



## 💖 BOOKS FORWARD FAMILY 💖

We know these past couple months have tested us all in new ways, and with those obstacles, we've seen the literary community unite to forge unprecedented paths. With optimism and tenacity, we will continue to engineer creative ideas to promote you and your book.

Initial estimations that readers would turn to digital books have proven true: The industry has seen an increase in ebooks sales by 50%.

To help facilitate this increase in ebook sales, we have services available to boost traffic to your buy listings and help spark rankings/sales. One-time boosts are possible, though we recommended conducting the promotions monthly for best results. Those interested would need access to their ebook publishing platforms, or permission from their publisher on special pricing for a select time period.

If you are interested in a special ebook promotion, email [erica@booksforward.com](mailto:erica@booksforward.com), and we'll get back to you with options. Through these promotions, we can reach avid readers of your specific genre while attracting readers who are searching for new authors and books to love!

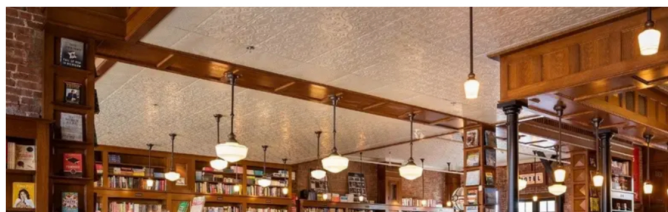
You may also consider sharing the link to our virtual learning opportunities: <https://booksforward.com/virtualllearning/>. Share across your social media to get the word out about these offerings from our amazing family of Books Forward authors and experts.

We hope you all are continuing to be safe and well, and be sure to read below for ways to continue supporting our beloved indie bookstores through this time.

And stay tuned for another exciting Books Forward announcement next month!

— *The Books Forward Team*

## INDUSTRY NEWS





### **Donate to an indie bookstore**

Want to help an indie bookstore but aren't sure how? Check out this article by [BuzzFeed](#) to see stores that are accepting donations and learn more about how you can help!



### **Helping bookstores through COVID-19 and beyond**

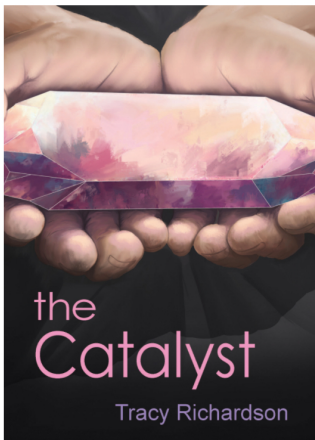
Sign up for newsletters, buy ebooks through certain channels, and support stores locally through activism. There are plenty of ways to help indie bookstores not only during the pandemic but afterward as well. Check out this [Publisher's Weekly](#) article on tips to support your local store.

## **MAY RELEASES**



- ["Adult Conversation,"](#) by Brandy Ferner, May 5, She Writes Press
- ["The Girlfriend Mom,"](#) by Dani Alpert, May 5, Danigirl Productions
- ["The Spa at Lavender Lane,"](#) by Phyllis Melhado, May 7, Black Rose Writing
- ["Saving Sara: A Memoir of Food Addiction,"](#) by Sara Somers, May 12, She Writes Press

## **CELEBRATING OUR AUTHORS**



Tracy Richardson's novel "The Catalyst," is spotlighted on [Word Spelunking](#) — featuring a giveaway!

Suzanne Park's YA book "Loathe at First Sight" recently received a [Publisher's Weekly](#) starred review.

[Baby Boomer Retirement](#) said Stephanie Raffelock's new book is great for those looking to "regain a fresh perspective on your life."

A recent review by [Paperback Paris](#) said Alice C. Early's book is the "closest you will get to experience the island without actually stepping foot in it."

Professor W. W. Marplot's book was recently featured in this gorgeous pic by [levicorpvs](#) on Instagram.

This post from [Mystery Suspense Reviews](#) spotlights Marc McGuire's debut novel, "Missions."

[Foreword](#) gave Dani Alpert an awesome 4-star review for her memoir "The Girlfriend Mom."

Katie Burke's "Urban Playground" was recently featured in local outlet [48Hills](#).

Ninja author Tori Eldridge is one of 25 authors talking social distancing in this roundup for [Hasty Book List](#).

