



Winter Park **FLORIDA** Winter Garden

Producing Digital Events
with Writer's Block Bookstore

Contact: Lauren Zimmerman, Bookstore owner lauren@writersblockbookstore.com

About Us

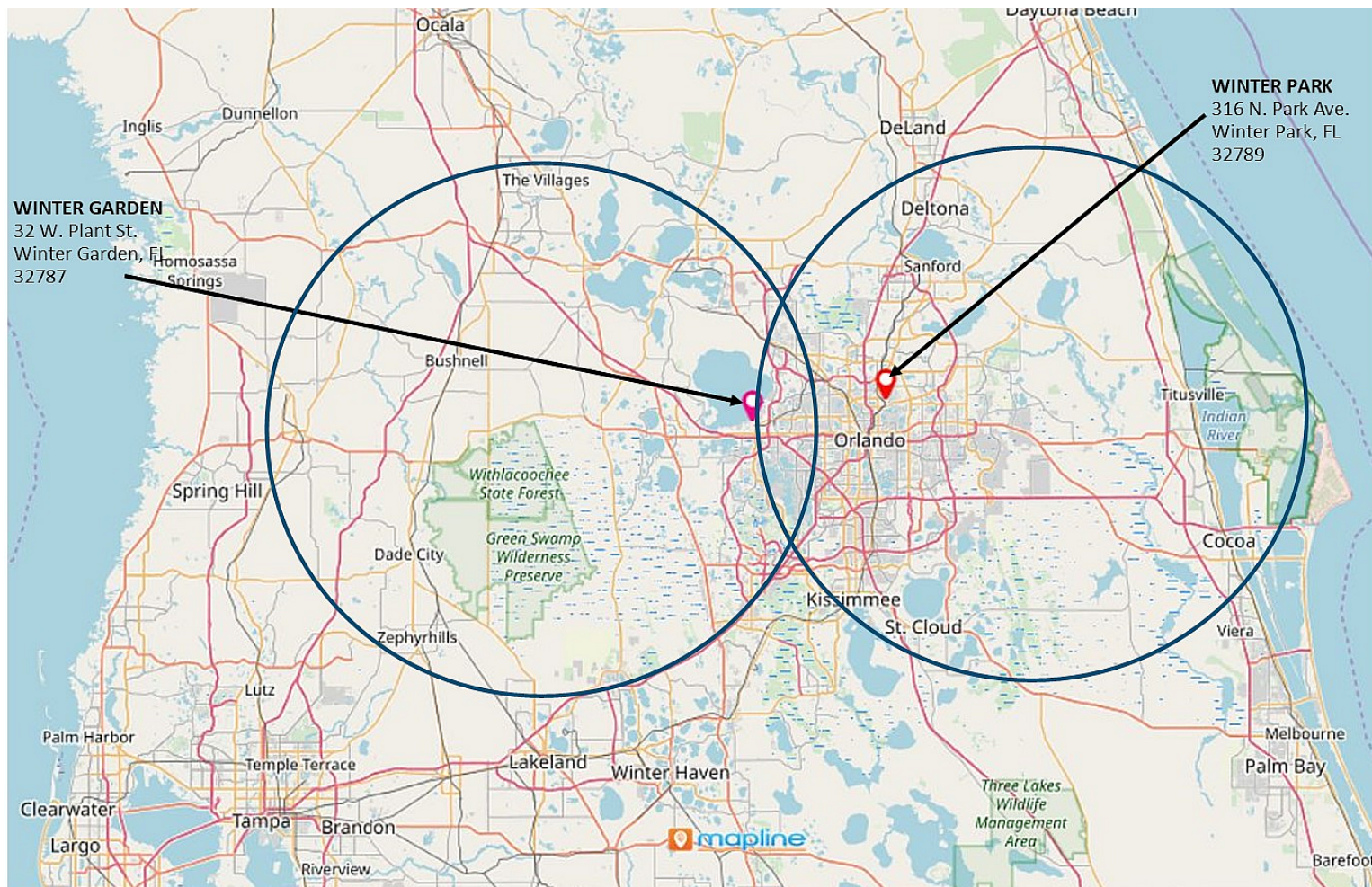
Serving the Orlando area since 2014, Writer's Block Bookstore is Central Florida's full-service independent bookstore with locations in Winter Park and in Winter Garden. We are a *New York Times*, BookScan, and ABA bestseller reporting store.

