



Get Book Savvy

Educating Authors on Publishing & Marketing

Get Book Savvy about Networking

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 networking.

[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.



Q & A

A participant at the recent **Get Book Savvy River Retreat** inspired this month's topic. It always amazes and delights us how people bond during our retreats and workshops. Writers normally work in isolation so the interconnection and idea sharing that is encouraged and takes place during our classes is an important and welcome element for participants.

Question: How can writers network with other people in our field or areas of interest?

Answer: Connecting with fellow writers has changed since Ernest Hemingway, Gertrude Stein, Ezra Pound, James Joyce, and others met at the cafés in Paris or the Algonquin Round Table in New York. Meeting was a spontaneous gathering back then; however, thanks to advancements in communication, it is no longer a haphazard occasion.

In this time of computers and mobile devices, it is easier than ever to network and find networking opportunities. Social media sites such as Facebook and LinkedIn, blogs and newsletters, organizations and associations, classes and conferences, festivals and events, and media listings all keep us informed on current happenings.

Be sure to check out this month's tips section. It's filled with networking opportunities and resources to connect you with fellow writers and book business professionals.



GBS networking



Hemingway networking



October 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 networking:

- New data released by the analytics firm, comScore, shows that the **social networking app audience has risen 126%** to 38.5 million users in the past year. (ComScore, October 20, 2011) [Full Article](#)



- Networking with social media is not just for young people. According to the latest report by analytics firm Experian Simmons, **the greatest growth sector is among older Americans**. Today, nearly 3 of 4 online seniors use social media in a typical month, as do 82% of those ages 55 to 64. (Courtland Brooks *Social Networking Watch*, October 9, 2011) [Full Report](#)

- As of August 4, 2011, LinkedIn operates the **world's largest professional network** on the Internet, with more than 120 million members in over 200 countries and territories. As of June 30, 2011 (the end of the second quarter), LinkedIn counts executives from **all 2011 Fortune 500 companies** as members. More than 2 million companies have LinkedIn company pages. (LinkedIn, October 2011) [Full Article](#)
- Facebook has more than **800 million active users**. (Facebook, October 2011) [Full Article](#)



Tips

Where and How to Network

Social Media Sites

- **LinkedIn:** <http://linkedin.com>
- Fill out your whole LinkedIn profile
- Join LinkedIn groups in your field. If you don't find the group you want, start one!
- Look for groups: <http://www.linkedin.com/directory/groups/>
- See a video on how to use LinkedIn groups: <http://learn.linkedin.com/groups/>
- **Facebook** <http://facebook.com>
- We suggest you not mix your social network with your professional one. Within your account, set up a new "professional" list of friends. Keep them separate from your social friends, and set your privacy controls to limit access.
- Find groups by typing your topic in the search box, click search, then click on the groups filter in the left sidebar.

Blogs



Social networks engage us in conversations with people we already know. Blogs carve out a niche where others can benefit from the knowledge and perspective of the blogger. You can join the conversation by commenting or asking questions.

Use blog directories to find topics of interest to you. Some good ones are:

- Technorati: <http://technorati.com/>
- Alltop: <http://alltop.com/>
- Blog Catalog: <http://www.blogcatalog.com/>



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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- Best of the Web Blog Search: <http://search.botw.org/>
- Google Blogs Search: <http://blogsearch.google.com/>

Newsletters

To find association and organization newsletters and newsletters on your topics, simply type "newsletters" along with the name or topic in Google or other search engine, Check the newsletters for event and blog listings.

Classes and Conferences



Check your local writers associations, publishing associations, genre groups, continuing education classes at higher education institutions, and cultural centers for classes, workshops, and conferences. Meeting and speaking with other participants is a great way to network. Writers associations also have monthly meetings and critique groups.

- Florida Writers Association: [Groups](#)
- Florida Writers Association: [NE Florida Writers Groups](#)
- Society of Children's Book Writers and Illustrators: [Regional Chapters](#)
- The National League of American Pen Women: [Branches](#)

Local Media

Use media lists to find events

- Check the community calendar, clubs calendar and business sections of your newspapers
- Check the weekly arts and cultural publication
- Google: (your town) community calendar
- Check your local business journal
- Find your area's business journal: [Bizjournals](#)
- *Jacksonville Business Journal*: [Calendar](#)
- *St. Augustine Record*: [Community Events](#)
- *Florida Times-Union* (Jacksonville): [Community Events](#)



Book Festivals and Book Signings

This is another great way to meet fellow authors. Ask to be put on your local bookseller's e-mail list for event announcements.

- UCF's Florida book festivals: [Listing](#)
- The Library of Congress: [Listing by State](#)
- Check your local bookstores for signing events
- Barnes & Noble: [Stores and Events](#)
- American Booksellers Association: [Members Directory](#)



Face-to-Face Networking

- Have a 30-second elevator speech prepared (tell who you are and what you do in 30 seconds)
- Have your business cards handy
- Smile
- Keep a positive and enthusiastic attitude
- Set a goal of how many connections you will make at an event
- Show an interest in the person you are talking to



Events

Upcoming Events

October 27, 10:00 am-5:00 pm

Publishing Business Virtual Conference & Expo

Presented by Publishing Executive and Book Business magazines, this virtual event features live webinars with industry experts. Sessions will also be accessible on-demand for 3 months for those who register.

Free

[More info](#)



October 29, 10:30 am

E-Book Prime

A presentation on e-book publishing hosted by the Ponte Vedra Writers Group
Tony Timbol

Ponte Vedra Library

Ponte Vedra, FL

[More info](#)



November 1, 6:30-8:30 pm

Niche Markets and Target Audiences

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.

Frances Keiser and Jane R. Wood

University of North Florida

Jacksonville, FL

\$29

[More info](#)



November 10-12

Other Words Conference

This year's theme is Writing for an Audience. Sponsored by the Florida Literary Arts Coalition. Panel discussions with workshops and manuscript critiques available for an additional charge

Flagler College,

St. Augustine, FL

\$80

[More info](#)



November 11, 10:00 am-12:00 pm

Publishing Seminar

Learn what you need to know to turn your story or idea into a book.

This class covers writing objectives, book essentials, publishing options, and marketing strategies.

Frances Keiser and Jane R. Wood

Duval Teacher Supply Depot

3108 Lenox Avenue, Jacksonville, FL

\$39 To register, call Jane at 904-268-9572 or email jane@getbooksavvy.com

[More info](#)



November 18-20

Miami Book Fair International

This is the 28th year for this street fair. Highlights include The Festival of Authors with more than 350 authors reading and discussing their work.

Miami, FL

Free

[More info](#)



November 19, 10:00 am-4:00 pm

Savannah Children's Book Festival

Meet more than 60 children's authors from around the country

Forsyth Park (rain location: Savannah Civic Center)

Savannah, Georgia

Free

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