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MARCH 2020 NEWSLETTER

with a special COVID-19 update

Books are an important form of connection during this time.

“That is part of the beauty of all literature. You discover that your longings are universal longings, that you’re not lonely and isolated from anyone.”

— F. Scott Fitzgerald

We know it’s an uncertain time for all of our author family and industry partners right now, and we want you to know you are not alone. While we’re all doing our best to stay healthy, we also understand the suspense, anxiety and even frustration that can result as COVID-19 quarantine measures cancel events and slow commerce in brick-and-mortar stores.

As we share these new challenges, our community of authors and creatives are also finding new ways to support one another. Now more than ever, our Books Forward family can offer an invaluable source of comfort, knowledge, entertainment and relief to readers around the world, with the best resources we have: our books.

We are carefully adapting our promotional efforts in response to the current situation, and we wanted to share with you what we’re doing--and what you can do--to ensure your messages and books reach the people who especially need them during this time:

- We’re keeping in close communication with event organizers for any events we’ve scheduled on your behalf. If necessary, we will work to reschedule events we’ve organized for you even if it’s outside of the timeframe for your campaign.
- Let us know if you would like to contribute specific expert commentary on health and wellness topics pertaining to COVID-19 (physical, mental or emotional). We believe our authors’ diverse expertise--like Bryan Robinson’s amazing [Forbes guest article on how to cope with COVID-19 anxiety](#)--can help many unsettled readers right now. And Peter Ward has provided a shutter-inducing [look back at the evolution of hand-washing in his Vox Q&A](#).
- We are organizing an ebook giveaway for readers who are stuck at home. If you would like to contribute ebooks to the giveaway, email erica@booksforward.com.
- We are working closely with our online book influencers who are really stepping up to offer more support to our authors and the reading community.

- We are coordinating a #MovingForwardWithBooks reading challenge to inspire more reading during this time.

Here are some strategies and tips you can utilize to connect with readers, who will be craving reading material in the coming weeks:

1. If you plan to proceed with a public event, consider live-streaming via Facebook or Instagram, so that viewers can watch from home, ask questions, etc. Kudos to our [Stephanie Raffelock](#) for planning an online launch for her book, *A Delightful Little Book on Aging*, releasing this April.
 - a. Ask your venue about live-streaming via their social media pages; otherwise you can use your own.
 - b. Mention at the end of the event where viewers can purchase signed copies of your book (whether online, or for pick-up in store in the coming weeks).
 - c. Support your local bookstore and boost your live-stream engagement by giving away a digital or physical (which can be mailed) gift card to the store.
2. Be active on social media.
 - a. Posts, polls, Q&A, live-streams and videos are a great way to combat isolation, stay engaged with your network and connect with new readers.
 - b. Support fellow authors by recommending their books, and encourage your followers to shop local bookstores online--everyone is in this together!
3. Consider hosting an ebook sale or giveaway. Downloads and online orders will be essential if readers are unable to go to libraries or physical bookstores. (Also, if you are with Kindle Unlimited, pages read could have a big impact during this time.)
4. Arrange Skype / video calls with book clubs you are scheduled to visit - and stay tuned for our blog article you can share with them on how book clubs can go virtual and still work with our authors during this time. If you were hoping to connect with book clubs in the coming weeks but haven't started reaching out yet, also seek out virtual clubs that already "meet" online.
5. If your book is not yet released, encourage your network to pre-order, so they can celebrate with you on release day even if you delay a traditional

in-person launch event.

Reading is one of the most powerful tools for connection and comfort that exists. Together, we'll find new ways to make meaningful connections and share our love for literature during this unprecedented time.

Much love to our Books Forward Family!

- Julie, Marissa and our Books Forward team

Industry News

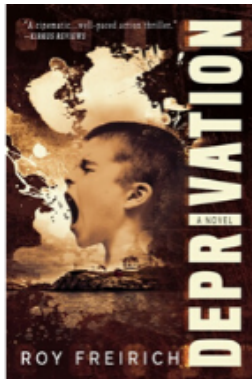


[The library is your friend, even if you can't get to it](#)

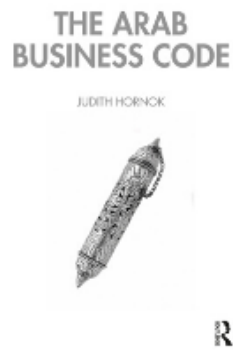


[COVID-19 Impact Listing: Cancellations, Closings, Policy Changes and More](#)

