA since its inception, and frequently recommend it to both new and experienced writers who are taking the writing courses I teach.

The Self Publishing Agency provides a unique full-spectrum service to aspiring authors, and has been highly successful at assisting writers in shepherding their projects from inception to publication. TSPA is particularly innovative in today's complex publishing landscape, and has developed mentorship and training programs reflecting pioneering practices and proprietary ideas unique in contemporary publishing.

TSPA has excelled at creating a personalized portal for writers to engage with publishing professionals who they might not otherwise have access to, resulting in stronger narratives and literary contributions. TSPA provides a unique blend of writing mentorship with practical assistance in the logistics of self publishing, offering a full spectrum of services that has proven highly effective at bringing the ideas authors may have for books through all the stages of writing to eventual publication. Writers pay only for the services they need, providing flexibility not often evident in the publishing world.

TSPA's innovations to the self-publishing industry build on their understanding that good books can't be produced with a one-size-fits-all model. The diversity of services they offer can expand or contract, depending on an author's needs. For example, some aspiring writers might be at an early stage of their professional development, and benefit from outlining and storyboarding, while others might arrive at TSPA with a full manuscript draft and enter their system at the editing stage.

For writers who have achieved publishable manuscripts, TSPA offers a suite of services from cover design to connecting with illustrators to finding the best platform for publication. Towards the end of the publication journey, they can provide support to develop a social media campaign, publicity, branding, book launches and post-publication services. TSPA excels particularly in getting their client's books into stores, which until TSPA was generally considered a major drawback to self publishing.

TSPA's ability to support authors with a hands-on 360-degree publishing experience is turning the page on misconceptions about the worth and potential of self-published books. The quality of the books they have supported is high, both in writing and production values, yielding strong sales and visibility.

I am pleased to recommend The Self Publishing Agency for a Small Business BC Award, strongly and with no reservations.

Sincerely,

A handwritten signature in blue ink, appearing to read 'M Winston', is positioned below the word 'Sincerely,'.

Mark L. Winston, FRSC
Professor and Senior Fellow, Centre for Dialogue
Recipient, Governor General's Literary Award for Nonfiction, 2015