



# Get Book Savvy

Educating Authors on Publishing & Marketing

## Happy New Year!

We met a lot of great people in 2012 through our numerous classes at UNF, publishing workshops, presentations at book festivals and conferences, and one-on-one consulting. It's been very rewarding for us to help aspiring authors navigate the process of getting their books published. For those of you who have not yet completed the process, we want to encourage you to "**just do it!**" in 2013. And we'll be glad to help if you have questions!

## Congratulations!

We're especially proud of several of our clients who have successfully published their books this past year. Congratulations to them. We celebrate their success.

### Cheryl Dubberly - *He Bears a Resemblance*

A children's picture book about Charlie the bear who sees signs of spring as his hibernation is over. As he searches for his forest friends, he encounters an adventure that leaves him completely puzzled.

[Amazon](#)



### Keith Gardner - *Successfully Implementing Lean Six Sigma: The Lean Six Sigma Deployment Roadmap*.

A business management book that provides leaders of organizations with a practical seven-phase roadmap to effectively implement and sustain a Lean Six Sigma initiative.

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



January 2013

[Congratulations](#)

[Serials](#)

[EBooks and Tablets](#)

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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:

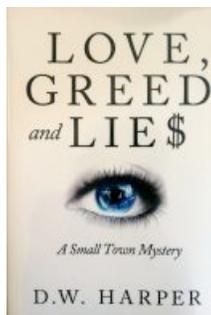
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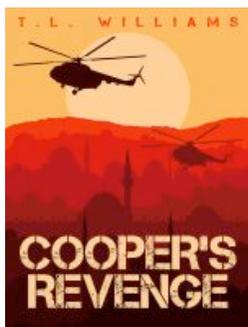


**Diane Harper** - *Love Greed and Lie\$*  
 A novel about a small town mystery involving two families whose lives are forever changed by a devastating secret.

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



**Terry Williams** - *Cooper's Revenge*



In this thriller, former Navy Seal, Logan Alexander assembles a group of like-minded Special Forces operatives to avenge his brother's death in Iraq.

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



# Answers

## Q & A

A participant at a recent workshop had a good question:

**Question:**

I prefer to write short stories and serials. Is there any hope for me to get published?

**Answer:**

Absolutely! You will be the new retro. Amazon recently announced its launch of the new Kindle Serials format for e-reading, a surprising and exciting throwback to 19th century literature.



**Harriet Beecher Stowe**

While the new titles are up-to-date and timely, the format itself was once a much-loved publishing mainstay. Charles Dickens, Henry James, Harriet Beecher Stowe, and Herman Melville all



**Charles Dickens**



**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](#)

**Quick Links**

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wrote serials.



## Stats

### Did You Know?



The latest report of the Association of American Publishers shows e-book revenue for adult fiction and non-fiction is up 37% from last year. Tablets are the clear choice for reading ebooks. Sales of e-reader devices such as Kindle and Nook are declining as people turn to multifunctional tablets like the iPad.



## Tips

### Take a Class!

The Spring semester is starting, and many colleges and county community education departments are offering classes and workshops that can help you improve your writing, get published, and market your books. Look at our events section below and on [our website](#) for some of them and check the course schedules at the schools nearest you.



## Events

### Upcoming Events

**January 22, 2013, 6:00-9:00 pm**  
**THE ABCs OF PUBLISHING A CHILDREN'S BOOK**  
**Frances Keiser and Jane R. Wood**

Do you have an idea about publishing a children's book, but don't know where to start or how to proceed? Learn how to turn your story into a book. Course topics include: writing objectives and genres, book essentials and credentials, publishing options, and marketing strategies. From A to Z, you'll have everything you need to put your book on the right track.



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

[More Information](#)

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**February 2, 2013, 9:00 am-5:00 pm**

**NOVEL IN A DAY**

**Vic DiGenti**

Writers today face an uphill climb. The competition is fierce, the learning curve steep. There's no magic wand, but by learning the basic techniques for crafting a novel, the beginning writer can quickly flatten the learning curve. This full day workshop benefits the 2013 Florida Heritage Book Festival and includes continental breakfast and a 30-page workbook.

**Flagler Collage, Gamache-Koger Theater  
St. Augustine, FL**

**\$85-\$119**

[More Information](#)



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**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



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Jacksonville, FL  
\$49**

[More Information](#)

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