Writer's Block commitment to literacy, reading, and community engagement for life-long learning is showcased through its events, book clubs, virtual book fairs, online Sunshine State and children book lists, and community partnerships.

A woman owned and operated small business, we specialize in new releases, New York Times bestsellers, and Indie Next picks. Our store hosts virtual and in-store author events with nationally-recognized authors and offer discounts for educators and loyalty club members.



Areas of Service



We are the only non-used independent bookstore servicing Orlando and Central Florida, catering to the many businesses and diverse communities in our region.

Based on the latest U.S. Census, Orlando is the fifth fastest growing metro area in the United States. We are located near Orlando International Airport, Florida's largest domestic airport and a major international airport, and close to Orlando Sanford International Airport.

Beyond being a desirable place to live, Orlando is a major tourist draw consistently ranking among America's most popular vacation destinations. In 2018 alone, Orlando welcomed 75 million domestic and international visitors.

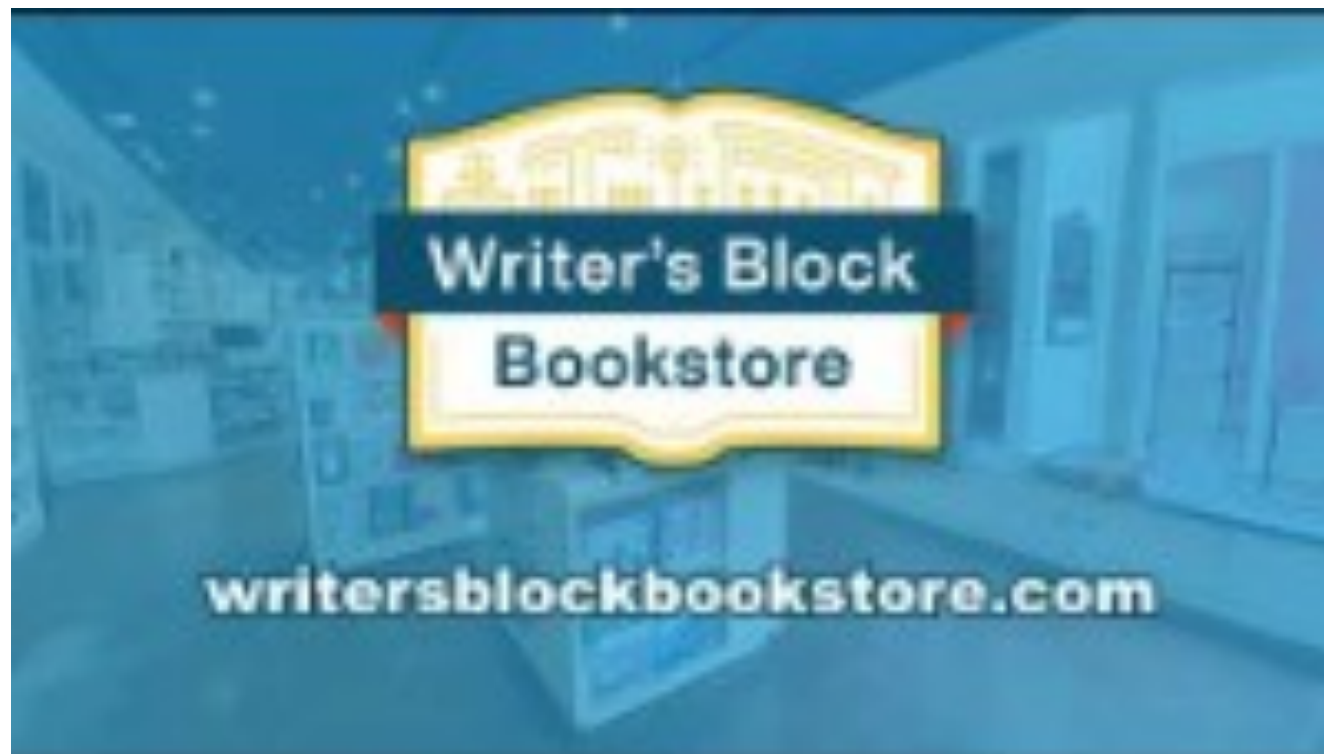
Community Partners

See professional video created by PBS because of our support.

Writer's Block commitment to literacy, reading, and community engagement for life-long learning is showcased through its events, book clubs, virtual book fairs, online sunshine state and children book lists, and community partnerships.

A proud supported a WUCF education and PBS learning. We funded the PBSkids workbooks going into over 1000 schools and homes throughout Central Florida.

We are the bookseller of choice for local, public & private schools including Orange County Public Schools, as well as bookseller for professional development and trade association events.



[If you are having trouble viewing the video, click here:](https://youtu.be/sfeRJboyEDs)
<https://youtu.be/sfeRJboyEDs>

Community Partners



The Winter Park Institute is a wholly owned subsidiary of Winter Park Magazine. The Institute's purpose is to enhance the cultural and intellectual life of Winter Park by presenting intriguing, timely speakers and thought leaders to address an eclectic range of subjects.

- Institute roots can be traced to 1928, when it was originally founded by Rollins College.
- Institute has a large and devoted following in Winter Park that includes people who attend every presentation.
- More than 80 years of quality programming brings with enormous goodwill and confidence in the community that programs will be memorable.