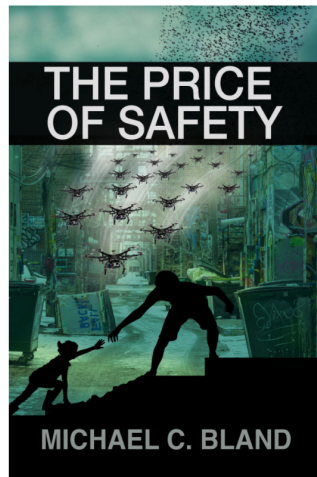


Michael C. Bland hopped on [Citywide Blackout](#) to talk about his new book, "The Price of Safety," as well as technology and artificial intelligence.

[Ottawa Kids'](#) spotlight on Rachel Kowert and her new children's book, "Pragmatic Princess," also included a fun giveaway!

Host Larry Meiller and author Monique Allen mulled how to create an edible garden in any space in this episode of [Garden Talk](#).

[Reader's Favorite](#) handed out a raving 5-star review to Phyllis Melhado's "The Spa at Lavender Lane."

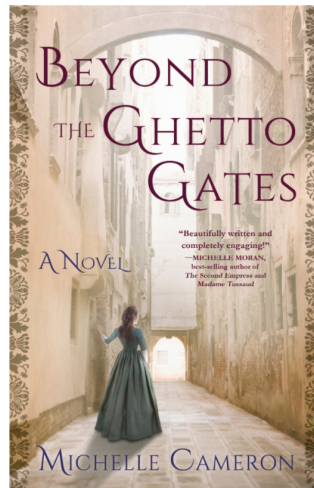


Michelle Cameron joined [The Book of Life](#) to talk about, "Beyond the Ghetto Gates," for their special Books in the Time of Coronavirus series.

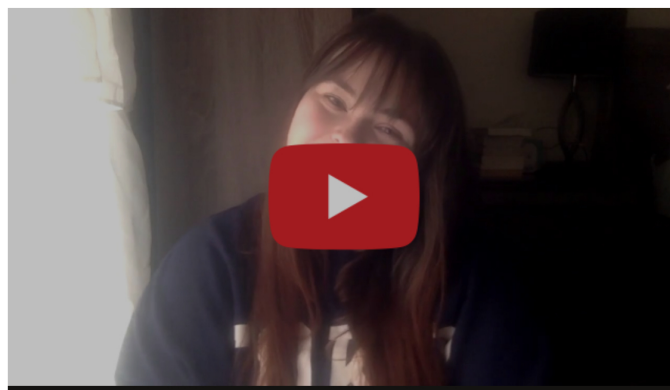
[Read with Aimee](#) recently reviewed Emily Bleeker's "What It Seems." Thoughts? "This had my heart beating fast," she said.

[Writers' Voices](#) recently had Pat McKee on the show to talk about his new book, "Ariel's Island."

Brandy Ferner joined the [Mother Forking Podcast](#) for an uninterrupted adult conversation with hosts Celeste and Magen.



## BOOKS FORWARD BITS



[Have you seen?](#) The Books Forward team is coming clean and finding fun during this time of social distancing. We threw it back to Hilary Duff's true musical gem.



## AUTHOR ACCOLADES



The [Nautilus Book Awards](#) announced its winners for 2019 — here are the Books Forward family authors recognized for their hard work!

- Donald Rattner, "My Creative Space," silver in Creativity & Innovation
- Donna Cameron, "A Year of Living Kindly," gold in Personal Growth (large publisher)
- Richard C. Lyons, "The DNA of Democracy," silver in All World Cultures Conscious Growth & Development
- Hendrika de Vries, "When a Toy Dog Became a Wolf and the Moon Broke Curfew," gold in Memoir & Personal Journey (large publisher)

Donna Baier Stein's "Scenes from the Heartland" is a finalist for the 2019 [Big Other Book Award](#) for Fiction!

The 2020 finalists for the [Montaigne Medal](#) were announced, and included in that special list are Elena Schwolsky for "Waking in Havana" and Janet Roger for "Shamus Dust."

Carol Goodman and her book "The Night Visitors," are the recipients of the Simon & Schuster Mary Higgins Clark Award presented by Mystery Writers of America for its 2020 [Edgar Allen Poe Awards](#).

And finally, the [Junior Library Guild](#) has selected Suzanne Park's debut novel, "The Perfect Escape" as one of its fall titles!



## TO NOTE



**AUTHORS:** Please update your websites to link to [booksforward.com](http://booksforward.com) and your publicist's email to [name@booksforward.com](mailto:name@booksforward.com)!

Don't worry, our JKS emails remain active and we will not miss media or other responses. Feel free to mention that we were formerly JKS Communications, if you wish!



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