Contact us at **07958 140122** https://www.BewleyBooksPlus.com Issue 3

in this issue >>>

- *I 'Heart' Book Lovers*
- *Charities & Books*
- *Literary Agents – where to find them*
- *Get clever with Promotion*
- *How Unions in the US are stepping up for bookstores*

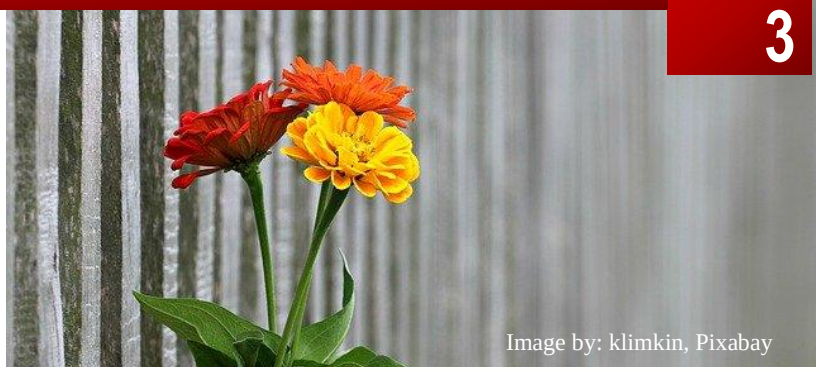


Image by: klimkin, Pixabay

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

BB+books

book sales >>>

Charities & Books

Bookaholics amass a huge collection, but what do you do when you need to downsize?

Many folk plant their unwanted books on the doorsteps of charity shops. Charities are great, but when a book doesn't sell, they bin it.

A far better way to get rid of your unwanted books is to give them to your local library. They have to buy books in and have to budget for them – when times are tight, they can't buy. When you give them to the library, they're saving money and helping the community.

Libraries have seen a drop in attendance during the pandemic, so nip down there and make friends with the staff. An added bonus is that you may end up doing a presentation on your own book!

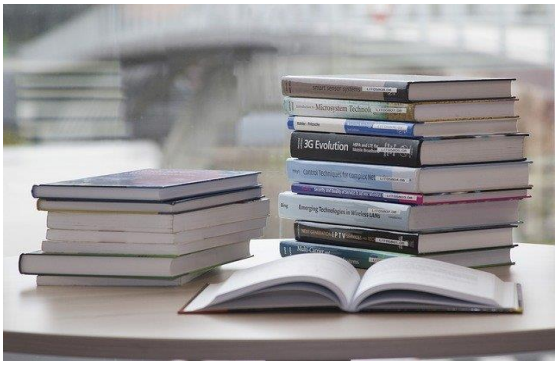


Image by: Rousseau, Books, Pixabay

I ♥ Book Lovers

Books lovers are special creators…

What makes lovers of books special is that they want to make the world a better place.

Those who write books don't tend to write out of spite, or hatred or want to make cruel jestures to those who read their words. Of course, thrillers focus on detective stories that hunt down the bad folk, while factual memoirs may give an account of a traumatic event that affected the writer – and each may make the reader wonder what kind of world we're living in. Equally, people who sell books are a breed apart. You can just tell from their delight when finding a customer a book they know they'll just love. To a writer, a bookseller and a reader, books are a passion, a vocation even – it's not a job.

Any trawl along a bookshelf will tell you that most books focus on a message. *That good can come out of a situation.* Or, it aims to help you *learn* from the author's experience.

At their heart, books are about people. While booklovers think, live and breathe only books, it is interactions with other folk that make the biggest impact.

This edition of BB+ Books is about communication with other people in the book world. Getting connected with libraries (this page), communicating with literary agents and using clever methods to promote your new book (page 2), supporting others through tough times and looking at the world about you (page 3).

During this pandemic we've been advised to keep our distance but, with books we are able to find another way to keep the 'togetherness' vital to humanity.

At the heart of any book is an underlying sentiment: the words we piece together enable us to learn new things about each other - and the world. It's the things we learn that keep us going as a species, keep our humanity alive and, ultimately, give meaning and purpose to the variety of paths we walk and lives that we live.

Literary Agents – where to find them

Image by Free-Photos, Pixabay

*The internet is a cramped and wild place – where exactly can you find reliable agents? This article is adapted from **Your Book Whisperer's** blog on The Perils and Beauty of Writing*

A database called **QueryTracker** is easy to use and lists a lot of agents and publishers. It provides options to save and modify your query letter and you can follow your timeline, see the status of your queries and even read success stories in the interview section.

With **Query Tracker**, you can search for agents in a menu where you can choose the genre, query method, location, and many other relevant features. **QueryTracker** allows you to evaluate agents according to their response, you can also find a list of the most responsive or agents that reject the most queries.