Community Partners

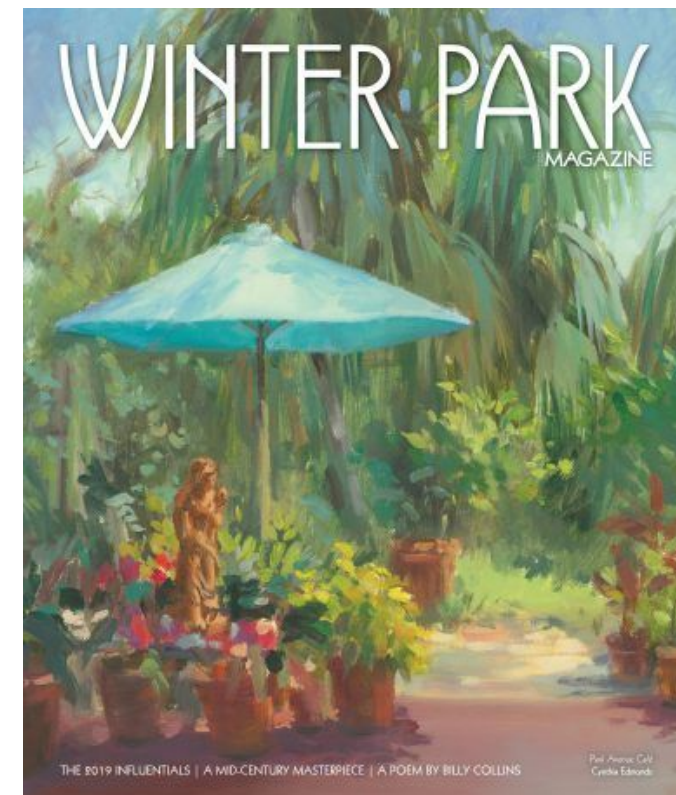
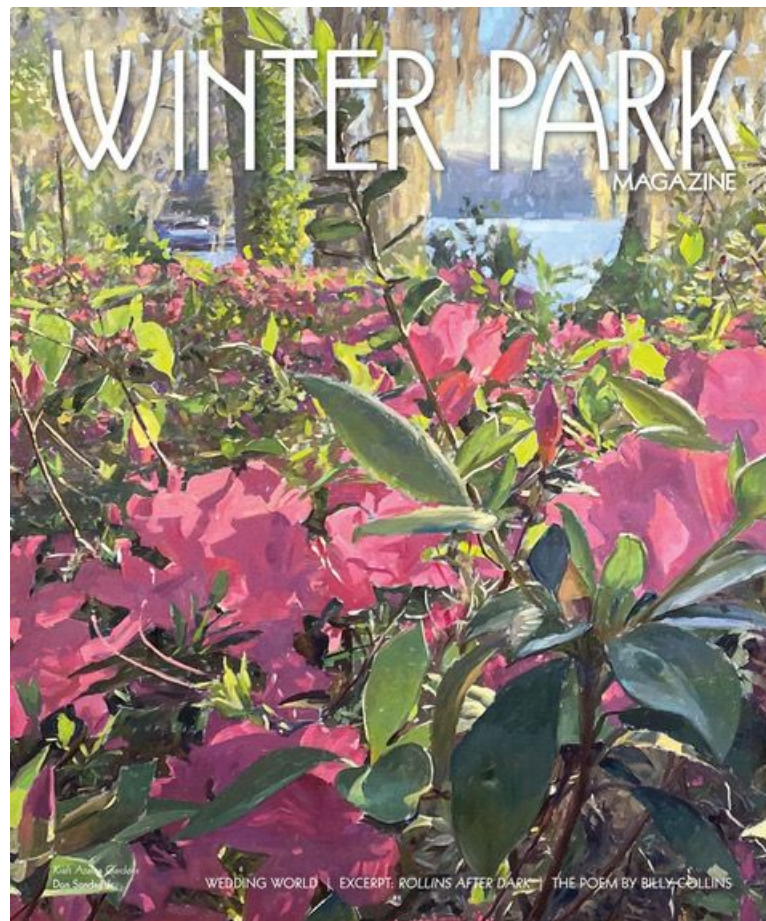
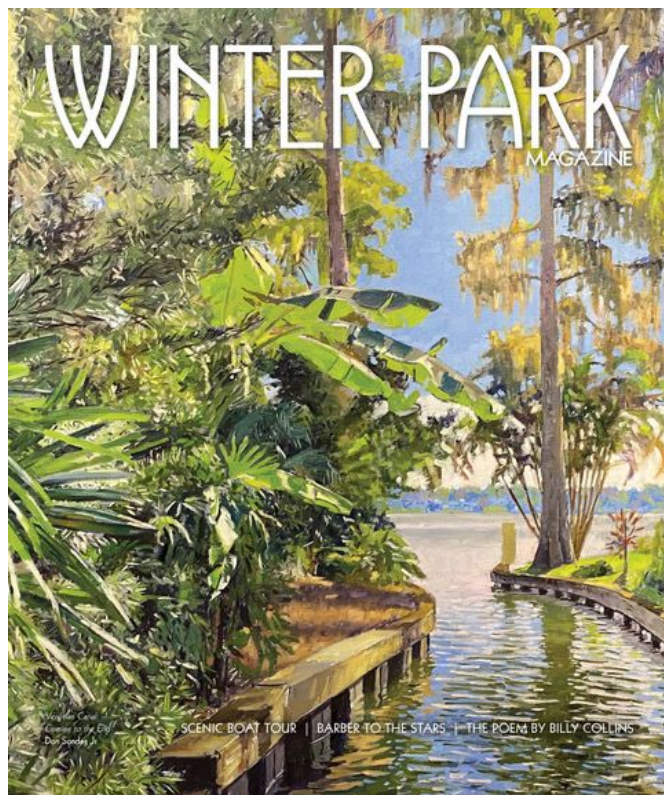


Past speakers have included Ken Burns, Maya Angelou, Bill Bryson, Jane Goodall, Gloria Steinem, Paul Simon, George Takei, U.S. Poet Laureate Billy Collins and Sir Paul McCartney.



