

Get Book Savvy

Educating Authors on Publishing & Marketing

More Congratulations are in Order!

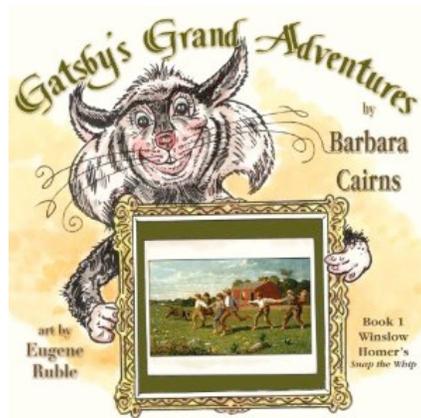
In last month's newsletter we featured four of our authors who had successfully published books in 2012. We're proud to announce that the list grows. Two more of the writers who have attended our workshops have also published books. Congratulations to Barbara and Laurence!

If you've been a client of ours or attended one of our workshops and published your book, let us know.

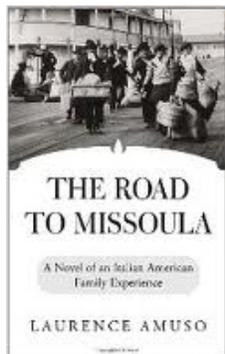
Barbara Cairns -

Gatsby the cat lives in an art gallery. At night, he jumps into famous paintings. If he remembers to jump back out before sunrise, everything is fine. But sometimes Gatsby forgets and that's when strange things happen.

[Website](#)
[Amazon](#)



Laurence Amuso -



The Road to Missoula is an engrossing story of an Italian immigrant family, portraying the challenges, joys, and triumphs they face from the time of their arrival at Ellis Island at the beginning of the 20th century and through the ensuing decades as they learn to balance their Italian cultural heritage with the ways of their new home in America.

[Amazon](#)



February 2013

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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](#)





Answers

Q & A

Question: We're often asked why ISBN numbers are important.

Answer:

The International Standard Book Number is required if you want to sell your books in book stores, offer it to libraries, place it with a distributor or wholesaler, or sell it through online booksellers like Amazon.

Each book format-hard cover, paperback, ebook, or audio book-requires a separate ISBN.



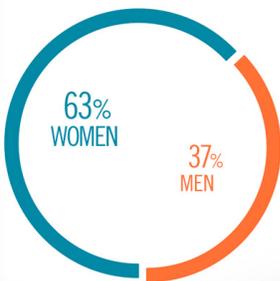
A self-published author can obtain an ISBN from Bowker-the official ISBN Agency for the U.S.

For more information, go to [Bowker](#).



Stats

Did You Know?



According to statistics gathered by Book Patrol, you've hit the jackpot if the target audience for your ebook is educated, wealthy young women.

See statistics on who reads ebooks in infographics [here](#)



Tips

If one of your niche markets is schools, the new Common Core Standards now adopted in 46 states will have many K-12 schools altering their buying priorities.

One of the biggest changes with the new standards is increased importance being added to nonfiction and "informational texts."

Some experts claim that



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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literature will inevitably have a lesser presence in curricula.



An interesting report on this can be found in a [Huffington Post article](#)



Events

Upcoming Events

Tuesday, February 19, 6:00-9:00 pm
THE BUSINESS SIDE OF SELF-PUBLISHING
Jane Wood and Frances Keiser

In this class, you will learn how to start an independent publishing company. Topics include the following:

- Naming your business and licenses
- Bank and merchant accounts
- Software and hardware
- Taxes and recordkeeping
- Shipping and fulfillment
- Promotion and marketing
- Outsourcing the jobs you don't want to undertake



University of North Florida, University Center
Jacksonville, FL
\$49

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