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Get Book Savvy

Educating Authors on Publishing & Marketing

Get Book Savvy about Publishing Trends

This newsletter is for aspiring and published authors. Each month we'll provide useful tips, quote timely statistics, answer your questions, and keep you informed about events where you can learn more. Knowledge is essential when it comes to publishing a book, and this month you'll learn about current publishing trends.

[Contact us](#) if you have questions or comments, and let us know if there is a topic you would like to see featured in a newsletter. Don't forget to "Like" us on [Facebook!](#)



Q & A

This month's topic was inspired by a participant from our recent Children's Book Critique Workshop at the UNF Writers Conference in Jacksonville, FL.



Question: What are some of the current publishing trends?

Answer: Top of the list is "E" for electronic- e-publishing, e-books, e-singles, e-readers, and e-formats. Book industry related technology is advancing at warp speed, making our books more interactive. New e-readers are coming onto the market, including the iRiver Story by Google. Color is now available in some of the e-readers including Barnes & Noble's Nook and Apple's iPad, making them more attractive for young readers. Schools are turning to electronics, too. Florida's school system will convert from text books to e-books by 2015. In Georgia, new high schools are being built without book lockers. Check out the archived May issue of our newsletter on our [blog](#) for more e-book related information.

As for genres, vampires are out- mermaids are in for the paranormal genre. This past week, Mer-Con, a convention on everything Mermaid, took place in Las Vegas. USA Today recently wrote an [article](#) about this trend.

Scholastic [forecasted](#) the following 2011 trends in children's books based on the popularity of books in 2010. **Do you agree?**

1. An Expanding YA (Young Adult) Audience
2. Dystopian Fiction
3. Mythology-Based Fantasy
4. Multimedia Series
5. Popular Characters
6. Shift From Picture Books To Chapter Books
7. Return To Humor
8. Diary And Journal Format
9. Special-Needs Protagonists
10. Paranormal Romance Beyond Vampires



Get Book Savvy at the River Retreat

August 2011 Issue

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

Find out more:
[Official Website](#)



Stats

Did You Know?

Below are some fascinating facts regarding recent publishing trends:

- "Mystery and detective fiction became the **top-selling genre in 2010**, up from fifth place in 2009." (*The Wall Street Journal*, July 1, 2011) [Full Article](#)
- "A look at 2011's crop of fantasy and sf [science fiction] finds publishers on the healthy side of the line," and "where publishers see growth is in the **male urban fantasy** market." (*The Library Journal*, August 15, 2011) [Full Article](#)
- Wondering what the sales trend is for your category? Read this article on **BookStats**, the Association of American Publishers and Book Industry Study Group's latest report covering sales from 2008 through 2010. (*Publisher's Weekly*, August 12, 2011) [Full Article](#)
- In the first 5 months of 2011, **e-book sales were up 160.1%** over the same time period in 2010. (*Association of American Publishers*, July 21, 2011) [Full Article](#)
- Expect to see new e-readers soon including iRiver Story HD, **the first e-reader to integrate with Google e-books**. (*Publishing Trends*, August 2011) [Full Article](#)



Tips

How Do I Stay Current with New Trends?

1. Think Small.

E-singles are one of the hottest new publishing trends. These small books are just catching on, and e-tailers will be looking for content. Longer than an article and shorter than a book, their length is anywhere from 5,000 to 30,000 words. Currently most are nonfiction, however big name novelists are beginning to use this new format to put out short stories as an additional outlet and to keep their fans interested between books. Think about your writing and your book's content and how it can be used as e-singles. For a guide to e-singles, read former *Publishing Trends* editor, Laura Owen's [article](#). (*PaidContent.org*, July 29, 2011)

2. Think Audio.

Audiobook downloads continue to rise. According to the Association of American Publishers, sales were up 17% in May alone. Who listens to audio books? You may be surprised to know that 23 %, nearly one quarter of audio book listeners, belong to the tech savvy 18 - 24 year-old age group. Think about recording your book as an audio book, especially if you target this age group. Local music recording studios are usually equipped to do this for you. Read the excerpt about this from a *Publishing Trends* [article](#). (*Publishing Trends*, August 2011)

3. Think Google.

Use Google to keep on top of the latest trends in your genre or the publishing industry as a whole. Just put your genre and the word "trends" in the search box. The trick is to click "News" in the left sidebar. This will give you all the recent media releases and articles on your genre. You can also use Google Alerts, to receive the latest news about you, your book, or your genre. Try it!



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: [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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Events

Upcoming Events

September 10, 8:30am-4:00pm

Get Book Savvy at the River: Book Publishing Retreat

Gain knowledge during 6 hours of classes covering writing, publishing, business, and marketing. The day includes a continental breakfast, gourmet lunch, and wine and hors d'oeuvres wind down. The location is a historic B & B on the St. Johns River in the Riverside area of Jacksonville. We are limiting this event to a small group, so reserve your place early.



The House On Cherry Street Bed and Breakfast

Jacksonville, FL

\$145

To register, call Jane at 904-268-9572 or email jane@getbooksavvy.com

[More info](#)

September 23rd and 24th

Florida Heritage Book Festival

Indulge your literary self at this annual two-day event including a Writers Conference and Literary Legends Banquet on Friday; and Authors' Presentations, Poetry Workshops and Book Signings on Saturday. Thirty-five best selling authors, emergent stars, and publishing professionals are participating.

Flagler College, Casa Monica Hotel, & Renaissance Resort at World Golf Village

St. Augustine, FL

\$65 Conference; \$60 Banquet; FREE Saturday Sessions

[More info](#)

September 26, 6:30pm-8:30pm

Successful Book Signings

Your book is being published, and you have visions of signing them in bookstores and other venues. In this class, you'll learn what to do before, during, and after an event to make your signing a success and your vision a reality. This class is one of the literature courses offered by UNF's Division of Continuing Education.

University of North Florida

Jacksonville, FL

\$29

[More info](#)

October 1, 12:00pm-4:00pm

Words of Art: A Children's Book Fair and Literacy Family Day

Enjoy a FREE day at the Cummer Museum with local authors, storytelling, guided tours, art making projects and more! Frances and Jane will be participants at this event.

Cummer Museum of Art and Gardens

Jacksonville, FL

FREE

[More info](#)

November 1, 6:30pm-8:30pm

Niche Markets and Target Audiences for Authors

Authors generate most sales of their books from their target audience and niche markets. In this class, you'll learn how to identify them, how to reach them, and how to help them sell your books. This class is one of the literature courses offered by UNF's Division of Continuing Education.

University of North Florida

Jacksonville, FL

\$29

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