



BOOKS FORWARD

NOVEMBER NEWSLETTER



**Books
Forward**

Elevating Voices, Breaking Barriers

Looking to grow your readership with Instagram stories?

Books Forward is planning a free webinar where you can learn how to easily boost your engagement, grow your following, and have fun with the Story feature on Instagram!

Out of Instagram's 1 billion monthly users, 500 million use Instagram Stories daily. Instagram Stories feature temporary video and photo posts that disappear after 24 hours. Unlike the Instagram newsfeed, Stories offer highly interactive functions like polls, text, gifs, Q&As, filters, and other amazing ways to engage directly with (and grow!) your audience.

In just 30 minutes you'll learn why Instagram Stories will help you:

- Connect with your readers in fresh, authentic ways (and keep them coming back for more!)
- Increase your Instagram following and audience
- Boost your followers' engagement with your Instagram posts (and with your books!)

And you'll learn how easy it is to:

- Post Stories to Instagram (text, photo, video, Layout, Boomerang posts, and more!)
- Use interactive functions like polls, Q&As, challenges, hashtags, quizzes, and more!
- Add text, gifs, stickers, filters, or music to make your posts more appealing
- Tag and share Stories from other users (particularly other authors, booksellers, and Bookstagrammers)
- Use Instagram Live and Instagram Reels

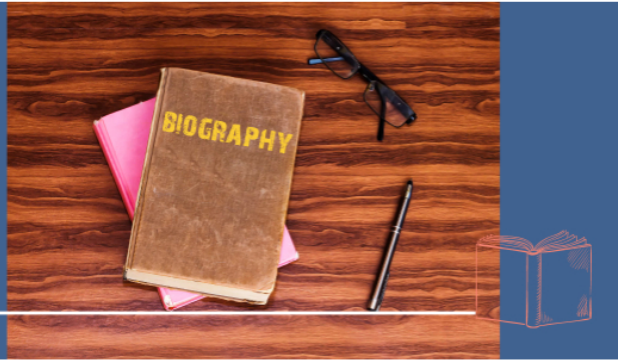
Be on the lookout for a special newsletter with the planned date and time and info on how you can RSVP!

— *The Books Forward Team*

INDUSTRY NEWS

How to write an author bio that stands out

[READ MORE](#)



Condensing an entire career into a couple short paragraphs can seem like a daunting task for any writer. Check out these [tips](#) that will help you write an author bio that paints the most complete portrait of yourself.

Booksellers see hybrid future

[READ MORE](#)



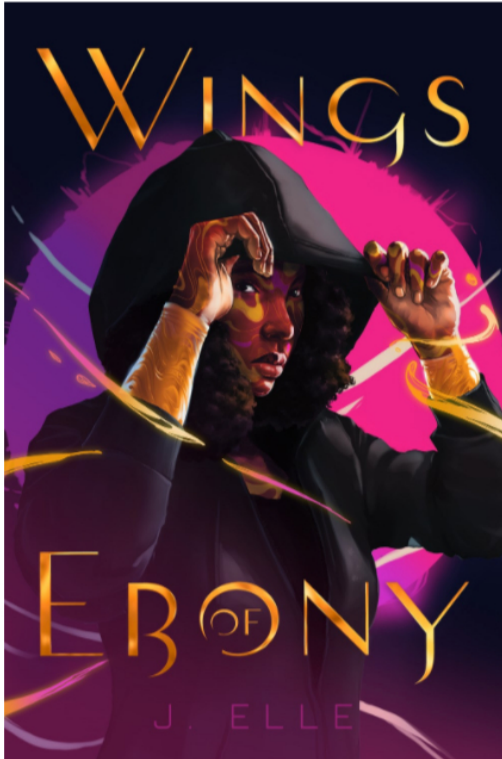
As COVID led many bookselling and publishing events to pivot to digital conferences, organizers and participants are now looking toward a future where events will transform into a [hybrid model](#) of both in-person and virtual programming.

DECEMBER RELEASES



- [“Should Grace Fail,”](#) by Priscilla Paton, Dec. 1, Coffeetown Press
- [“God Save the Queen Diva!”](#) by Big Freedia, Dec. 2, Gallery Books/Simon & Schuster
- [“Watch Her,”](#) by Edwin Hill, Dec. 29, Kensington Books

CELEBRATING OUR AUTHORS



J. Elle writes about the figurative costumes Black people and people of color wear to conform to white norms — and why it's important to examine that pressure for [The Root](#).

