

in this issue >>>

Challenging Changes – Today's Book Scene
Write About Your Writing
Catching A Reader's Attention
Historical Novelists Bring Past to Life
10 Tips for Indie Stores
Downloads in the Lockdown

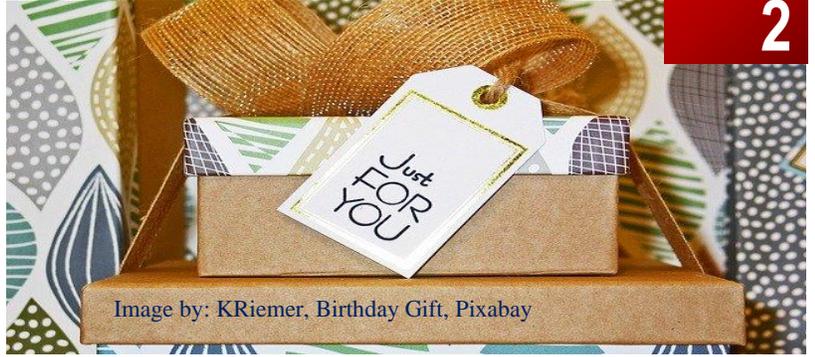


Image by: KRiemer, Birthday Gift, Pixabay

www.BewleyBooksPlus.com Monthly Insight into Writing, Publishing and Promoting Your Books

BB + books

book sales >>>

Write About Your Writing & Get Your Book Sold

As a writer, you need to write to sell your book. Articles are a great way to achieve this.

One of the goals of writing an article is for it to **drive potential buyers to your book.**

It's something many writers overlook when promoting their work.

All you need to do, to write an article that promotes your book is to take some of your content and write about it in a blog or submit it to a newsletter (like this one) with links included. Pretty simple, eh? Got a book to promote, write a short article about it, your writing process or what inspired you and submit it to: **admin@bewleybooks.com**



Image by: Free-Photos, Home Office, Pixabay

Challenging Changes The bookscape today

Whether we like it or not, it appears the book buying world is changing. Many stores across the world are coming out of lockdown and into receivership – which is a terrible shame. However, it is the stores that buck the trend who will win through this pandemic situation we all find ourselves consistently confused by.

Authors and publishers that make an attempt to connect with Independent Book Stores find a lot of success. It's the personal touch that people love and Independent Book Stores are always very supportive of local authors.

Creating author events, the kind that **October Books** (article on page 3) are used to getting involved in, and encouraging a buzz around the book, are a great way to attract attention.

Book stores want people to visit the shop and browse, so going online can defeat the whole objective. However, by creating a website that entices potential customers into the store, by giving loyal readers incentives, coupons, discount vouchers, a win-win situation is in your hands.

Book launches and author presentations (not just limited to book signings), are a great way to create attention and getting

that door bell ping.

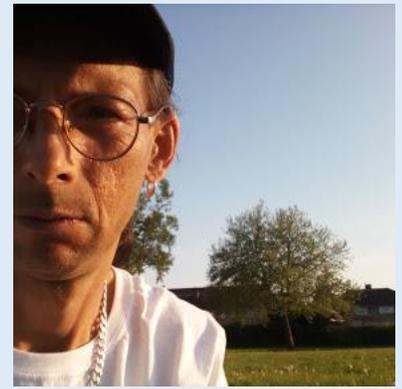
Another way to make online work for offline sales is to create a newsletter, ezine or magazine, that advertises book events and charitable contributions, which can be put through doors in the local area.

It can be hard to find customers who are willing to spend money on books, but book stores are finding creative ways to create a readership. Writers Groups (different genres for different days of the week), loan libraries for little ones and that old favourite the 'Book of the Month Club' where readers review a book and may win it or even a memorable lunch with the author.

It's really all about connecting with the reader and the writer. By making a book store appear more than just a store, that's when people come flocking through the door.

Catching the Attention of Your Readers

Selling a book that goes against the tide of accepted opinion can prove a difficult feat to accomplish - but Martin Liedtke achieved that – and more!



Early in 2019, Martin Liedtke’s presentations on YouTube caught the attention of BewleyBooks.

Entertaining, educational, funny and kind, Martin had been working for years and had built a huge audience. He had taken an unusual approach of speaking directly to them through LIVE recordings (some over 2 hours long!) and, in doing so, created what was to be one of the first group ‘ThinkTank’ models that directly engaged audiences in an author’s research.