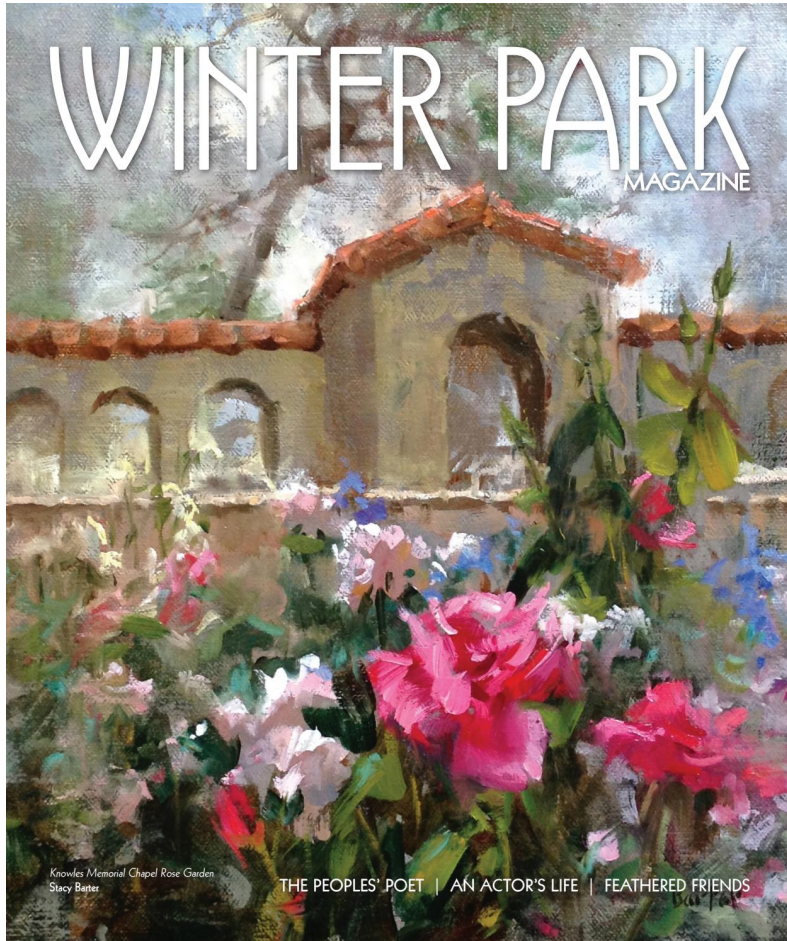
Community Partners

WINTER PARK MAGAZINE



Community Partners

WINTER PARK MAGAZINE



Winter Park Magazine is a beautiful, content-rich magazine celebrating historic Winter Park, Florida, the region's intellectual and cultural heart.

- Winner of numerous "Best Magazine" awards in the region (Winter Park Chamber of Commerce).
- Winner of numerous awards for editorial excellence (Society of Professional Journalists).
- Winner of numerous awards for editorial excellence (Florida Magazine Association).
- Mailed directly to homes valued at \$500,000 or higher in Winter Park and adjacent affluent communities.

Events & Programming

We broadcast ticketed and free events on Facebook Live, Instagram Live, Zoom, YouTube, and CrowdCast. We produce moderated Q&As, in-conversation appearances, multi-author panels, virtual school visits, live and pre-recorded storytimes, and book club visits.



