THE SELF-PUBLISHING SOURCE HELPING INDIE AUTHORS ACHIEVE THEIR GOALS

Drawing on the expertise, integrity, and authority of Publishers Weekly, BookLife was launched in 2014 as a resource and community for indie authors. BookLife offers industry insights, professional tips, and marketing strategies to authors and writers in the ever evolving and rapidly expanding world of self-publishing.

BookLife has grown to include multiple platforms and properties:

- A bi-monthly supplement in Publishers Weekly print & digital editions
- The Booklife.com website
- The BookLife Report, a free weekly newsletter
- BookLife Reviews, a paid review service
- The BookLife Prize, a semiannual award for self-published authors with a cash prize of $5,000
- BookLife Indie Author Forum, an annual virtual conference and event series
- A tool to submit self-published books for review consideration in Publishers Weekly free of charge

From concept to completed product, BookLife supports indie authors throughout their journey. Post-publication BookLife assists authors with title promotion through a number of marketing opportunities. With various price points, our programs accommodate a budget of any size.
BOOKLIFE REVIEWS

BookLife Reviews are guaranteed, thorough assessments of completed work, highlighting strengths and analyzing potential reach and audience. Written by a professional Publishers Weekly reviewer, an expert in the book's genre or field, BookLife Reviews support indie authors and publishers through one of the most challenging parts of the self-publishing process: marketing the finished book.

Reviews Include

• Plot summary, critique, and analysis, including audience assessment of potential readers
• One-sentence takeaway summarizing book's best aspects and likely audience
• Comparison (comp) titles and/or authors
• Letter grades (A+ to C) for five production elements:
  - Cover Art
  - Interior Design & Typography
  - Illustrations (if applicable)
  - Editing
  - Marketing Copy
• Published review in Publishers Weekly print and digital editions upon author's approval

Price: $399
BOOKLIFE PRIZE

The BookLife Prize is an annual writing competition designed to discover, cultivate, support, and bring attention to great works of unpublished or self-published writing by independent authors. The competition is divided into two contests, fiction and nonfiction, with one grand prize winner in each contest and one finalist from the individual categories within each contest.

All entries in the contests receive a Critic’s Report, providing valuable, professional feedback designed to help improve the author’s work.

Grand Prize Package
- $5,000 cash prize
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Finalist Package
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- Quote from bestselling/award-winning author or editor for promotional use on book cover
- $1,000 worth of BookBaby’s Facebook + Instagram services
- Professional critique for use in marketing materials

$99 Entry Fee

“After I won the BookLife Prize... I got a Madison Avenue agent who really, really helped my writing. That ended up, no doubt, in getting me a publishing deal later for one of my books. That publishing deal turned into a film deal.”

- T.J. Slee

“Contest entry fees are typically just a tax on naivete, but [with BookLifePrize], every submission receives something of value: a written evaluation by a Publishers Weekly reviewer.”

- The Washington Post
PW SELECT

PW Select is an affordable marketing package enabling authors to promote their books across numerous PW properties for the broadest possible reach. Listed in the print magazine, on the homepages of PublishersWeekly.com and BookLife.com, and in The BookLife Report newsletter, books reach an audience of booksellers, librarians, book and film agents, book reviewers, and national and international media.

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BookLife Talks with Suzanne Jones

Jones's memoir From the Flood recounts her family's struggle after Hurricane Agnes destroyed their home. The BookLife Review praised the author, saying, “The author's vivid description of the hurricane and its aftermath is both gripping and moving. Jones's storytelling ability shines through in every page.”

Your first work, There is Nothing to Fix, was a self-help book. What made you follow it up with a memoir?

Even though I'm a writer and have lived through trauma, I never really thought of the natural disaster that destroyed our home and town as a traumatic event for me. Then, around the time that the massive earthquake struck Haiti, I connected with a colleague who travels to regions of the world that have been devastated by natural disasters. I was drawn to Haiti and its resilient community, and I knew that I wanted to tell their story. I used my experience as a child and my natural curiosity to explore the extent to which kids can recover from trauma. The book transports the reader back to a time that was more innocent, when kids could really be kids. I hope the book will also inspire older readers to think about how they can support children in their own communities.

Who is your ideal reader and why?

I wanted to write a book that would appeal to readers beyond those who are interested in trauma and recovery. I think anyone who has experienced a natural disaster or who wants to learn more about how communities recover can benefit from reading the book. It is a story of resilience and hope, and I think it will resonate with readers of all backgrounds.

What advice would you give to someone who wanted to write their own memoir?

The first thing I would say is to read as many memoirs as you can. The Glimmer Castle and Angela's Ashes were two big inspirations, which is why I chose to use a child narrator and have the narrator develop throughout the book. Get a sense of the story you want to tell and use memoir to help you decide how to tell it. Remember, you don't have to have a superhuman memory to write about events of the past. Talk to everyone and use their memories to help you piece together the story. Your book is not just about you, but about the people who lived through the same experiences as you. And don't be afraid to ask for help. There are many resources available to help you write a book, and you can learn from others who have done it before you.

For more, visit booklife.com/suzannejones
ADVERTISING OPPORTUNITIES

**PACKAGES**

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