



**STANDING AT WATER'S EDGE is one of 2 million books and 74,000 audiobooks 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

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## Book Update

An editor/publisher asked me today at a writing event how my book was selling. I hedged—numbers are hard to find and reportedly are not very accurate. Sales are lower than I had hoped for (hundreds not thousands), but since it is largely up to authors to market their own books these days, I held myself accountable. The opportunities for podcasts, guest blogs, and media interviews feels overwhelming and often elusive. Networking and connecting via social media is expected and recommendations abound for advertising options, promotional materials and book giveaways.

It's all about visibility (getting the word out and your book in front of potential readers) and enticing them to buy (and read and write reviews). But the obstacles are high with 2 million books to compete against and having a book with a niche audience. The first year is critical for sales, but I didn't hire a publicist, so I prioritized what was feasible and of greatest interest to me, and then I let the rest go.

I'm enjoying connecting with people and expanding my networks of writers and readers. And I love getting *any* feedback on my book. [When a reader tells me she "connected with the need and the struggle to stay fully present with her sick child," or that she "came to trust herself," I've made a difference.](#)

**Writers write to be read.** You can read more about that in [my blog here](#) if you are interested.

While reflecting on my first book sales was sobering today, the feedback and encouragement on my next book energize and motivate me to keep writing. *The process is just as important as the outcome.*



## Events & News

**Wordsmith** is the Loft's **craft, career, and connection conference** for writers. After a 3-year hiatus, it's back in person this weekend, with keynotes, craft sessions, publishing advice, and pitch and consultation opportunities. Yay!

***Standing at Water's Edge*** will premiere at The Frankfurt Book Fair this month! Thank you IBPA (Independent Book Publishers Association).



## Nibbles

I just read Elizabeth Strout's new book, ***Lucy by the Sea***. Lucy Barton escapes NY City and drives to Maine with William, her ex-husband, at the beginning of the pandemic. I *knew* it was about the pandemic and I still read it because Lucy is like an old friend. Are *you* ready to read recent history? I'm thankful this is fiction...

Louise Erdrich slid in the pandemic in the second half of ***The Sentence***. I loved the story, especially since I believe in ghosts and I live less than a mile away from the bookstore. But I wasn't ready to read about George Floyd's death and the



## 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](#).

September's title: ***Finding Balance by Letting Go.***

[The Fall Equinox and the new moon in Libra invite us to find harmony and balance.](#)

**The Huffington Post  
(HuffPost Personal)**

published my essay  
this summer, "[Read it  
here](#)". Thank you,  
Noah Michelson!

pandemic so soon after  
living through it in my  
own neighborhood.

*Have you read any  
fiction that included the  
pandemic? What did  
you think?*

## Thank you!

Thanks for being a part of my writing travels!

In my quarterly 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.

Sign up for my newsletter



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Happy reading & writing, thinking & bemusing

*Janice*

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**Janice Post-White**

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