Michael C. Bland hopped on [Warped Gate News](#) to talk about his sci-fi book.

[The Daily Eastern News](#) interviewed alum Jodie-Eckleberry Hunt about her new self-help book, "Move on Motherf*cker."

Ken Dortzbach's book was highlighted in this post by [@literately speaking](#).

Anne Reeder Heck joined [Sanctuary Magazine](#) to talk about her new book.

Dr. Aria Campbell-Danesh and Dr. Seth Gillihan joined the [Live Happy](#) podcast to discuss mindful living.

[The Book Connection](#) recently spotlighted Annette Valentine's newest, "Down to the Potter's House."

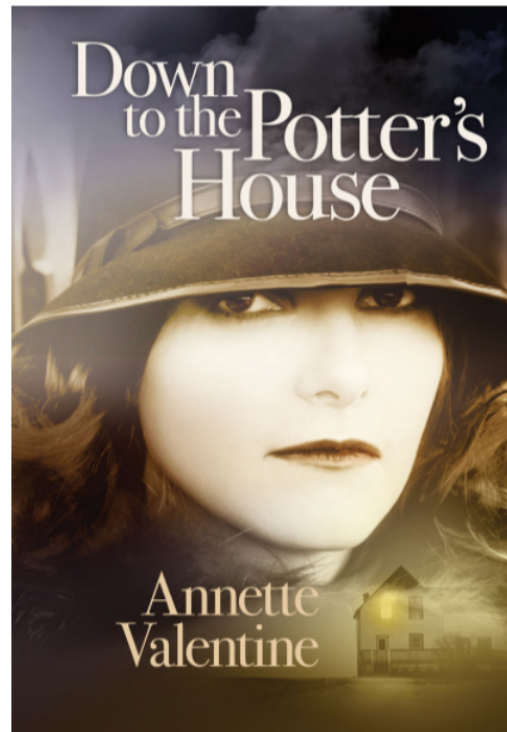
Big Freedia's memoir "Big Freedia: God Save the Queen Diva!" was featured on this fall reading list by [Baltimore Out Loud](#).

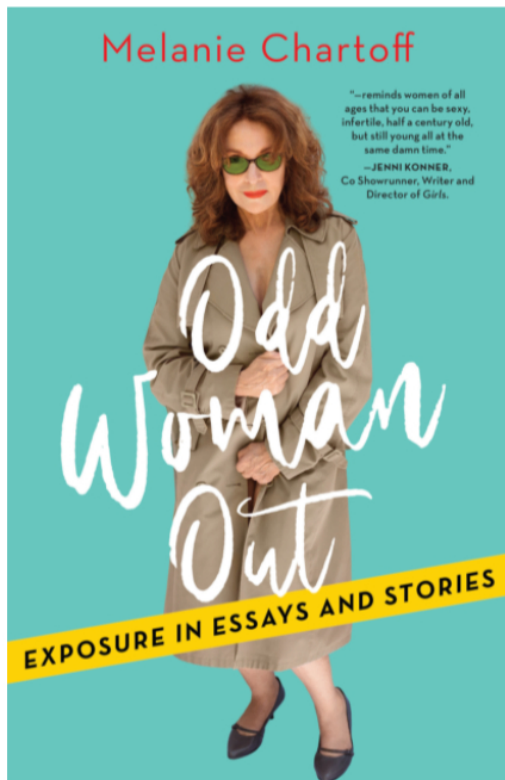
Heather Mateus Sappenfield talked about her new book, "Lyrics for Rock Stars," on [Citywide Blackout](#).

Bloggers [Ashley Hasty](#) recently featured David Rohlfing's "Deliberate Duplicity," in this post.

Chris Whitson chatted with Cyrus Webb on [Conversations LIVE](#) about his children's book, "Salty Strong."

The [Call Your Sister](#) podcast recently had Courtney Ramm on to talk "Eris Rising."





Melanie Chartoff and the [Back to the Best](#) podcast had a blast talking about her role as Didi Pickles in "Rugrats."

[Jill Elizabeth](#) and Norman Brewer pandemic, presidents, and his new book, "Killer Politics."

This article from Christina Lane for [Crime Reads](#) discusses the women behind the Hitchcock classic, "Rebecca."

Dori Jones Yang chatted with [Ms. Career Girl](#) about her memoir, "When the Red Gates Opened."

"Gatekeeper," by Alison Levy's debut fantasy novel, was recently spotlighted on [Rising Shadow](#).

