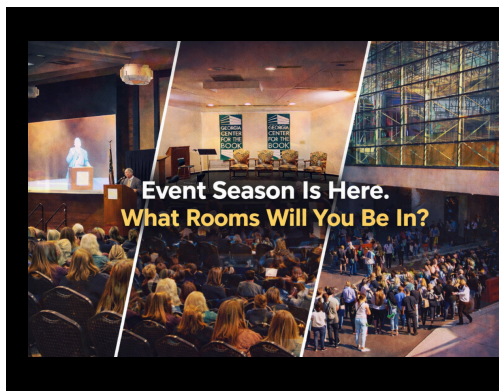


## BookLogix Weekly Brief

The BookLogix Weekly 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. Each week, it's built to help you stay informed and make smarter decisions with your book(s).

**This week: Author events are driving sales, AI tools face legal pressure, and book reviews are becoming critical for discovery.**

## Publishing



### Author Events Drive Book Sales Again

In-person events are back—and converting. Studies show 85 percent of attendees are more likely to buy, as signings, conferences, and festivals turn discovery into real purchases through direct reader interaction.

[Read article](#)

### Grammarly Sued Over AI Editing Tool That Impersonated Authors

Grammarly is being sued over an AI “expert review” feature that allegedly generated feedback written in the voices of real authors without permission, raising new legal concerns around AI training data and author identity.

[Read article](#)

### Amazon Quietly Ends Its Book Club Feature

Amazon has removed its Book Club tool, which allowed readers to organize monthly reading groups and discussions on the platform, eliminating a built-in discovery feature for books.

[Read article](#)

## Book Marketing

### Why Book Sales Drop After Launch—and How to Fix It

Authors must plan beyond launch, as publisher support fades and ongoing visibility depends on consistent effort—using podcasts, media pitching, social content, livestreams, and courses to keep audience engagement and sales momentum going long-term.

[Read article](#)

### Why Book Reviews Matter More in the Age of AI Search

NetGalley reports that reviews now play a larger role in discoverability as AI-driven search tools and recommendation engines increasingly surface books based on review volume, sentiment, and credibility.

[Read article](#)

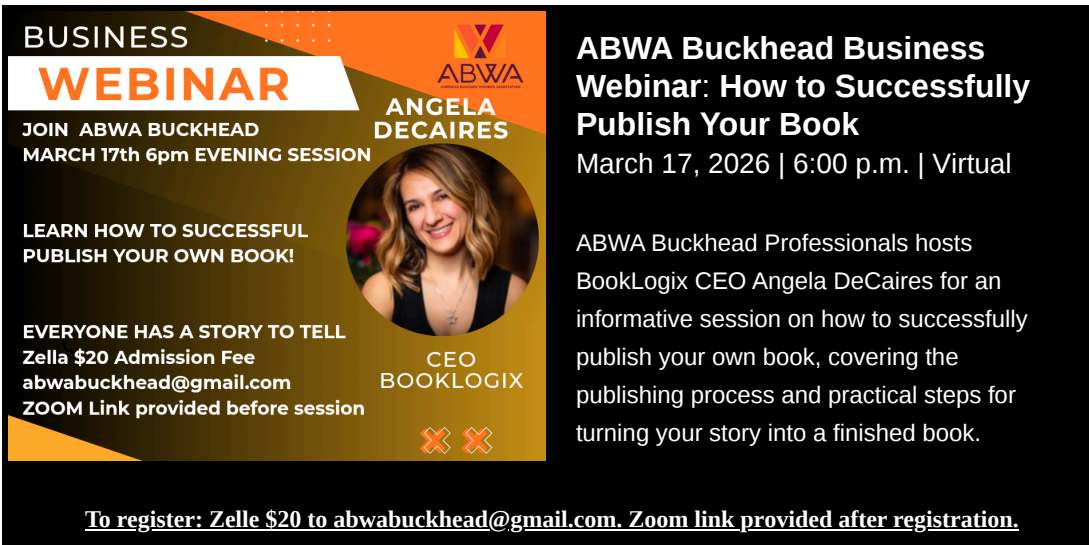
## Book Business

### Is Your Book Marketing an Expense or an Investment?

Many authors spend on ads and promotions without measuring results. This article explains how to evaluate marketing efforts based on audience growth, visibility, and sustained sales.

[Read article](#)

## Events & Opportunities



**BUSINESS**  
**WEBINAR**

JOIN ABWA BUCKHEAD  
MARCH 17th 6pm EVENING SESSION

ANGELA DECAIRES  
CEO BOOKLOGIX

LEARN HOW TO SUCCESSFUL  
PUBLISH YOUR OWN BOOK!

EVERYONE HAS A STORY TO TELL  
Zella \$20 Admission Fee  
abwabuckhead@gmail.com  
ZOOM Link provided before session

**ABWA Buckhead Business  
Webinar: How to Successfully  
Publish Your Book**  
March 17, 2026 | 6:00 p.m. | Virtual

ABWA Buckhead Professionals hosts BookLogix CEO Angela DeCaires for an informative session on how to successfully publish your own book, covering the publishing process and practical steps for turning your story into a finished book.

To register: Zelle \$20 to [abwabuckhead@gmail.com](mailto:abwabuckhead@gmail.com). Zoom link provided after registration.

### Anthropic AI Lawsuit Claim Deadline

Authors whose books may have been used to train Anthropic's AI models can file claims in the ongoing settlement before the March 31 deadline.

[Read article](#)

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## Writers Digest Conference Returns

The Writers Digest Conference returns this July 23-26, 2026, with craft workshops, publishing panels, and agent pitch opportunities designed to help writers move manuscripts toward publication.

[Read article](#)

# Print & Production

## Book Cover Design Trends Shifting Toward Bold, Simplified Visuals

Publishers are increasingly using bold typography, illustrated artwork, and minimalist layouts to make book covers stand out in crowded online retail thumbnails.

[Read article](#)

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## Spotify's Growing Audiobook Catalog Signals Audio Publishing Expansion

Spotify continues expanding its audiobook offerings in the U.K., increasing competition with Audible and creating additional distribution opportunities for publishers and authors.

[Read article](#)

# Writing & Craft

## Three Transition Techniques That Improve Writing Flow

Seth Harwood outlines clear structural, logical, and narrative transitions that help readers move smoothly between ideas and chapters—one of the most common weaknesses in manuscripts.

[Read article](#)

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## 15 Practical Ways to Write More Realistic, Compelling Characters

Stronger characters come from defined motivations, internal conflict, and specific behavioral details that reveal personality and emotional stakes.

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