A few weeks ago I was in Nashville for our Fall sales conference. One of the things we do while there is look over sales reports for each publisher--reports that are mostly very boring, except where they highlight bestselling titles and top accounts for that publisher's books. Even then, it's often still mind-numbingly dull. So why am I writing about this to you? Well, because for the entirety of 2017, five of the ten bestselling She Writes Press titles were by New England authors. FIVE!

What struck me about this was less about the books specifically and more about what a clear picture it provides of happens when local authors work with their local bookstores. Four of the five titles are ones I heard a lot about from stores who were planning events or authors who I saw posting online about their local bookstores' support. The fifth title was one which got some national media attention and whose sales success was likely tied more to that than the author's relationship with any particular regional store(s).
Publisher Promotions

Every Monday morning we send out an email with a link and an attached Word document of active Publisher Special Offers. If you aren't signed up for this benefit email Nan@neba.org.

Wi14 Scholarship

Booksellers can apply now for a scholarship to the American Booksellers Association’s 2019 Winter Institute.

The 14th annual Winter Institute (Wi14) will be held January 22-25, 2019, in Albuquerque, New Mexico. Scholarships will cover the conference fee; up to four nights plus tax at the host hotel; and transportation costs up to $400.

Scholarships are open to booksellers from ABA member stores that did not have a Winter Institute scholarship winner in 2017 or 2018. The deadline to apply is June 30 at 5:00 p.m. EST. Winners will be announced in August.

Booksellers with questions about Wi14 and/or the scholarship application process should e-mail winterinstitute@bookweb.org.

2018 New England Book Awards!

All books must be either written by a New England based author or be set in New England.

Eligible books must be published between September 1, 2017 and

They didn't win major awards. They didn't get reviewed in the New York Times or Washington Post. But they sold! And sold well. They spurred conversations at book clubs. They brought people into stores those people may not have previously visited.

So, what does a successful relationship between an author and their local bookstore look like? It's not just one where the store puts the book on a shelf with other regional titles, and walks away. And it's not where the author calls the store to ask them to stock the book, and hangs up. There's a definite quid-pro-quo required.

The She Writes Press authors whose books sold so well last year hustled when it came to their marketing and publicity. They set up events at multiple stores, traveled beyond their immediate neighborhoods, promoted the events and the availability of their books on local shelves, and when doing private events they coordinated with a local store for sales.

The stores did their part, too. They ordered event books far in advance of the event dates and used the books to promote the appearance, displayed the books with shelftalkers or signage, and promoted the titles on social media with an emphasis on their local connection.

We know these relationships theoretically work, but seeing what can be done to make them truly work in a way that is beneficial to authors, stores, and ultimately to readers is fuel for the fire that is
August 31, 2018 in either hardcover or paperback.

and ultimately readers, is fuel for the fire that is this ongoing labor of love and capitalism we are all so committed to.

~Stacie Williams, Ingram Publisher Services

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