

# Get Book Savvy

## Educating Authors on Publishing & Marketing

**K**nowledge is essential when it comes to publishing a book.

Frances Keiser and Jane Wood are award-winning children's book authors and publishers with more than twenty years' experience in publishing. Together they offer workshops and seminars that include publishing options, book production, printing, distribution, fulfillment, and marketing. There's more to publishing a book than writing a good story. Learn some of the tricks of the trade from two experienced authors, publishers, and instructors.

This newsletter is for aspiring and published authors. Each month we will provide useful tips, quote timely statistics, answer your questions, and keep you informed about events where you can learn more. This month we are focusing on e-books.



### What Should I Know About E-Books?

- 1. Think Big.** Can you be financially successful writing e-books? For most of us an e-book will be supplemental income to our publishing efforts. However, anything is possible. Just ask Amanda Hocking ...
  - *USA Today* published an article in February about a young woman, Amanda Hocking, who "sold more than 450,000 copies of her nine young-adult paranormal books last month. Virtually all were e-books." (*USA Today*, February 11, 2011) [Full Article](#)
  - A Forbes blog article adds, "Writers like Amanda Hocking are capable of earning six-figure monthly salaries from \$1.99 titles on Amazon." (April 25) [Full Article](#)
  - And the latest on Amanda? A *USA Today* headline reads, "Author Amanda Hocking signs seven-figure book deal" (*USA Today*, March 24, 2011) [Full Article](#)
- 2. Take a class.** If you are interested in learning how to publish an e-book, the University of North Florida, Division of Continuing Education, will be conducting a full-day course on Saturday, July 9, 2011, "How to Publish Your e-Book," instructed by Sharon Cobb.
  - More info about this presentation [here](#).
  - Classes, seminars, and workshops are listed on the Florida Writers Association [blog](#) written by North Florida regional director Vic DiGenti.
- 3. Write in chapters or sections.** You don't have to write a whole book to e-publish. You can e-publish a chapter from your new novel to entice readers. If you're writing a how-to book, e-publish a tips booklet from a section.
- 4. Keep up with trends.** Use Google "News" to find the latest news about e-books, your genre, topic, or the publishing industry in general. Don't have time to sift through it all yourself? Let Noel Griese at *Southern Review of Books* do it for you. His [monthly review](#) lists thirty or more articles each month relating

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**Get Book Savvy** helps current and aspiring authors simplify the process of publishing and marketing their books.

Find out more:  
[Official Website](#)



**Frances Keiser** has fifteen years' experience in the publishing industry, working in every facet of independent publishing. She is the owner and founder of Sagaponack Books, a micro publishing company established in 1999. Fran has authored two book series which have won six national awards, and she writes a weekly newspaper column.

For more info, click:

to the book industry.



## Upcoming Events

**May 17, 6:00pm-8:00pm**

Fran and Jane present

*The Business Side of Self-Publishing*

University Center at the University of North Florida

Jacksonville, FL

**\$29 (Register online or by phone)**

[More info](#)

**May 20, 7:00pm-7:30pm**

Fran and Jane sign books

*An Evening by the Ocean*

Lohman Auditorium at Whitney Labs

Flagler Beach, FL

**Free Book Signing**

[More info](#)

**June 4, 9:00am-1:00pm**

Fran and Jane present

*The ABCs of Publishing Your Children's Book*

University Center at the University of North Florida

Jacksonville, FL

**\$49 (Register online or by phone)**

[More info](#)

**June 17, 10:00am-12:00pm**

Fran and Jane present

*I'm Writing a Book ... What's Next?*

Duval Teacher Supply Depot

Jacksonville, FL

**\$39**

[More info](#)



## Q & A

This question came from a participant at the Orlando Florida Writers Association workshop, "A Children's Book Publishing Primer," on May 4, 2011.



**Question:** Should I think about publishing an e-book as well as a hardcover and softcover p-book for my children's picture book?

## [Sagaponack Books](#)



**Jane R. Wood** started her publishing company, Florida Kids Press, Inc, in 2007. She is the author of four award-winning juvenile fiction books. As a former teacher, newspaper reporter and television producer, Jane has a strong background in marketing, community relations and education.

For more info, click:

[Jane Wood Books](#)

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**Answer:** Every author, no matter what genre, should be publishing his or her book in e-book format. E-publishing is the new kid on the block and it's taking over the market (see stats below). Be aware that different e-book readers such as the B&N Nook, Amazon Kindle, and AppleiPad require different software to create the e-books-one size doe not fit all.

In the past, it's been more difficult to convert a picture book to e-book format. Illustrations would not appear where you wanted them to because of the linear, flowing structure. Picture books were advised to be converted to PDF or electronic, Flipbook format. However, with the advancements of e-reader technology and color e-readers, this is no longer the case.



## Stats

### Did You Know?

- Amazon has reported, "Since the beginning of the year, for every 100 paperback books Amazon has sold, the company sold 115 Kindle books." (*Guardian.co.uk, January 28*) [Full Article](#)
- Kindle book titles reached 945,046 in May 2011, increasing by 47,000 over April 2011 and by more than 740,000 since Kindle's first anniversary. (*International Business Times, May 10*) [Full Article](#)
- Analysts at Forrester Research estimate that U.S. e-book sales will triple by 2015. Although the list price of an e-book is lower than a traditional hardback, publishers gain through lower production and distribution costs. (*thisismoney.co.uk, March 1*) [Full Article](#)
- The latest report from the Association of American Publishers, compiling sales data from U.S. publishing houses, shows that total e-book sales in February were \$90.3m. This makes digital books the largest single format in the U.S. for the first time ever, overtaking paperbacks at \$81.2m. (*Guardian.co.uk, April 15*) [Full Article](#)

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