

# BOOKLOGIX

## BookLogix Brief

The BookLogix Brief is a quick, curated look at what's shaping book publishing and printing right now—industry shifts, book marketing trends, events, and opportunities for those creating, producing, and selling books. It's built to help you stay informed and make smarter decisions with your book(s).

**This week: Author events are driving sales, competition is rising, and new risks and opportunities are shaping how books are sold.**

## Events & Opportunities

**Want to Publish Your Book?**  
Spend one day learning the real self-publishing process.

**MARCH 28, 2026**

- ✓ Publishing roadmap from start to finish
- ✓ Editing, design, and printing your book
- ✓ How to market and sell your book

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**BOOKLOGIX**

**ATLANTA WRITERS CLUB  
SELF-PUBLISHING  
CONFERENCE**

**March 28, 2026**  
Georgia Tech Hotel & Conference Center  
Atlanta, GA  
Learn from publishing experts, step by step.  
how to self-publish your book!

**Atlanta Self-Publishing Conference (ASPC) — Mar 28 | Atlanta, GA**  
Georgia Tech Hotel & Conference Center | 8 a.m.-5 p.m.

If you're serious about selling your book, be in the room. We'll be there as a sponsor—come learn how to build your audience, plan your print run, and turn events into real sales.

[Register here](#)



# EBOOKS BASICS PUBLISHING WORKSHOP

SATURDAY, MARCH 28 | 2:30 PM

EAST ROSWELL BRANCH

Are you interested in writing a book or have written a book? This workshop will teach you how to publish your book electronically.

Learn more and register at [fulcolibrary.org/east\\_ros](http://fulcolibrary.org/east_ros)

CONNECT WITH US



## eBook Basics Publishing Workshop — Mar 28 | Roswell, GA East Roswell Library | 2:30-3:30 p.m.

Publishing digitally isn't as simple as uploading a file—format, pricing, and setup decisions directly impact how your book sells. Learn what actually works (and what doesn't) before you publish.

[Save your spot](#)

## Atlanta Writing Workshop — Mar 28 | Atlanta, GA

A one-day writers conference featuring literary agent meetings, pitch sessions, and workshops across genres like fantasy, romance, thriller, and YA. We're often asked how to connect with agents—this is one place to do it if you're exploring traditional publishing.

[Register here](#)

# Must-Knows

## 4 Million Books Published Last Year—Your Book Is Competing with All of Them

Global book output topped 4 million titles in 2025, flooding the market and making visibility harder than ever—meaning how you position, produce, and sell your book now matters more than simply publishing it.

[See what this means for your book](#)

## Amazon Changed How Books Rank—And It Impacts Your Sales

The latest A10 algorithm update is shifting how books are discovered—affecting visibility, conversion, and what actually drives sales on Amazon.

[See what changed](#)

## AI Publishing Scams Are Targeting Authors

Fraudulent “publishing services” are using AI to look legitimate—knowing what to watch for could save you from costly mistakes and bad contracts.

[What to watch for](#)

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## Grow & Sell More

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### Sell Your Book in Kroger Stores (National Authors in Grocery Stores Program)

Authors can now sell directly inside Kroger locations—putting your book in front of everyday buyers where purchase decisions are already happening.

[See how it works](#)

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### Get Your Book in Front of 1,400+ Librarians at ALA 2026

IBPA's booth offers direct access to librarians actively sourcing new titles—plus lead lists, author signings, and real distribution opportunities.

[Reserve your spot](#)

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### How to Test Book Ads Without Wasting Money

A smarter approach to low-budget ad testing—so you can find what actually converts before scaling your spend.

[Start testing your ads](#)

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## Print & Production

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### Your Book Size Affects Cost, Pricing, and Sales—Here's What to Know

Trim size affects printing cost, readability, and how your book competes in the market—getting it wrong can hurt both margins and buyer perception.

[Choose the right size](#)

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## Writing & Craft

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### How Understanding Genre Improves Your Writing—and Reader Expectations

Genre isn't about limiting creativity—it's about knowing what readers expect and delivering on it. Understanding those patterns helps you structure your story more effectively, position it clearly in the market, and avoid confusing the very audience you're trying to reach.

# BookLogix Author News

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## **Sherrie Lane Plans to Continue Book-Based Outreach This Year**

After reaching 35 families by distributing 45 copies of *Ryder and Her Furry Friends* at Children's Healthcare of Atlanta last year, BookLogix author Sherrie Lane is planning to do it again this holiday season—showing how authors can turn their books into meaningful, repeatable community impact.



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