NEIBA News
January 23, 2019

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NEIBA OWNER'S RETREAT
5-6 March 2019
Wentworth by the Sea in New Castle, NH (just east of Portsmouth)

Rooms:
$174, tax included
**This discounted room rate applies two days before and two days after the meeting if anyone wants to come early/stay late, just let us know.
NEIBA will make the hotel reservations and attendees will then provide method of payment when they check in.

All food and programming courtesy of NEIBA.

Tentative Agenda

Tuesday 5 March
Grand Ballroom
2 – 6 pm Executive Education with CEO coach Joel Gluck, details tk

Atrium Room
7-9 pm Dinner

Wednesday, 6 March
Grand Ballroom
8:30-9:00 Breakfast
9:00-11:30 Roundtable burning-issue discussion—topics set by attendees. query tk
**Notes From the NEIBA Advisory Council**

**Will Schwalbe’s Indie Mega-Tour!**

By Ben White, Macmillan Southern N.E. sales rep

Will Schwalbe is an executive at Macmillan, where he edits important books like *Factfulness* and Melinda Gates’ forthcoming *The Moment of Lift*. But you probably know him better as the beloved author of *The End of Your Life Book Club* and *Books for Life*. When that book came out in 2017, he went on an unusually ambitious bookstore tour. I interviewed him about what he learned from the experience.

Tell me about how your big tour happened.

I said to Knopf, to whom I’m very grateful for being game for this, “Why don’t we try an experiment where I say yes to every bookstore that wants me to do an event?” We did more than 70, almost entirely indies and libraries. I loved it. It was such a privilege. I met so many great people. And I was really proud that even though I did it in January through April, through massive snowstorms, I never missed a stop.

Did you drive?

I drove 2000 miles in Florida alone. I flew, trained, bused, Ubered, had people drive me, I did everything.

So you probably saw quite a range of crowd sizes?

From 4 to 400.

Did you have a standard routine for length and style of event?

I give this advice to any author who asks: when you meet the bookseller, ask what works best for their crowd, and follow their advice. Booksellers know their audience. Usually people were happy with about a 20 minute talk and 10 minutes of questions, but occasionally a bookseller would say, our community is different, can you do an hour? Or, can you do a straight reading instead of a talk? It’s like you’re visiting someone’s home, and you say “What can I bring?” A lot of times booksellers will say “You be you, we want to see what you do!” -- and that’s great too.

Do you give other advice to authors based on this tour?

When you’re doing a bookstore event, and it’s especially important if you have friends or family there, at some point in your talk you need to say, “Please buy books, now, from this bookseller. I realize some of you may have already bought the book, and I’m very grateful, but in order for this kind of event to keep going in your community, I’d love it if you can buy another copy right here, right now.” I’m not shy about that. I really believe that we meet people over books, and one of the joys of this massive tour was to be able to meet as many frontline booksellers as I could and ask them what they were reading. I got so many great book recommendations from this tour. So for authors, allowing sufficient time before or after the event so you can meet people who work there is essential. If you rush in or rush out you’re really robbing yourself of the opportunity to meet a lot of great people and hear about a lot of great books.

Some booksellers reading this may disagree, but I felt that people don’t mind waiting in line as long as they have a genuine opportunity to talk with you and tell you things they want to tell you. People don’t stand in a line to move through it quickly, they stand in a line to talk to you about something. So I always made sure there was plenty of time at the end, and to be conscious of being present for everybody who wanted to talk to me.

One of the things I did do was, whether in a line or at a Q&A, I would just tell people my email address and say, I would
love to continue our conversation. I meant it, and very often people would email me later, but it was also a way of making sure I moved it along.

**Giving people your email is a powerful thing!**

Bookstores have very strong relationships with their customers. I feel like the author’s role is to help the booksellers provide a service to their customers. So if authors are comfortable with it, they should say to booksellers, here’s my email, please share it with your customers, anybody who wants to continue the conversation. I mean, Debbie Macomber does that, and she has like 80 billion fans! And I’ve found that people have been incredibly respectful when they do contact me.

**What did you learn about how bookstores can make an event a great experience for the author?**

It’s a little thing, but it’s just so much better to add chairs than to take them away. To walk in a room with 10 chairs set up and have to add 10 more is super exciting and you feel like a rock star, but to walk in into a room with 20 and have to take 10 away is depressing.

