



FEBRUARY 2025 | ISSUE 5

NEWSLETTER

WELCOME TO THE LOCAL BOOKSHELF!

Self publishing can be lonely. We are a group of local BC authors who connected to support one another's author journeys. When we connected and started to share about our experiences, we couldn't believe the value in our shared experiences. To build this community, we created the Local Bookshelf.



COME MEET US!

Find us next at the Surrey Teacher's Association Pro-D
Friday May 2 8:00 am - 3:00pm
Sullivan Heights Secondary School
Surrey, BC

*click
here*

[Membership
Information](#)

JOIN OUR COMMUNITY

Through the Local Bookshelf we're creating a space for kid's authors to support each other, ask questions, bounce ideas, and celebrate each other's successes.

WWW.THELOCALBOOKSHELF.COM
@LOCALBOOKSHELF
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EVENTS

PAST EVENTS

HollyDaze Holiday Market

This market brought festive cheer despite the cold and relentless rain! Keeping warm and protecting our books from the downpour was a challenge, but we still enjoyed connecting with the community. While our vendor location wasn't ideal and sales weren't as strong as last year, the energy of the event and the crowd roaming the streets kept our spirits high. It's always a joy to share our books and meet fellow vendors—rain or shine!

Cedar Drive Holiday Fundraiser

We had a wonderful time at the Cedar Drive Holiday Fundraiser, a cozy school market filled with festive spirit! It was heartwarming to see kids use their own allowance to buy books, showing their love for reading. Families stopped by to browse, chat, and discover stories from local authors. We also connected with amazing vendors, making the event a true community gathering. We'd love to return with even more book bundles next time!

STRUGGLES AND CHALLENGES

Slow Book Sales at Markets!

Some markets are buzzing with eager readers, while others... not so much. It's frustrating when you set up, stay all day, and barely break even.

So, here's the new game plan:

1. Pre-Promotion – Posting in local Facebook groups, tagging the event, and letting our audience know exactly where to find us.
2. Engaging Display – More vertical elements, lights, and interactive features to draw people in.
3. Personalized Pitch – Instead of waiting for shoppers to ask, initiating conversations with, "Are you looking for a great local gift?"
4. Bundle Deals – Offering book sets or 'buy two, get one for a teacher' specials.
5. Post-Event Follow-Up – Encouraging customers to follow us online so they can grab a book later if they weren't ready to buy.

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Anyone is welcome to join The Local Bookshelf and receive the link to the author guide but all other membership benefits apply to British Columbia authors only.



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UPCOMING EVENT!

Tuesday, March 11th, 2025

Jenn Wint is hosting an amazing webinar for authors called Amplify Your Book: PR Strategies for Authors. Free for Local Bookshelf Members!



QUICK TIPS

BOOSTING BOOK SALES WITH EMAIL MARKETING

Email marketing is a powerful tool for engaging readers and driving book sales. Start by building a list with a lead magnet—such as a free activity guide or behind-the-scenes insights. Send a welcome email introducing yourself and your book. For promotions, follow the 3-Email Formula:

1. Teaser Email - Share an exciting excerpt, early reviews, or a personal story about your book.
2. Launch Email - Announce the book, include a clear call to action (buy now!), and offer a limited-time bonus.
3. Follow-Up Email - Remind readers of the offer, share testimonials, and encourage word-of-mouth.

Stay consistent with monthly newsletters featuring updates, events, and exclusive content to keep your audience engaged long-term!

AUTHOR SPOTLIGHT

Ramona Wildeman, author of *The Siege of Herons*, combines her love for nature with a beautiful way with words to explore animals and their collective nouns in a unique and educational way.

Learn more
[@ramonawildeman](#)



Thank you for being here!
From Jenn, Kelly, Amy, and Lauren

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