

Charisma House Launches Excel Christian Self-Publishing Initiative

Tom Freiling, founder of Xulon Press, ventures back into self-publishing with the launch of Excel, a breakthrough in digital self-publishing that utilizes an exclusive technology to facilitate high-speed publishing.

Excel, which launched last month, is a collaborative project owned by Charisma House and directed by Freiling. Excel is the world's first self-publishing endeavor to offer print-on-demand technology specifically for Christian authors. This state-of-the-art typesetting program mirrors the future of the e-book market with a zero inventory system, enabling print books upon request in just 24 hours or less.

"Excel is the next generation of self-publishing," Freiling said. "We're taking digital publishing technology a step further, to make it faster and easier for Christian authors to get published."

In three easy do-it-yourself steps, authors have the ability to submit their manuscript for free via Excel's website and prepare it for electronic publication to over 30,000 bookstores in leading e-book formats such as Kindle, Nook, Apple iBooks and Kobo.

"Our vision is to publish books not just written by authors here in the United States, but on every continent," Freiling said. "We don't consider ourselves a USA publisher, or even a North American publisher—but a Christian publisher for the world."

Excel also offers an online social gathering for like-minded authors to interact with experts via social media. Excel

authors have members-only access to a special Twitter account, Facebook page, and LinkedIn profile. Amenities also include a biweekly conference call and a monthly newsletter with a personal book coach.

“In the past five years the self-publishing market has seen a 287 percent increase, with more than 200,000 titles published last year in the United States alone,” said Tessie DeVore, executive vice president of Charisma House. “Finding the right publisher has become overwhelming for Christian authors. Excel will provide something totally new and fresh, and will allow them to take their message to the world without the additional time, expense and labor of traditional publishing.”

Charisma House has published 11 *New York Times* best-sellers, including *The Harbinger* by Jonathan Cahn, *Fasting* by Jentezen Franklin, *23 Minutes in Hell* by Bill Wiese and *The Seven Pillars of Health* by Don Colbert, M.D.

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