It can be hard on the author to remember things, so make sure booksellers introduce themselves, the owners introduce themselves if they’re there. Even if you’ve met them before, it’s nice to have the reminder. Someone once gave me a great piece of tour advice, which is anytime anybody offers you a beverage or a trip to the bathroom, take it, because very frequently people forget to offer! These are all just common courtesy things, but sometimes people forget.

It’s nice to ask the author what kind of pens they like… stickies are very helpful… but everybody who’s reading this will know that stuff.

I’m a kind of sponge so I always tried to eat something or see something reflective of the place I was in. So it’s nice to direct visiting authors to things of interest in the place where you are: “The best donuts in the state of New Hampshire are here.” Or, “It might be of no interest to you, but the Franklin Pierce house is open in the mornings…” Those things are really cool. And obviously you can’t do it every time, but if you’d genuinely like to have a drink or a cup of coffee or a meal with a particular author, by all means ask, because I think you’d be surprised at how welcome it is most of the time.

For me, I know the business well enough that it’s not a concern, but in general I think expectation management is really important. To say to the author, “Sometimes we get 4 people and sometimes we get 20, it depends on weather, sports, things beyond our control…” is a perfectly reasonable thing. And then they aren’t surprised.

I remember arriving in a bookstore in a big basketball town where that town was in the finals and the booksellers very apologetically said, everybody is home watching basketball. 4 people showed up, and the booksellers joined in and we sat in a circle and told stories about books we’d loved and it was kind of a magical event.

When you have a small crowd like that, the ability to connect deeply with them is a real privilege for an author. And in a social media world… one of the people at that event, as it turns out, had a fairly massive Facebook following and posted an insane amount about the evening we spent together, and I believe I’ve probably sold hundreds of books because of that. Or, often, the ability to connect deeply with booksellers at a smaller event meant that they continued to handsell and do social media. So, especially in a social media world, getting too obsessed with the number of people there is a mistake. It’s about connecting deeply with the people who are there.

I so love my bookseller friends. This sounds cliche and corny, but the highlights of the tour were when people really shared themselves with me. What they’re reading, where they’re from, what they’re dealing with in life. It formed the basis for real friendships that I established on the road and have kept up. I found it joyful.

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**JOIN US FOR A COCKTAIL PARTY!**

We’re gathering for drinks and apps after the Advisory Council meeting on February 13th, from 5-7:30 p.m. at An Unlikely Story in Plainville, MA. All are welcome—come visit the store, spend time with the NEIBA Board and AC members, and have some food and drink on us! Looking forward to seeing you there.

**RSVP HERE by February 1**
NEIBA
Best Sellers
for the week ended
Sunday January 20, 2019

Based on reporting from the independent booksellers of
NEIBA and IndieBound

HARDCOVER FICTION
1. Where the Crawdads Sing
   Delia Owens, Putnam, $26, 9780735219090
2. There There
   Tommy Orange, Knopf, $25.95, 9780525520375
3. Devotions New
   Mary Oliver, Penguin Press, $30, 9780399563249
4. Circe
   Madeline Miller, Little Brown, $27, 9780316556347
5. Unsheltered
   Barbara Kingsolver, Harper, $29.99, 9780062684561
6. The Reckoning
   John Grisham, Doubleday, $29.95, 9780385544153
7. Warlight
   Michael Ondaatje, Knopf, $26.95, 9780525521198
8. An Anonymous Girl New
   Greer Hendricks, Sarah Pekkanen, St. Martin's, $27.99, 9781250133731
9. Fire & Blood New
   George R.R. Martin, Doug Wheatley (Illus.), Bantam, $35, 9781524796280
10. Nine Perfect Strangers
    Liane Moriarty, Flatiron Books, $28.99, 9781250069825
11. The Overstory New
    Richard Powers, Norton, $27.95, 9780393635522
12. You Know You Want This: "Cat Person" and Other Stories New
Kristen Roupenian, Gallery/Scout Press, $24.99, 9781982101633
13. An American Marriage New
Tayari Jones, Algonquin, $26.95, 9781616208776
14. A Gentleman in Moscow
Amor Towles, Viking, $27, 9780670026197
15. Kingdom of the Blind
Louise Penny, Minotaur, $28.99, 9781250066206

