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For Immediate Release

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Author Services Firm Starts in Utah, Aims to Give Power to Writers

UTAH—With constant demand and increased availability, the book, whether printed or digital, is made to last. The author, on the other hand, has a much more tenuous existence. Cunning Relations, a consultant firm specialized in book publicity, editing, and design, intends to change that.

To those outside of the book industry, book publishing may seem a simple step-by-step process: an author writes a book, a publisher prints and distributes the book, and the bookstore sells the book—everyone profits. The reality is far from that. Most authors are stuck on one of these steps with little hope of moving forward, and even if their books become available in bookstores, there's only a small chance they'll profit from it.

One of the main reasons for this lack of author progress and profit, besides pure luck, is weaknesses in the book outside the author's control. These weaknesses apply to both traditionally published and self-published authors, and includes, but is not limited to, little to no professional editing, cheap cover design, limited publicity and marketing efforts, restricted industry knowledge and guidance, and, worst of all, dishonesty from publishers and author service companies.

Cunning Relations attempts to solve most of these problems by providing quality services for an affordable price. Cunning Relations boasts an eclectic team of experienced book professionals, including key team members from [Jolly Fish Press](#), successful authors, prominent journalists and book reviewers, and award-winning designers.

Kirk Cunningham, the head of Cunning Relations and the co-founder and head publicist of Jolly Fish Press, notes the difference between Cunning Relations and other author services companies, "We decided to take a different approach from our competitors—instead of acting as a vendor where you pick and choose expensive services with questionable results, we want to act as a consultant firm containing professionals with proven experience and success in the book world. Cunning Relations is not a company intended to leech off desperate authors—it's an affordable platform for promising authors and industry professionals to refine and sell a desired product."

Cunning Relations will officially open its doors September 9th, 2013. For more information, visit www.cunningrelations.com or email Kirk Cunningham at kirk@cunningrelations.com.