

Get Book Savvy

Educating Authors on Publishing & Marketing

Knowledge 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, our newsletter is focusing on how you can learn more about writing, publishing and marketing.



How Can I Learn More About Writing and Publishing My Book?

1. **Listen.** Instead of music, try listening to podcasts while driving, walking, or exercising. You'll be surprised at how much you can learn on your drive to and from the office, school, or stores; on the treadmill or a walk around your neighborhood; or at the gym. Download free podcasts on your topics at the [Apple iTunes store](#).
 2. **Read.** Our top picks for books on publishing, marketing, and book design:
 - o Dan Poynter - [The Self-Publishing Manual](#)
 - o John Kremer - [1001 Ways to Market Your Books](#)
 - o Pete Masterson - [Book Design and Production](#)
 3. **Attend.** Find local workshops on writing and publishing at these sites and blogs:
 - o Florida Writers Association, NE Florida region's blog - [Link](#)
 - o Learn Jacksonville UNF's Division of Continuing Education - [Link](#)
 - o UNF Writers Conference - [Link](#)
 - o Florida Heritage Book Festival and Writers Conference - [Link](#)
 - o Get Book Savvy - [Link](#)
- Find state and national book festivals, writers conferences, and residencies at these sites:
- o Poets & Writers - [Link](#)
 - o Center for the Book in the Library of Congress - [Link](#)
 - o Shaw Guides - [Link](#)
 - o New Pages - [Link](#)
 - o Writers Conferences and Centers - [Link](#)



Upcoming Events

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

[Yes, I would like to receive monthly Book Savvy Tips](#)

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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: [Sagaponack Books](#)



Fran and Jane present
I'm Writing A Book... What's Next?
Teacher Supply Depot
Jacksonville, FL

\$39 (Space is limited! To register, email jane@getbooksavvy.com)

[More info](#)

July 16, 8:00am-5:00pm (Sessions 9:00am-4:00pm)

Fran and Jane present

Get Book Savvy At The Beach: A Full Day Retreat

Six hours of sessions on writing, publishing, and marketing at an ocean-front residence on the high dunes of Crescent Beach. The location is less than one mile from the former home of legendary author, Marjorie Kinnan Rawlings and offers the same views and environment that inspired some of Ms. Rawlings' writing and that of her famous literary guests. The retreat will include a continental breakfast, a gourmet lunch, and a wine and hors d'oeuvres cocktail hour. Dining and breaks will take place on decks overlooking the Atlantic Ocean and Intracoastal waterway. A morning and/or evening walk on the beach is yours as well. We are limiting this event to a small, intimate group so reserve your spot early. A 10% discount will be given to those who have attended one of our previous workshops.

Crescent Beach, FL

\$145 (To register, email jane@getbooksavvy.com)

[More info](#)

July 28, 6:00pm-8:00pm

Fran and Jane present

The Nuts and Bolts of Constructing Your Book

University Center at the University of North Florida

Jacksonville, FL

\$29 (Register online or by phone)

[More info](#)



Answers

Q & A

This question came from a participant at a recent workshop we gave at the University of North Florida, "The Business Side of Self-Publishing."

Question: What is the best way to learn about writing and publishing books?

Answer: Attending workshops is an invaluable way to approach and understand practical applications of these two extensive topics. Studies show that the more sensory input there is when learning a topic, the more you retain. Reading a book on the subject you want to learn about involves vision, which is one style or modality for learning. Listening to lectures on your topic requires an auditory style, and working at it by writing notes incorporates kinesthetic, or tactile learning. Attending workshops involves all three styles of learning: visual, auditory, and tactile. However, don't forget that you will still need to spend time writing and putting what you learn into practice to reap the full benefit.

Although workshops are a part of what we offer, there are many other great opportunities in Florida and across the country that can help you attain the answers and skills you need. Conferences, festivals, workshops, and talks abound. See the Tips section for ideas about events you can attend.



Stats



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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Did You Know?

- **Why are there more benefits to learning in a workshop?** According to the National Training Laboratories in Bethel, Maine, you retain 75% of information on a topic by listening, seeing, discussing, and doing.
- **Why do you need to learn about independent publishing and marketing?** According to a *Forbes* article, "Self-publishing has become the tsunami, the 9.6 earthquake, the paradigm shift of the literary world, overwhelming book publishing with more titles published by authors than by mainstream publishers in the year 2010." [Full Article](#)
- **Why learn about marketing and creating buzz?** In 2008 BBC News reported, "More books sold on the Internet than any other product and the number is increasing. Polling company Nielsen Online surveyed 26,312 people in 48 countries. 41% of internet users had bought books online... In the U.S., 57.5 million had purchased books online." [Full Article](#)
- **Why is it still important to continue learning about paper publishing along with e-publishing?** *The Atlantic* reports, "The overall sense in publishing is that, rather than being pushed to the margins of the information and entertainment revolution, the industry is making dramatic changes with skill and flexibility that surprises everyone involved." [Full Article](#)

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