To be fair, Martin hadn’t given any thought to writing a book about his

findings until BewleyBooks approached him to create one.

While a YouTube channel can get an author noticed on an unprecedented scale – a published book can take it just that bit further. Uploading videos on a topic you are enthusiastic about can help you gain a substantial following – most of whom prove to be loyal readers.

Of course, it can be doubly difficult for a writer who attempts to spearhead a new and, to some, strange view on life – particularly when it goes against the accepted academic research that’s

‘out there’. This was reflected by YouTube, immediately before publication of his book, when the social media platform ‘sacked’ his channel with hundreds of videos, along with over 30,000 followers. A huge loss.

However, Martin’s work has shown that persistence pays. His loyal ‘ThinkTank’ got together and sent him copies of his recordings. After painfully uploading many hours of scintillating work, his audience slowly returned.

Read more about him and his book *The Holy Grail of Our Flat Earth* here: [BewleyBooksPlus.com/martinliedtke](https://www.bewleybooksplus.com/martinliedtke)

Contact us at **07958 140122** <https://www.BewleyBooksPlus.com>



image from Google images

Social Media!

This month, we focus on building your network with YouTube

Look at your book and focus on that topic, then begin to **build your tribe**. Look for like-minded people, **subscribe or follow others** who promote the same topics as you. **Ask and answer questions** to get your name known amongst them. When you create your channel, don’t forget about the ‘**About Me**’ page. Give your **website details** and an email contact. **Share articles and images**. Get active. Grow your group.

[BewleyBooks YouTube channel](https://www.bewleybooksplus.com/youtube)

Historical Novelists Bring Our Rich Past to Life

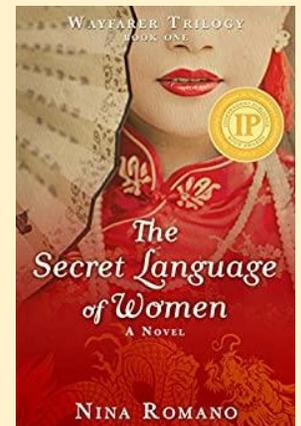
When Nina Romano contacted BewleyBooks to help her promote her book, we were delighted.

Nina Romano is an author who has built-up an enviable list of enthusiastic readers - many of whom have been loyal to her work for years.

She has written a whole series of books based on tales of fictional characters (although you would never believe that), in a world that has long been forgotten. It’s during a time-frame we can only imagine in this day and age of electronics and fast-paced connections, yet Nina brings it all to life before your very eyes, much as any excellent history teacher would.

Her most compelling stories are **The Wayfarer Trilogy**. This series of books focuses on a couple of ‘star-crossed’ lovers who live in China in the late 1800’s. *The Secret Language of Women* tells the story of Zhou Bin Lian, an Eurasian healer, and Giacomo Scimenti, an Italian sailor, who are driven apart by the Boxer Rebellion.

At its heart, **The Wayfarer Trilogy** is about a girl who rebels against the life forced upon her and who eventually overcomes the obstacles placed on her path as she fights against injustices and becomes master of her own destiny. **Find out more about Nina here:** <https://www.bewleybooksplus.com/ninaromano>



10 Tips for Independent Book Stores

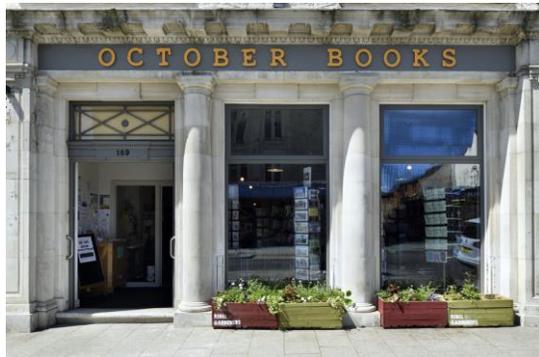
Connect with the community – that is one of the secrets to success for book stores. Read below to see what other things you can accomplish to see your business flourish.

October Books are more than just a book store - they are the heart of the community. BB+ believes the secret to its success is that it is **owned by customers and staff**, thereby giving autonomy and pride to the people who's hearts are in it for the long-term.

When you walk into the store, you're greeted by **friendly, intelligent people** and a whole **host of goodies** ranging from those all-important books through to groceries, toiletries and gifts.