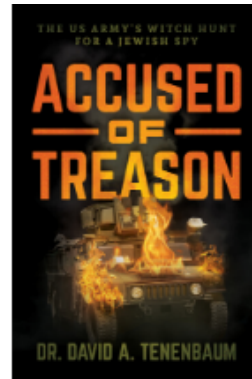
March Releases NEW



[*Deprivation*](#)
by Roy Freirich



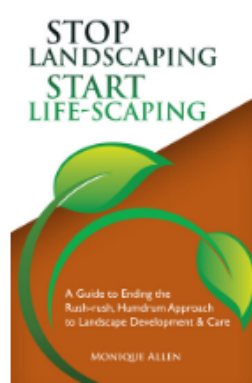
[*The Arab Business Code*](#)
by Judith Hornok



[*Accused of Treason*](#)
by Dr. David A. Tenenbaum



[What It Seems](#)
by Emily Bleeker

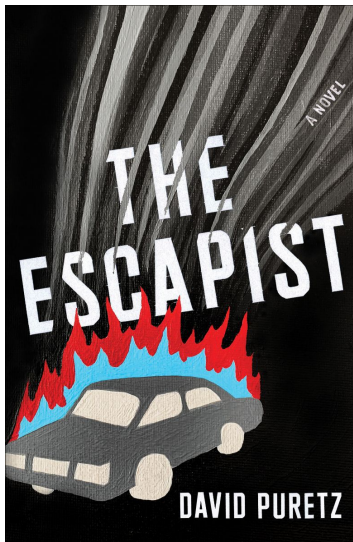


[Stop Landscaping
Start Life-Scaping](#)
by Monique Allen



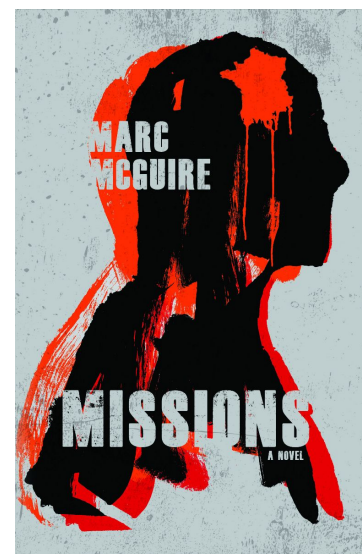
[Ariel's Island](#)
by Pat McKee

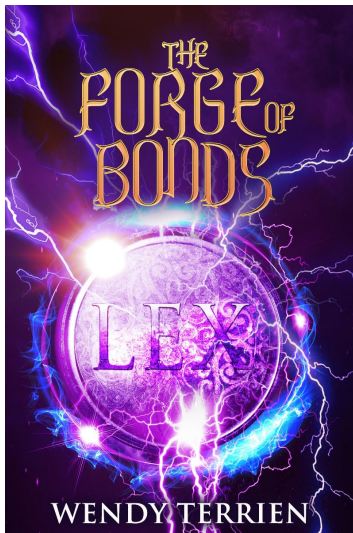
Celebrating Our Authors 🙌



- The honesty from David Puret's main character in *The Escapist* helped [Amanda's Book Review](#) relate deeply to the character.
- Christine Meade ponders the eerie timing of her baby boy's due date coinciding with her coming-of-age novel and its male protagonist for [GirlTalkHQ](#).
- Emily Bleeker has created a main character that you can root for, according to this [Readers' Favorite](#) review.

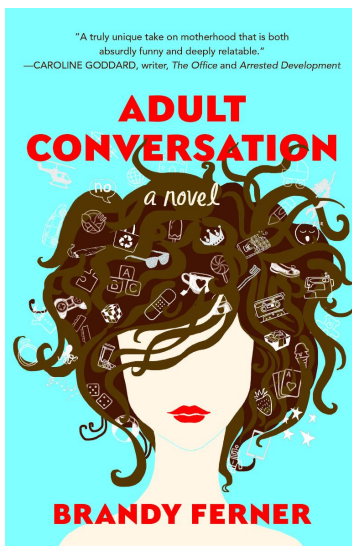
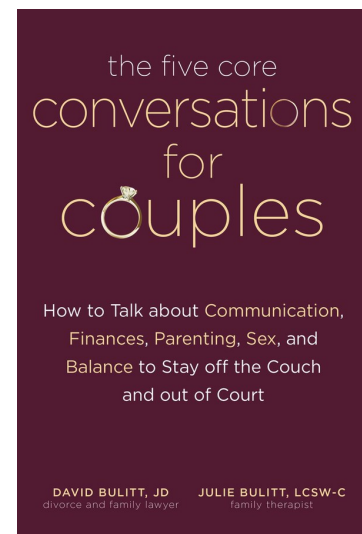
- [San Francisco Book Review](#) calls Marc McGuire's *Missions* "unexpected and just a little bit (okay, a lot of bits) exciting."
- The Friday Five from [Design Milk](#) featured some of Donald M. Rattner's favorite spaces, which may especially be an inspiration to those staying home more in the coming weeks.
- Stephanie Raffelock encourages us to rethink society's concept of aging in her [Living the 2nd Act](#) guest article.





