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Fiction Authors

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Marketing For Non Fiction Authors

This week, we're excited to reveal the early-bird deadline for the Self-Published E-book Awards, several new webinars (including [The Successful Synopsis: How to Write a Compelling Summary](#)), and more!

WD Presents: Enter the Self-Published E-book Awards, Learn How to Craft a Compelling

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Synopsis, and More!

Bonnier Books UK has appointed Rob Power from David Fickling Books to head marketing and publicity for its children's and YA trade division. Power joins the company in September, reporting to digital ...

Bonnier appoints Power to head children's marketing and publicity

A firestorm erupted around the American Booksellers Association's promotion of "Irreversible Damage," with some arguing that the organization was promoting censorship and others calling the ABA's ...

Booksellers association apologizes for 'violent' distribution of 'anti-trans' title

Check out this great listen on Audible.com. It's no surprise that Vancouver-based Page Two Books is making a name for itself as an outstanding book publisher. Launched in 2013 by Jesse Finkelstein and ...

Publisher At Page Two Books On How They Coach Their Authors To Success

Satanic Panic swept through America – and heavy metal got caught in the crosshairs. We go deep on the story behind the Parental Advisory label ...

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Lucifer unleashed! The Satanic history of the Parental Advisory label
The author had worked out a solid marketing strategy for the business book he was writing.
(Having a strong marketing plan is essential when writing nonfiction — professional publishers expect it.) ...

Avoid This Common Mistake When Writing Your First Business Book

I'm incredibly excited to not only work on a thrilling list of authors but ... with specific marketing responsibility for Bonnier Books UK's new adult non-fiction lists, Nine Eight, a currently ...

Joss and Eades join Bonnier Books UK marketing team

By quickly embracing social media platforms, Baker Book House, which claims to be the oldest and largest indie Christian bookstore in North America, has successfully raised its visibility far beyond ...

Bookselling Profile: Baker Book House

If you're not already subscribed to Sales Pipeline Radio, or listening live every Thursday at 11:30 a.m Pacific on LinkedIn (also on demand) you can find the transcription and recording here on the ...

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Sales Pipeline Radio, Episode 252: Q & A with Carla Johnson @CarlaJohnson
As multiple books about the last president race to the shelves, juicy revelations have journalists chasing advance copies and looking for the best parts. It's not bad for sales.

The media scramble at the heart of Trump Book Summer
Row House is a disruptive publishing company offering a new model that moves diverse authors from the margins and into the spotlight, publishing non-fiction books at the intersection of wellness ...

Row House Challenges Traditional Publishing By Amplifying Voices That Matter
Whether you're heading to the beach or whiling away a rainy day indoors, Tatnuck Bookseller in Westborough aims to provide what you need for a screen-free day. S ...

Need a summer read? The region's largest independent bookstore has ideas
Hajar Press is an independent political publishing house run by and for people of colour, with new books either recently published or soon to come from Sarah Lasoye, Jamal Mehmood, Heba Hayek, Yara ...

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Tome On The Range

Everyone from Hollywood insiders to mom-and-pop coffee shops is learning they can profit from the nation's political divide ...

Pop singer Richard Marx hates Trumpism. Will this help or hurt the sale of his new book?

So the Ars staff is back to provide another glimpse into what we've been reading and what's on our TBR lists as of late. From graphic novels to Hugo Award-winning authors to deep dives into topics you ...

The comics, award-winning sci-fi, and nonfiction we're reading this summer

About The Author Jillian Morgan is the Associate Editor at Realscreen with a background in journalism and digital marketing. She joined the publication in 2019 after serving as the assistant ...

Juneteenth non-fiction projects to watch for

MIDVALE, Utah – Author Karl Beckstrand never has drama working with other writers — but then, he's only worked with dead ones. Beckstrand's 24th and 25th books are the latest in a

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...

Author Teams with Dead Writers to Create Children's Nonfiction

LOS ANGELES, CA // July 14, 2021 / Dolphin Entertainment, Inc. (NASDAQ:DLPN), a leading entertainment marketing and content production company, today congratulated its subsidiary, the entertainment ...

Dolphin Entertainment Congratulates 42West on 2021 Emmy Nominations

TORRINGTON — Town resident Patricia Mason-Martin, the author of six nonfiction books ... Mason-Martin also serves as a marketing communications specialist at Community Health & Wellness Center ...

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