HARDCOVER NONFICTION
1. Becoming
Michelle Obama, Crown, $32.50, 9781524763138
2. Educated
Tara Westover, Random House, $28, 9780399590504
3. The Library Book
Susan Orlean, S&S, $28, 9781476740188
4. Salt, Fat, Acid, Heat New
Samin Nosrat, Wendy MacNaughton (Illus.), S&S, $35, 9781476753836
5. These Truths
Jill Lepore, Norton, $39.95, 9780393635249
Dani Shapiro, Knopf, $24.95, 9781524732714
7. Gmorning, Gnight!
Lin-Manuel Miranda, Jonny Sun (Illus.), Random House, $22, 9781984854278
8. The Life-Changing Magic of Tidying Up
Marie Kondo, Ten Speed Press, $16.99, 9781607747307
9. How to Be a Good Creature
Sy Montgomery, Rebecca Green (Illus.), Houghton Mifflin Harcourt, $20, 9780544938328
10. Frederick Douglass: Prophet of Freedom New
David W. Blight, S&S, $37.50, 9781416590316
11. Women Rowing North: Navigating Life's Currents and Flourishing As We Age New
Mary Pipher, Bloomsbury, $27, 9781632869609
12. The First Conspiracy: The Secret Plot to Kill George Washington
Brad Meltzer, Josh Mensch, Flatiron Books, $29.99, 9781250130334
13. Cook Like a Pro
Ina Garten, Clarkson Potter, $35, 9780804187046
Andrew Roberts, Viking, $40, 9781101980996
15. Almost Everything
Anne Lamott, Riverhead, $20, 9780525537441

TRADE PAPERBACK FICTION
1. The Tattooist of Auschwitz
Heather Morris, Harper, $16.99, 9780062797155
2. Asymmetry
Lisa Halliday, S&S, $16, 9781501166785
3. Eleanor Oliphant Is Completely Fine
Gail Honeyman, Penguin, $16, 9780735220690
4. The Power
Naomi Alderman, Back Bay, $16.99, 9780316547604
5. The Wife Between Us
Greer Hendricks, Sarah Pekkanen, St. Martin's Griffin, $16.99, 9781250130945
6. Milkman
Anna Burns, Graywolf Press, $16, 9781644450000
7. A Gentleman in Moscow
Amor Towles, Viking, $27, 9780670026197
8. Crazy Rich Asians
Kevin Kwan, Anchor, $16, 9780525563761
9. The Flight Attendant
Chris Bohjalian, Vintage, $16, 9780525432685
10. Almost Everything
Anne Lamott, Riverhead, $20, 9780525537441
1. All the Light We Cannot See  
   Anthony Doerr, Scribner, $17, 9781501173219
2. The Alice Network  
   Kate Quinn, Morrow, $16.99, 9780062654199
3. If Beale Street Could Talk  
   James Baldwin, Vintage, $14.95, 9780525566120
4. Dog Songs  
   Mary Oliver, Penguin, $16, 9780143125839
5. Love and Ruin  
   Paula McLain, Ballantine, $17, 9781101967393

**TRADE PAPERBACK NONFICTION**

1. Sapiens  
   Yuval Noah Harari, Harper Perennial, $22.99, 9780062316110
2. Killers of the Flower Moon  
   David Grann, Vintage, $16.95, 9780307742483
3. How Democracies Die  
   Steven Levitsky, Daniel Ziblatt, Broadway, $15, 9781524762940
4. My Own Words  
   Ruth Bader Ginsburg, S&S, $18, 9781501145254
5. No Time to Spare: Thinking About What Matters  
   Ursula K. Le Guin, Mariner, $14.99, 9781328507976
6. Beautiful Boy  
   David Sheff, Eamon Dolan/Mariner Books, $16.99, 9781328974716
7. Code Girls  
   Liza Mundy, Hachette, $16.99, 9780316352543
8. The Old Farmer's Almanac 2019  
   Old Farmer's Almanac, $7.95, 9781571987730
9. Red Notice  
   Bill Browder, S&S, $16, 9781476755748
10. White Fragility  
    Robin DiAngelo, Beacon Press, $16, 9780807047415
    Steven Pinker, Penguin, $18, 9780143111382
12. Being Mortal  
    Atul Gawande, Picador, $17, 9781250076229
13. Braiding Sweetgrass  
    Robin Wall Kimmerer, Milkweed Editions, $18, 9781571313560
14. Promise Me, Dad: A Year of Hope, Hardship, and Purpose  
    Joe Biden, Flatiron Books, $17.99, 9781250171696
15. The Monk of Mokha  
    Dave Eggers, Vintage, $16.95, 9781101971444

