

By Ricardo Angulo

Lock into a one-on-one conversation with Tara Richter and prepare to be drawn into an engaging world of ambition, potential, and possibilities. Founder of Richter Publishing LLC, an innovative publishing house based in Tampa Bay, Tara Richter was a finalist for Tampa Bay's Business Woman of the Year and nominated for Tampa's Up and Coming Businesses' in 2013.

Books are piled everywhere in her office, all authors she helped publish. French vanilla coffee wafts through the air. As we speak, she cuts an apple. "We're in a new economy. You can have your book listed all over the world available for download with just the click of a button. So whatever your story is, someone out there will be interested."

She chews on an apple slice, in contemplation, then continues.

"Big publishing houses are looking for the next JK Rowling. The next Stephen King. If you're not going to make them millions, they are not going to invest in you. They are looking to appeal to the masses. However, you can publish your own book. Why not leave the judging up to the readers?"

After self-publishing three of her own books, Richter started her company to help guide authors into publishing their personal stories. Their motto is: "This isn't your daddy's publishing house, we break the rules." And it shows. Her goal is to publish these books as close to the client's vision as possible.

"My first book was a healing emotional journey. I didn't want a big publishing house to rip my story apart. That's the worst thing. Putting your heart and soul into a project, and the manuscript comes back to you completely different. Going through the journey myself, I made my company a one-stop shop. We can do everything here from writing the story for you to marketing the end product, or we can piece it out ala carte, depending on what you need."

Her journey was a learning one. She wrote her first book about her divorce, and it took her six months to get it published. From writing it, to designing it, to printing it, the process was a difficult one, but not an impossible one. As a corporate rep for Kinko's in the Silicon Valley, along with her degree in Graphic Design, she had all the skills necessary to launch her book into the world.

"At that point in my life, I had never personally known an author and I had no clue about the publishing industry. I had no one to ask questions and guide me in the right direction, but I superseded."

As she went on to describe the first time she received her books in the mail, there was a twinkle in her eye. "I can only compare it to childbirth. It's a difficult process. It takes all this blood, sweat, and tears, and then you get a pretty little package wrapped up in a bow at the end. I keep 'em with me all the time, no matter where I go. They are the fruit of my efforts, and it's the best feeling in the world to show others."

When asked about her opinion with traditional publishing, she had much to say. "Obviously, we've seen a downturn to the physical bookstore and traditional publishing is starting to fall with them. Personally I have only heard horror stories of other authors during their process with big houses chopping out half their story, to designing awful covers and keeping all their royalties with no marketing efforts."

"My company does the exact opposite of the traditional publishing industry because I'm passionate about empowering writers. Big publishing houses may also lock you into purchasing anywhere up to 20,000 copies of your own book at cost plus two. That can equal in the rage of \$80,000 dollars over the term of your contract. Economically, why do it? Why lock yourself into a deal like that when there's print-on-demand?" Print-on-demand, she explained, is when the printing companies only print a book based on the demand. For every book purchased, one copy is printed.

Richter Publishing offers self-publishing seminars and writing workshops to help authors get their books self-published. The company also offers high-end packages for authors on writing, publishing, and marketing their books. Unlike the big publishing houses, Richter Publishing let's their clients keep 100% royalties for their books.

When asked what's next, Tara said: "For next year, I'm looking in starting an 'Author's Think-Tank' at our publishing house. As a member, you will get the push you need to finish your book through this collaborative environment. You will have a space to write your book and brainstorm with other writers. I'm really excited about it because there's nothing out there like it. Once again we are breaking the rules."



Tara Richter is the President of Richter Publishing LLC. She specializes in helping business owners how to write their non-fiction story in 4 weeks & publish a book in order to become an expert in their industry. She has been featured on CNN, ABC, Daytime TV, FOX, SSN, Channel 10 News, USA TODAY & Beverly Hills Times with her Dating Jungle Book Series.

Her degree is in Graphic Design and she worked in the copy and print industry in the Silicon Valley. She has written and published 9 of her own books in just a few short years. Tara now has published many authors in her local Tampa bay area including Anthony Amos & celebrity entrepreneur, Kevin Harrington, Shark from ABC's "Shark Tank" with their joint book, "How to Catch a Shark."

Tara was a finalist for Tampa Bay's Business Woman of the Year Awards & nominee for Tampa's Up & Coming Businesses.

Richter Publishing has streamlined the complex writing and publishing industry so anyone can become a published author in just a few weeks!

Find her books here: <http://www.amazon.com/Tara-Richter/e/B00CGKD8FG>

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