This post from Gabrielle Robinson for [Lit World Interviews](#) talks about the author's journey to writing her memoir.

[Story Circle](#) says Annette Berkovits' book is wonderful for anyone "needing to be reminded of the temporal nature of what it means to be alive on this earth."

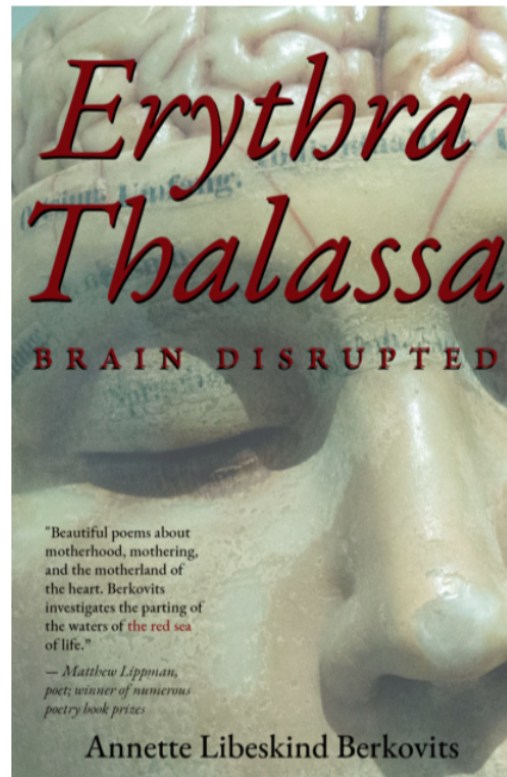
E.A. Aymar (E.A. Barres) chatted with [Indie Crime Scene](#) about his new thriller, "They're Gone."

Frank Thoms spoke with [Russia Beyond the Headlines](#) about his new book, "Beyond the Red Veil."

[Two Dogs and a Book](#) is loving Jenny Milchman's "The Second Mother" — a five-star review!

Margaret Davis Ghielmetti sat down with [World Lit Podcast](#) to talk about her memoir, "Brave(ish)."

[Criminal Element](#) called Nancy Burke's new book "a story that burns in every sense of the word" in this review.





Seema Yasmin recently held a [Reddit AMA](#) to talk about health and science misinformation and disinformation.

[The Historians](#) had Rob Swigart on to discuss his historical novel, "Mixed Harvest."

Paul Corson's "Regaining Paradise," was recently recommended by the [U.S. Review](#).

Rebecca Whitehead Munn talked with [OncoLink](#) about experiencing and coping with grief.

The [Beyond Well](#) podcast had Willa Goodfellow on to tell her story about her bipolar diagnosis.

Vivan Conan joined the [Healthy Woman](#) show to talk about her life with dissociative identity disorder.

AUTHOR ACCOLADES

- D.E. Night took gold and Professor W.W. Marplot took silver in Pre-teen Fiction - Fantasy at the 2020 [Moonbeam Awards](#).
- Trish Laub won the Caregiving: General category and Donna Cameron the Self-Help: Motivational category at this year's New York City [Big Book Awards](#).
- Donna Cameron also had some more good news: She is entering into her 5th printing of "A Year of Living Kindly" (She Writes Press), and foreign rights have been sold to Taiwan, South Korea and Vietnam!

AUTHOR FILM ROOM



We don't have to tell you the last few months have been stressful. Books Forward author Courtney Ramm has [three easy movements](#) to connect to your spirit, find your inner strength, and heal your heart. You can read more about Courtney in her new memoir, "Eris Rising."

SPECIAL OFFERS

Want to give your book a boost heading into the holidays? We've got special digital marketing options for the season! Email brittany@booksforward.com by **Friday, Nov. 13**, to reach new readers during gift buying time.



HOLIDAY DIGITAL PRICING

FACEBOOK ADS \$600+

Run a Facebook Ad Promo during the holidays for the perfect stocking stuffer!

INSTAGRAM ADS \$600+

Run Instagram Feed and Story Ads during the holidays to get your book under the tree!

READER NEWSLETTERS \$500+

Run a week long promo at \$0.99 during Thanksgiving and Christmas for the perfect holiday gift!

HOLIDAY AD GRAPHIC \$75

Let us design a holiday graphic for you to promote your book on socials!

NETGALLEY \$500+

Boost your reviews with a holiday Netgalley promotion!

BOOK RIOT \$250+

Run a holiday newsletter ad with Book Riot!

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