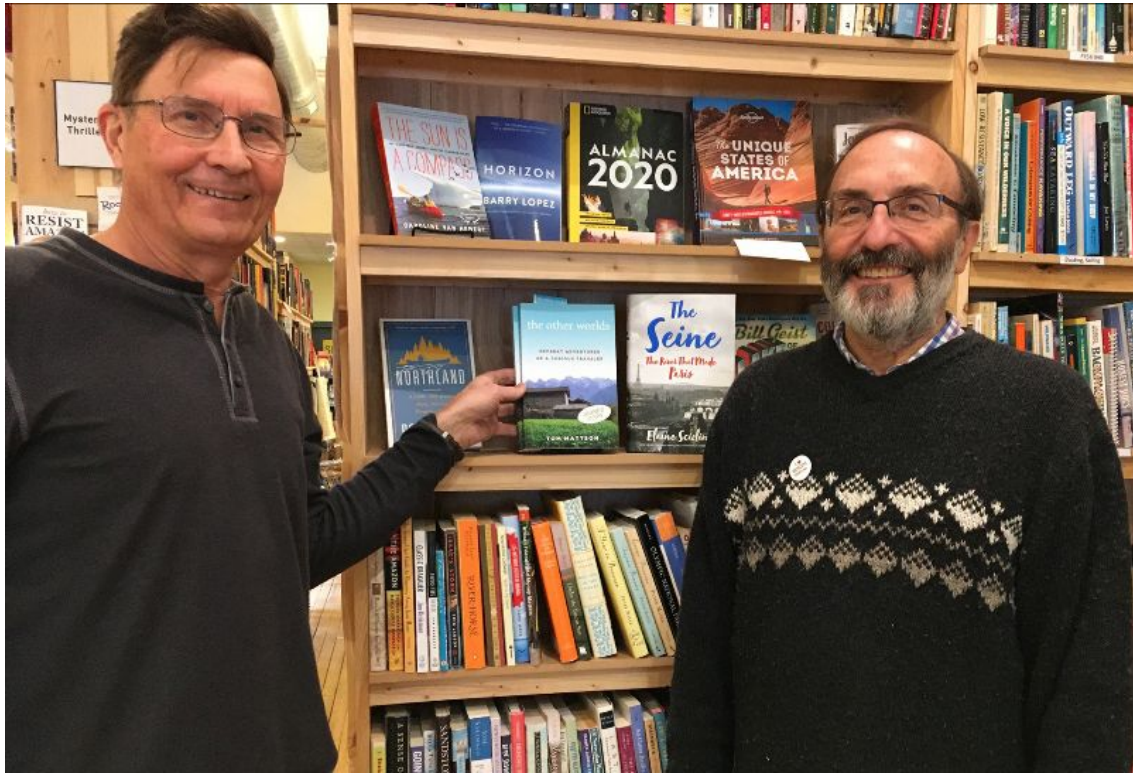
- Five stars from [Let Zygons Be Zygons](#) for Wendy Terrien's young adult fantasy *The Forge of Bonds*.
- Some people don't think about the gender-specific challenges for women in retirement, and Ida Abbott explains the tip of the iceberg in her [Fab After Fifty](#) interview.
- Lawyer and now author Pat McKee is featured in [The Newnan Times-Herald](#) regarding his new legal thriller.

- [Fox News 5](#) has David and Julie Bulitt on the program to discuss how 33 years of marriage and careers in divorce law and family therapy influenced their book for couples.
- Carrie Callaghan writes for [Hasty Book List](#) about her main character living in her head for 15 years before she wrote her story.
- *Deprivation* was inspired by Roy Freirich's own insomnia, which he shares in his interview with [Dab of Darkness Book Reviews](#).



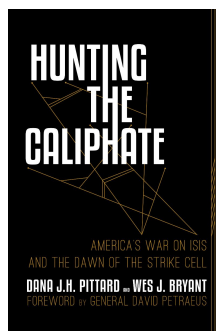
- Brandy Ferner gets candid about how family balance is often unbalanced in favor of men's freedom for [Book Club Babble](#).
- "The book's well worth savoring" according to [Kingdom Books, Mysteries - Reviews](#) on the subject of Alan Orloff's *I Know Where You Sleep*.

Books Forward in Photos 📷



Books Forward author [Tom Mattson](#), left, celebrated the release of *The Other Worlds* with a signing at [Zenith Bookstore](#), chatting with guests about some of the many adventures featured in his travel memoir.

Special Announcement ✨



[Hunting the Caliphate](#) by Dana J.H. Pittard and Wes J. Bryant has gone into its second printing with [Post Hill Press](#)!



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