Another invaluable online resource, **AgentQuery,** offers an unusual opportunity to brows through agents and choose the one most relevant for your book. With this service, you can also have your query critiqued. It's a goldmine of helpful writing and publishing advice, listing reviewers and literary magazines too. There's an important section dedicated to online safety too, while the database offers detailed instructions on the technical issues of publishing.

MSList is a useful and extremely simple tool that lists agents and agencies as well as publishers. One of their unique features is the 'Ask the Agent' option.

A blog called **Publishedtodeath** is an interesting and helpful resource for writers who are writing and articles that feature agents looking for new clients. It's great because each article has the agent's all-important contact details together with online links.

Adapted from an article by:
YourBookWhisperer Facebook page

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

Get Clever with Promotion

Charles Harris is a bestselling award-nominated author and prize-winning writer-director for film and television.

In December 2019, Charles' had no less than four publishers bidding for his book - Bloodhound were delighted to win his business. Most unexpectedly, a couple of months into the publication process, a worldwide LOCKDOWN happened. That's when Charles remembered an old Jewish saying… *"We make plans and God laughs!"* It's also when he realised had to get clever with promoting.

Both Charles and his publisher had supportive subscribers who they contacted immediately but, it was when Charles came up with the idea of promoting his book through a competition that things began to seriously take off.

In the competition, he offered subscribers a chance to win an Advance Review Copy (ARC) where the winners would get a free copy of his book, before it was published.

Along with the buzz that was created with this competition, he began to create interest for his new book by writing about it in his series of regular weekly newsletters and also set about recording an audio version of the opening chapter which was available for listening online.

You can support Charles by buying Room 15 at the following links:
Buy here: Amazon UK Amazon US
Website: Charles' Website
Social Media: Twitter Facebook Instagram

As ***Room 15*** is a thriller, with the central character being a detective who has amnesia, Charles promoted his book by writing several articles on the subject of memory. One of the benefits of this approach was that it captured a specific target audience interested in this subject. Charles said that "Remembering is central to being human – just think how lost a detective would be without it."

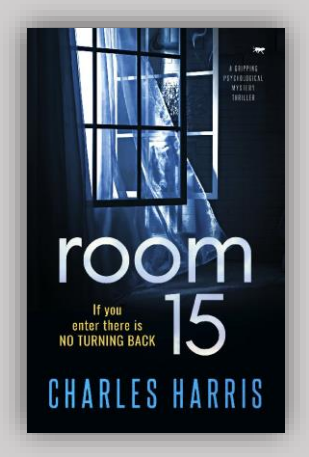
The week before ***Room 15*** was released, the publisher revealed the cover. "Bloodhound had done a tremendous job," Charles remarked, "and the response we had to it was very positive."

On the day of the launch, Charles was delighted to find that ***Room 15*** had secured all FIVE STARS. Reviewers had found it a page-turner, intrigued by twists and turns in the plot and the only complaints he received were that the reviewers had to stay up all night - because they didn't want to put the book down.

Despite the challenges that Covid-19 presented, Charles wanted a proper launch day and his chosen independent book store, ***West End Lane Books***, in Hampstead, obliged him by organizing a 'socially distanced book signing' - and it went down a treat.

Following the book launch and signing, Charles held two evening launch parties, on Zoom and Facebook. There, Charles talked directly to readers and answered any questions they had, thereby giving that personal touch from an author that readers love.

Despite the challenges, he and his publisher had acted on some ingenious methods to make ***Room 15*** reach high in the Amazon book charts. Charles hopes that his plans may have made God chuckle wryly – as Charles sure has.



booksellers >>>

How Unions in the US are stepping up for bookstores

Adapted from Alex Green's article in Publisher's Weekly .

You may well ask why do bookstore personnel need Unions? The people who work in bookstores love books, don't they? Of course they do, they're the most loyal and dedicated staff you could ever hope to find. But a love of books just wasn't going to help through lean times – particularly when bookstores have been closing by the dozen all across the world because of Covid-19.

Thankfully, Unions all over the States have been supporting booksellers. At the start of the pandemic, Seattle's Elliott Bay Book Company signed up to a Union to make sure they could work together during this most stressful of times in modern history.

The Union was formed to help employees of bookstores with an emphasis on positive partnerships.

As soon as book stores began to close their doors to walk-in shoppers, the Union began to create contracts for severance payments and for job terminations as well as entering into long-term contract negotiations.

The Bookseller and Book Workers Union's goals are to work as a partner with management so that they can address the high cost of living and job insecurity that results. "It is a way of ensuring democracy in the workplace," Jocob Schear said that people wanted to feel their labour was valued and also wanted "a new way of communicating with management."

