



# GET BOOK SAVVY

Educating Authors on Publishing & Marketing

## Happy New Year!

Is publishing a new book one of your resolutions for 2014? Get Book Savvy can help. We strive to be a source of information and education for authors. We keep a list of professionals in the writing and publishing industry who can help you with your publishing needs. We can be your source when you need a professional for:

- Content editing, copy editing, and proofreading
- Graphic design
- Book cover design
- Print book layout and typography
- Illustrations
- Ebook formatting
- Copywriting
- A great press release
- LinkedIn profile



We can help you accomplish your 2014 goals! [Contact us.](#)



## What Sold - What's Selling

### Zombies Are Dead

According to a recent article in *Publishers Weekly*, some of the recent trends in Young Adult books, such as dystopian themes, zombies, vampires, apocalyptic aftermaths, and paranormal love triangles, have "played out."

**Tap into the Trend** - To see what is selling in the Young Adult market, you can read the entire article in [Publishers Weekly.](#)



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### January 2014

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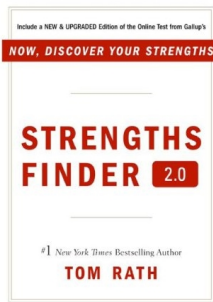
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**Get Book Savvy** helps current and aspiring authors simplify the process of publishing and marketing their books. Frances Keiser and Jane Wood are award-winning children's book authors and publishers with more than twenty years' experience in publishing. Together they offer workshops and seminars that include publishing



## Amazon Best Sellers

Authors can benefit by knowing what's selling on Amazon.

**Tap into the Trend** - To see Amazon's best sellers for 2013, and check out what books are tops on the list for 2014, go to [Amazon's Best Seller List](#).

The number one best seller for 2013? *Strengths Finder 2.0* by Tom Rath. [Take a look.](#)



## Book Marketing Sizzle

Want to ignite your writing and your publishing sales? Then plan to attend the **Florida Authors and Publishers Association** Spring Fling event in Orlando on March 8.

The half-day event, scheduled from 12:00-5:00 pm, will feature keynote speaker, Peggy DeKay, author of *Publishing for Virgins*; a panel discussion on *Endorsements, Reviews and Awards*; and multiple round-table discussions hosted by experienced users of social media, including Facebook, Twitter, Pinterest and LinkedIn.



For more information, go to the [FAPA website](#).

## Email and Social Media Marketing

Producing an electronic newsletter is a good way to stay in touch with your readers and buyers. Constant Contact is one online marketing company that can help you do that. They are offering free seminars in Orange Park on January 14 and January 21.

[For more information and to register.](#)



## Time to Submit for Book Awards

### Benjamin Franklin Award Deadline Extended

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](#)



**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 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](#)



The Independent Book Publishers Association (IBPA) has extended its last call deadline for the Benjamin Franklin Awards to January 14, 2014.

The IBPA Benjamin Franklin Awards include fifty-five categories and are regarded as one of the highest national honors for independent publishers. For details, go to [IBPA website](#).

#### Quick Links

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[Jane Wood Books](#)  
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## FAPA President's Book Awards



The Florida Authors and Publishers Association has announced its Call for Submissions for the 2014 President's Book Awards. Books published in 2013 and 2014 are eligible.

Authors and publishers may submit books in 31 different categories. Early-bird deadline is March 1. For more information, go to the [FAPA website](#).



## Events

### Upcoming Events

February 12-13, 2014

[SCBWI Winter Conference](#)

New York

February 15, 2014, 10:00 am

[Niche Markets](#)

Gulf Coast Writers Association

Fort Meyers, FL

February 22, 2014

[FWA Lake Mary Memoir Mini-Conference](#)

TBD (probably The Villages)

March 8, 2014

[FAPA Spring Event - Book Marketing Sizzle](#)

Orlando area

April 26, 2014

[FWA 3rd Annual Writer's Nest Mini-Conference](#)

Hilton Orlando/Altamonte Springs

May 16-17, 2014

[Tallahassee Writers Association, "The Write Stuff!"](#)

Tallahassee, Florida

June 28, 2014

[FWA 2nd Annual Nonfiction Mini-Conference](#)

## Hilton Orlando/Altamonte Springs

August 9, 2014

*FAPA Fall Conference*

South Florida

September 25-27, 2014

*Florida Heritage Book Festival*

St. Augustine

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