



**STANDING AT WATER'S EDGE is one of 2 million books
published in 2021**

STANDING at WATER'S EDGE



A Cancer
Nurse, Her
Four-Year-Old
Son and the
Shifting Tides
of Leukemia

JANICE POST-WHITE

Write a review to get it noticed!

Book Updates

[Leave a review here](#)

"How's your book selling?" friends ask.

"I don't really know," I say. And it's true. My memoir has been out in the world (and available) for 3 months now. Publishers share sales (i.e. send royalty checks) about once every 6 months. With a \$25/month paid subscription to Bookscan through Publishers Marketplace ([interested? check it out here](#)), I can

get a number, but it's reportedly (and verifiably) far from accurate.

I tell myself that it's early yet. My publisher didn't send advanced reader copies or solicit reviews prior to publication. Supply chain issues delayed availability. And it's a niche market book, although readers have told me they see themselves in roles they can relate to as a parent of young children or teens, son or daughter caring for a parent, a person with cancer themselves, or a health care professional.

I might just need a better way to get the word out. Or expand my audience. Or ask for help.

Want to help?

Writing a review is a great way to help authors get their book noticed. It purportedly takes 50 reviews to trigger Amazon's algorithm, which bumps a book's visibility (e.g. "similar books you may like"), and 14-20 reviews for *readers* to take the book seriously. I currently have 6 reviews.

Readers also pay attention to what you say. Suggest an audience or say why the book resonated with you. It only takes 2-3 sentences! And authors will thank you. **I thank you!**



Events & News

I was so excited to do an in-person reading at our local Indie, Magers & Quinn Bookstore, in January. Click below or [here](#) for a **3-minute snippet** to hear Brennan defend his independence in making decisions as a teenage survivor. It was 25 years ago *that week* that he was diagnosed with leukemia. He's now 29, and it was such a high for me to have him there!

Nibbles

2 million book titles are currently published per year, compared to **6,000** per year in the 1990s.

825 million print books were sold in 2021, the largest number ever recorded.

Sales* compared to 2020 (hardly a normative year):

- Adult **fiction** rose 25%; young adult fiction increased 31%
- Adult **nonfiction** increased 4%; YA

Monthly Musings

If you want deeper thinking and reflecting on issues related to survivorship and resilience in the face of life-threatening or life-altering illness, check out my monthly blog [here](#). March title: [I Try. Not to Have Any \(As Many\) Expectations](#)

nonfiction rose
9%.

- **Memoir**
purchases
dropped 18%.

*numbers rounded



Thank you!

Thanks for being a part of my writing travels! In my newsletters, I share book updates, a behind-the-scenes peek at writing and publishing, and tidbits on my latest lessons learned in life, writing, or publishing.

Please share this newsletter if you know of anyone who might want to read it. Everyone gets **50% off the audiobook** when they sign up. If you missed this opportunity (I was a little late getting it activated), send me an email (janice@janicepostwhite.com), and I'll send you a coupon for a FREE audiobook through a link with my producer, ProAudioVoices (sorry, it doesn't apply to Amazon's audible).

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✉ janice@janicepostwhite.com

Happy reading & writing, thinking & bemusing

Janice

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Janice Post-White

P.O. Box 3887, Minneapolis
MN 55403 United States



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