Events & Programming

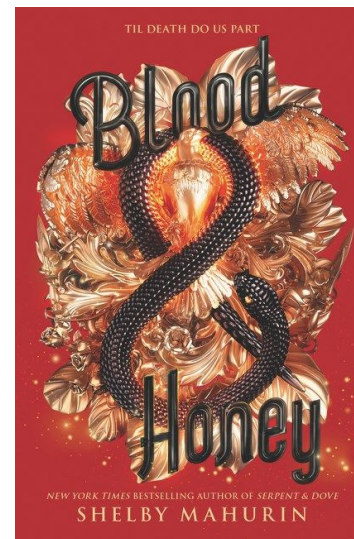
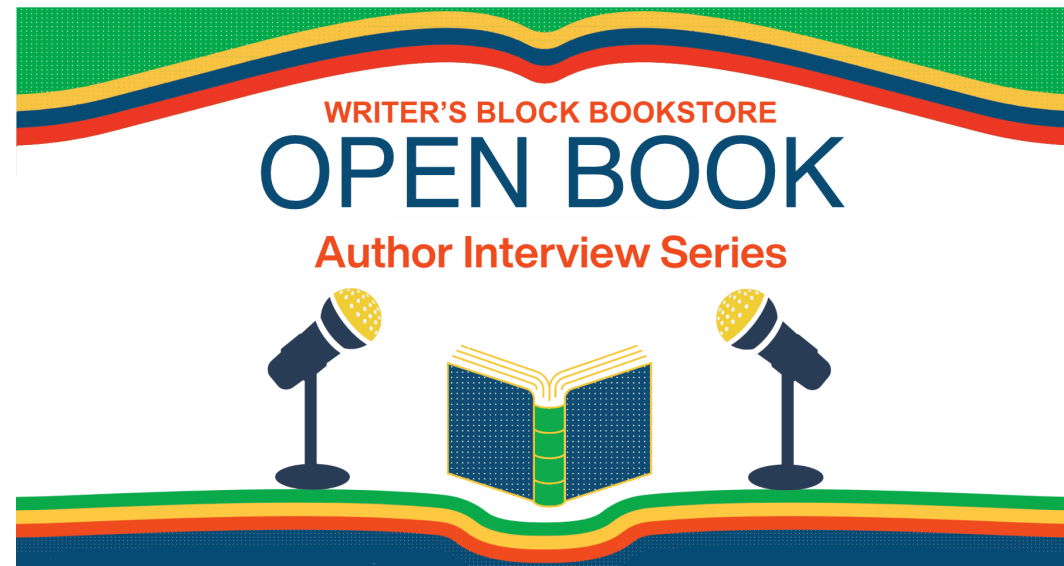
OPEN BOOK – AUTHOR INTERVIEW SERIES

Writer's Block Bookstore recently launched "Open Book: Author Interview Series", a new platform featuring interviews with bestselling authors from all literary genres, as well as up-and-coming writers who are generating a buzz with their debut novels. In the series, we peek behind the pages and chat with them about their books, inspirations, publishing journeys, writing processes, and more.

The series debuted in January 2021 with YA author Shelby Mahurin. We chatted with the popular author about her latest novel, *Blood & Honey*, the sequel to her debut release, and New York Times and IndieBound bestseller, *Serpent & Dove*.

Click here to go to view

www.writersblockbookstore.com/open-book-author-interview-series



Events & Programming

OPEN BOOK – AUTHOR INTERVIEW SERIES

The series also features interviews with established New York Times bestselling author Susan Mallery, as well as critically acclaimed new writers Richard Farrell and Amy Jo Burns.

We are continually engaging with publishers and authors and posting interviews about their projects to the page to generate excitement (and book sales).