Powell's Books in Portland, has one of America's largest unions. A few days after booksellers were sent home, 400 were laid off. The Union was the only place that had answers. They coordinated mass emails to help them sign up for employment, and worked with owners of bookstores to ensure the long-term survival of the stores.

Six months later, some employees have returned to work. However, though many employees love bookselling and they love the stores they work for (not least because of the involvement in community that they have), uncertainty and fear still persists.

Many booksellers feel vulnerable, but are confident that 'smart minds' are making good business choices in preparation for the future.

For full article, go here.

Image by: Voltamax, Pixabay

QuickSnips

Social Media "Here's my Book!"

Recommendation: DON'T DO IT!

Get a better response by:

- *Subscribing to book groups*
- *Commenting on writers posts*
- *Entertaining readers*
- *Offer important tips*

Successful authors…

Publisher's Weekly: Alex Schulman sold his novel 'The Survivors' to Doubleday for a six-figure pre-empt. The book is about three brothers who return to their family home to scatter their mother's ashes after a life-altering disaster two decades earlier. It's told in dual narratives, one time-line looks back while the other looks forward. Ultimately, according to Schulman's representative, Ahlander Agency, the story reveals how the "intimate bond of brotherhood opens them up for the greatest betrayal of all"

Q: How can I create new content every day?

A: Don't fear running out of things to write about. Here are some ways that you can keep the ideas flowing. First off, write rubbish. Get your pad out or pc on and let those fingers work at spilling out ANYTHING that comes into your mind for TEN MINUTES. Time yourself. Don't be tempted to edit it. Call it JAM WRITING – because you file away a jam jar full of words. Second, look around you - watch, listen, smell, taste and feel the world – get those senses working on your words. There's a story, blog post or article in everything around you. Third, scan the newspaper headlines and read other books to get ideas flowing. Remember that writing is not something you take a break from. You do it when you go to sleep, when you wake up and even in your sleep. Go for it.

Summer Bestsellers:

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.

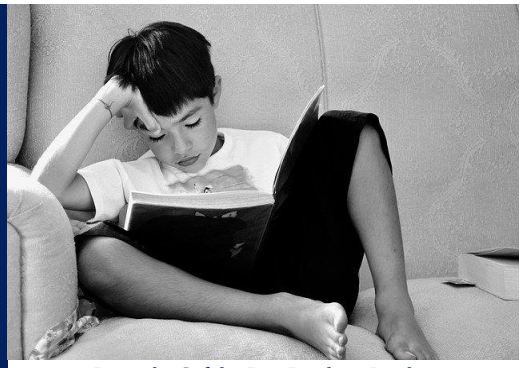


Image by Sof_lo, Boy Reading, Pixabay

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 4

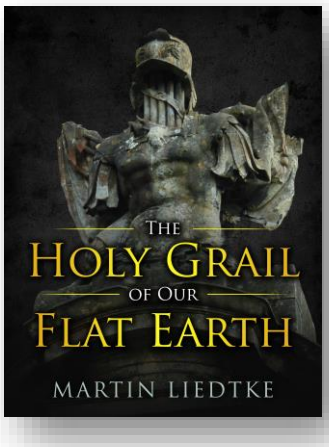
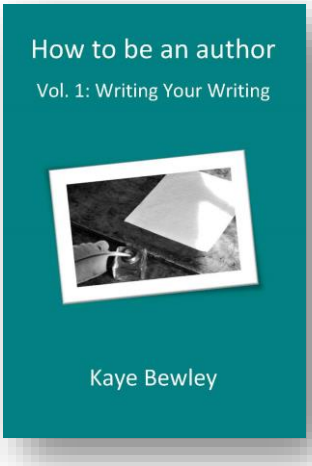
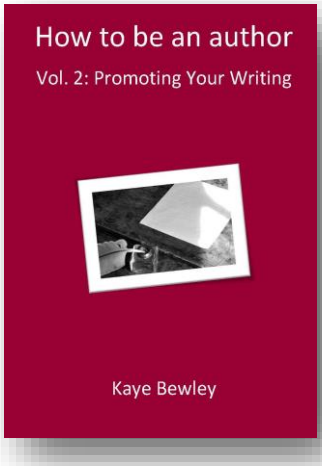
Editorial
Guest Author
Business for authors
Business for booksellers

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

BewleyBooks
ASPIRE TO INSPIRE

Malvern Hills
Worcestershire
United Kingdom

Text first, before calling.

"If I waited for perfection, I'd never write a word!"
Margaret Atwood

BewleyBooksPlus Booklist