



Volume 8, Issue 3

# FrontMatter



Working Smarter

Industry News & Trends

Did You Know?

Sheridan Solutions

Book Smart



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## Events

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## Webinars

[How to Sell More Books to Non-Bookstore Buyers.](#)

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This newsletter is brought to you by: Laura Baker  
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### Need book printing?

You also need quality. Sheridan offers numerous color, binding, and paper options for a variety of lengths.

[Contact us to request a printed book sample.](#)

#### Working Smarter

### How Will You Publish Your Next Title? Let Us Count the Ways ...

How you publish your title now may not be how you need to publish it in the future. By taking a long-term, content-centric approach to publishing, your titles will [reach the broadest possible audience.](#)

#### Industry News & Trends

### 4 Ways to Let Social Media Market Your Book

Harness the power of digital word-of-mouth recommendations. Take these tips into consideration as you [plan your social marketing strategy.](#)

#### Did You Know?

### How's Your Website Health?

Customer experience is a moving target, and the analytics you need to determine whether your website is reaching your audience are constantly changing. Learn how you can develop a strategy for ongoing analysis and improvement to [keep book buyers clicking.](#)

#### Sheridan Solutions

### Get the Perfect Cover: 1, 2, 3 and You're Done!

Did you know that you have a custom cover creation tool at your fingertips? Sheridan's Component Template Creator ensures a perfect fitting cover to [showcase your creative cover design.](#)

#### Book Smart

"I would be most content if my children grew up to be the kind of people who think decorating consists mostly of building enough bookshelves."

— Anna Quindlen

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