But that's not all they do!

Within their store, they have provided a **Community Space**. This acts in a variety of ways which captures customer attention for their busy programme of events.



What they've done to attract buyers, authors and the inquisitive shopper is invite authors to use this space to **launch their book, give talks and signings**.

They've also used it for **book groups and clubs** as well as inviting a **volunteer** work force to help with the running of the store.

Though they describe themselves as a radical neighbourhood bookshop, they're very much a **community hub** who are members of the co-operative and **supported by community business trade-up partnerships**.

Their trade is independent from any political organisation, while they promote a fair and equal society where everyone who gets involved in October Books, feels right at home.

Of course, books provide the backbone to the store and they have all the best sellers, fiction and non-fiction, childrens and specialist books and magazines. While their main business is in the store, they have embraced digital technology by enabling customers to **order their books online** too. *Take a trip to the seaside today, and visit them in Southampton, UK.*



Image by: blende12, Back to School, Pixabay

Downloads in the Lockdown

Stores need to focus on book sale trends. During the lockdown, the most popular books were:

- *Cookery*
- *Children's illustrated*
- *Psychology*

Successful businesses...

... Create, provide or offer something of **value** other people **want or need**, at a price they're **willing to pay**. This is achieved by satisfying the customer's **needs and expectations**. What is also important, and often neglected, is the ability to identify what gives the business **sufficient revenue** to make it worthwhile for the owners to **continue in business**. So get your ThinkTank together!

Building a Trusty Team

Build a group of peers around you. Choose people you can be yourself with. **Encourage debate** in a sensible way. Make sure you trust and **support each other** in good and bad times. Find people who put **meaning before money**, value life and **take responsibility for their mistakes**. **Always be learning** and courageous and **find humour** in most situations.

Q: Why am I not getting my Amazon payments?

A: Many people have been noticing payments from Amazon are either **not being honoured** or are **very late**. The reason for this, they have explained, is that they have been prioritising '**essential items**' during the CV-19 pandemic. Naturally, we can all understand what has gone on 'behind the scenes' as the catastrophe has unfolded upon the world stage with everyone from all walks of life being affected by it. Therefore, we advise you to have patience but, keep track of your items sold compared to earnings and receipts. If you have a dispute, go to your publisher or distributor and make enquiries. I think we can all agree, Amazon is not the easiest of companies to contact.

finalthoughts...

Would you like to feature in a future issue? Promote yourself as an author or bookseller, get your book or store and social media links known to our subscriber list and social media following. Get in touch and we will be delighted to hear from you.

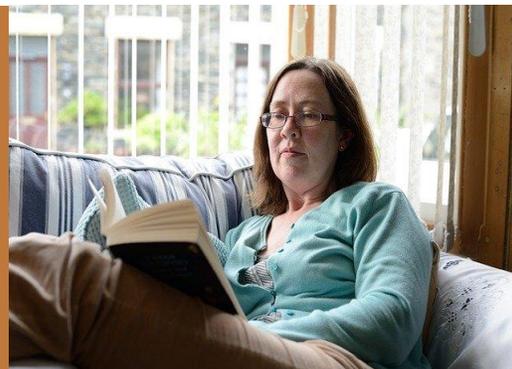


Image by DrNickStafford, Woman Reading, Pixabay

Get featured in the next edition of BB+ Magazine. Showcase your writing by giving a testimonial about the BB+ service or one of our books. Your testimonial will feature **your name, the title of your book or store, with web links** and will be promoted to our network of more than **20,000+ followers, readers, and professionals** in the industry.

To be featured, simply reply to admin@bewleybooks.com

BB+ can **promote your service** or **your book**. When you subscribe you get **advice on publishing**, can **sell more books** by following our tips, get the **inside gossip** on the publishing industry, **make savings** on book purchases, meet us at **events** and **invest in your book's future**.

Become a follower of BewleyBooks and get your book published.

Kaye Bewley of BewleyBooks.com

Next Issue >>>

In Issue 3

Our Guest Author

The Business of Printing Books

Are Book Signings a thing of the past?

Charities and Books

Contact us at **07586 140177** <https://www.BewleyBooksPlus.com>



BewleyBooks
ASPIRE TO INSPIRE

Malvern Hills
Worcestershire
United Kingdom

Text first, before calling.

