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Author and Designer Add Personal Touch to Self-Publishing

Author Shannon O'Neil and designer Toni Tesori joined forces to launch Duolit Publishing, a company that helps authors navigate the self-publishing process.

St. Augustine, Fla. – After experiencing firsthand what it's like to navigate the self-publishing process alone, author Shannon O'Neil decided to team with professional designer Toni Tesori to form Duolit Publishing. The company aims to serve as consultants, marketers, designers and advisers for authors traveling the road of self-publishing.

"The amount of information available to authors interesting in self-publishing is overwhelming," said O'Neil. "Our goal is to simplify things and offer real advice from our experiences and research, as well as services from our skills as designers and marketing professionals."

Although the business will be based online at selfpublishingteam.com, the pair are determined to provide a personal touch that sets them apart from other self-publishing businesses.

"Authors pour so much of themselves into their work, only to turn it over to a faceless person at a huge online self-publisher—it's like giving your baby to a stranger," said O'Neil. "We are two people with faces and names that you can get to know through our blog and social media accounts. It's our view that self-publishing doesn't have to be a solo journey. We're here to be the extra team members authors need to provide support, advice, design and more."

The duo of O'Neil and Tesori are uniquely skilled to be the perfect two person team for self-published authors everywhere. O'Neil, author of a holiday themed novel entitled *I'll Be Home for Peacemas* went through the self-publishing process twice with her debut book. She attributes her self-publishing success to the marketing and public relations skills she acquired while earning her bachelor's and master's degrees at Florida State University, as well as to her designer best friend—Tesori.

Tesori, who also holds bachelor's and master's degrees from Florida State, is a talented designer for the web and print. Her previous work in web design and information architecture for the Florida Department of Agriculture combined with her education and lifelong interest in design have given Tesori a unique package of skills and knowledge. She created the highly acclaimed cover of O'Neil's debut novel as well as her website.

"I've been passionate about design since I put together my first website when I was eleven years old," said Tesori. "Shannon and I have been talking about starting our own marketing company for years, we just had to find the right niche. With our shared experiences, it just seemed fitting to tailor our company to meet the needs of other authors interested in self-publishing."

For more information on the services offered by Duolit Publishing, visit their website www.selfpublishingteam.com.