**MASS MARKET**

1. Dune  
   Frank Herbert, Ace, $9.99, 9780441172719
2. Go Tell It on the Mountain  
   James Baldwin, Vintage, $7.99, 9780345806543
3. To Kill a Mockingbird  
   Harper Lee, Grand Central, $9.99, 9781455538966
4. The Dispossessed  
   Ursula K. Le Guin, Harper Voyager, $7.99, 9780061054884
5. The Wise Man's Fear  
   Patrick Rothfuss, DAW, $9.99, 9780756407919
6. The Couple Next Door  
   Shari Lapena, Penguin, $9.99, 9780525505310
7. The Diary of a Young Girl  
   Anne Frank, Bantam, $7.99, 9780553577129
8. Red Sister  
   Mark Lawrence, Ace, $7.99, 9781101988879
9. The Catcher in the Rye  
   J.D. Salinger, Little Brown, $8.99, 9780316769488
10. Good Omens  
**CHILDREN'S ILLUSTRATED**
1. Goodnight Moon
   Margaret Wise Brown, Clement Hurd (Illus.), Harper, $8.99, 9780694003617
2. The Wonky Donkey
   Craig Smith, Katz Cowley (Illus.), Scholastic, $7.99, 9780545261241
3. The Snowy Nap
   Jan Brett, G.P. Putnam's Sons Books for Young Readers, $18.99, 9780399170737
4. Make Way for Ducklings
   Robert McCloskey, Puffin, $7.99, 9780140564341
5. The Snowy Day
   Ezra Jack Keats, Viking Books for Young Readers, $19.99, 9780670012701
6. Guess How Much I Love You
   Sam McBratney, Anita Jeram (Illus.), Candlewick, $7.99, 9780763642648
7. The Mitten
   Jan Brett, G.P. Putnam's Sons Books for Young Readers, $7.99, 9780399231094
8. Good Night, Gorilla
   Peggy Rathmann, Putnam, $7.99, 9780399230035
9. Dragons Love Tacos
   Adam Rubin, Daniel Salmieri (Illus.), Dial, $16.99, 9780803736801
10. The Very Hungry Caterpillar
    Eric Carle, Putnam, $10.99, 9780399226908

**CHILDREN'S INTEREST**
1. Max and the Midknights
   Lincoln Peirce, Crown Books for Young Readers, $13.99, 9781101931080
2. Dragon Pearl
   Yoon Ha Lee, Rick Riordan Presents, $16.99, 9781368013352
3. The Hate U Give
   Angie Thomas, Balzer + Bray, $18.99, 9780062871350
4. Two Can Keep a Secret
   Karen M. McManus, Delacorte Press, $19.99, 9781524714727
5. Rosie Revere and the Raucous Riveters
   Andrea Beaty, David Roberts (Illus.), Abrams, $12.99, 9781419733604
6. Click
   Kayla Miller, HMH Books for Young Readers, $10.99, 9781328911124
7. The Complete Cookbook for Young Chefs
   America's Test Kitchen Kids, Sourcebooks Jabberwocky, $19.99, 9781492670025
8. We Are Displaced: My Journey and Stories from Refugee Girls Around the World
   Malala Yousafzai, Little, Brown Books for Young Readers, $18.99, 9780316523646
9. Be Prepared
   Vera Brosgol, First Second, $12.99, 9781626724457
10. The Book Thief
    Markus Zusak, Knopf Books for Young Readers, $14.99, 9780385754729

**CHILDREN'S SERIES TITLES**
1. Dog Man: Lord of the Fleas
   Dav Pilkey, Graphix, $9.99, 9780545935173
2. Diary of a Wimpy Kid: The Meltdown
   Jeff Kinney, Abrams, $13.95, 9781419727436
3. Who Was Martin Luther King, Jr.? (Who Was/Is?...)
4. Harry Potter and the Sorcerer's Stone
   J.K. Rowling, Scholastic, $10.99, 9780590353427
5. Kristy's Big Day (The Baby-Sitters Club Graphix, #6)
   Ann M. Martin, Gale Galligan (Illus.), Graphix, $10.99, 9781338067613
6. The Wicked King (The Folk of the Air, #2)
   Holly Black, Little Brown, $19.99, 9780316310352
7. Renegades
   Marissa Meyer, Square Fish, $10.99, 9781250180636
8. Dog Man: A Tale of Two Kitties
   Dav Pilkey, Graphix, $9.99, 9780545935210
9. Dog Man
   Dav Pilkey, Graphix, $9.99, 9780545581608
10. Dog Man and Cat Kid
    Dav Pilkey, Graphix, $9.99, 9780545935210
10. Dog Man and Cat Kid
Dav Pilkey, Graphix, $9.99, 9780545935180

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