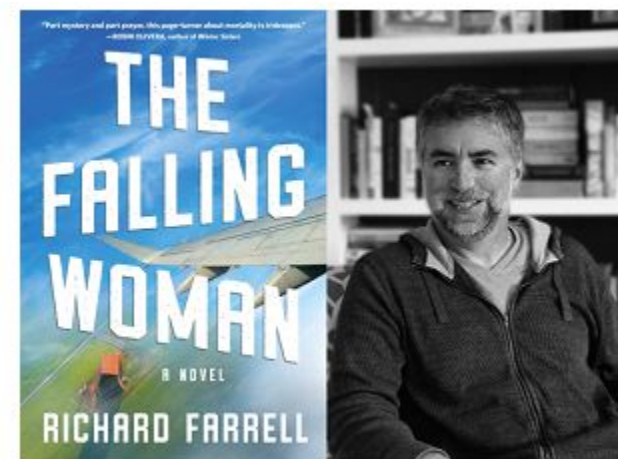
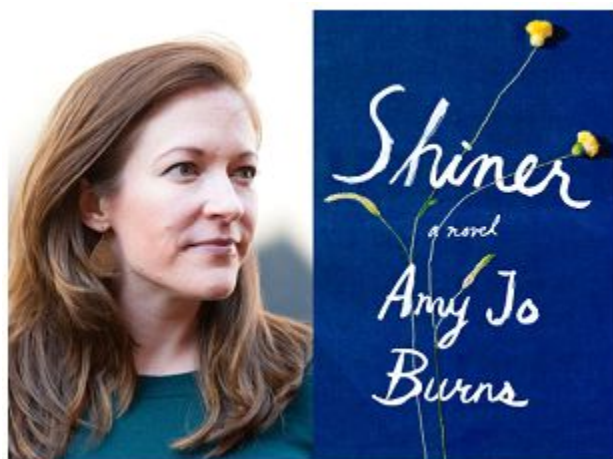


August 4th
7:00 PM
on Zoom

SUSAN MALLERY
in conversation with
TANYA EBY

includes
SIGNED COPIES
Giveaways & Raffle Prizes

Register online today!



Events & Programming

In October 2020, we hosted our first live book-signing for international bestselling author, Nicholas Sparks. The event was carefully planned to respect social distancing with selling tickets in batches and our store is perfect for creating safe lines for the. The event sold out with more than 600 copies of his latest book sold. At the event, which drew more than 400 people from across the State of Florida and as far away as Texas, Nicholas Sparks said, "By far, the event at Writer's Block was the best and most organized stop of the tour so far!"

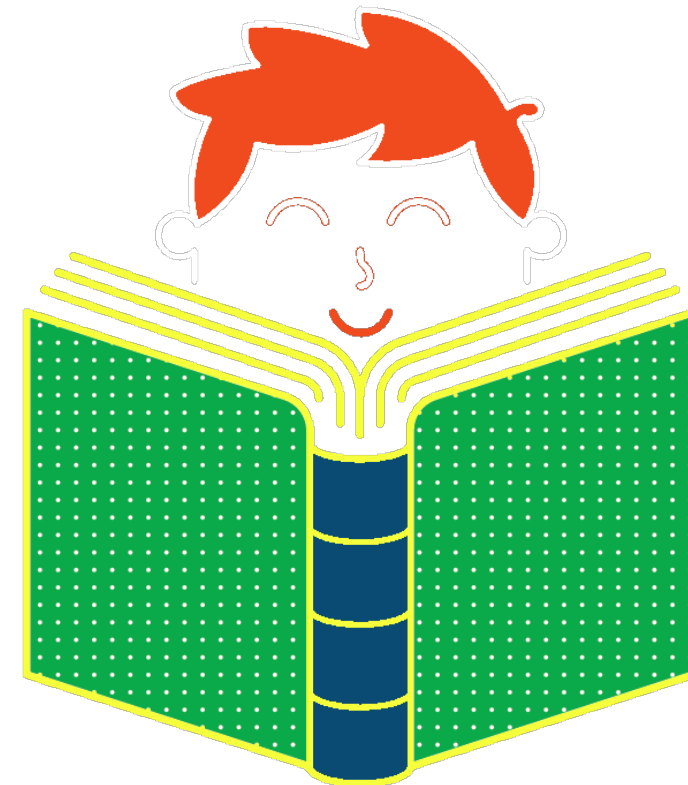
Similarly, our virtual event with Fredrik Backman had fans showing up online in record numbers to "meet" him, albeit virtually. Literary fans have embraced our events in large part because we have well-established reputation of providing quality programming. We have always had excellent turnouts for authors such as Preston & Childs, David Baldacci, Brad Meltzer, Elin Hilderbrand, to name a few. Each of these authors has returned to Central Florida several times for subsequent events.



Virtual Success Stories: Kids Programming

Not all virtual events represented here.

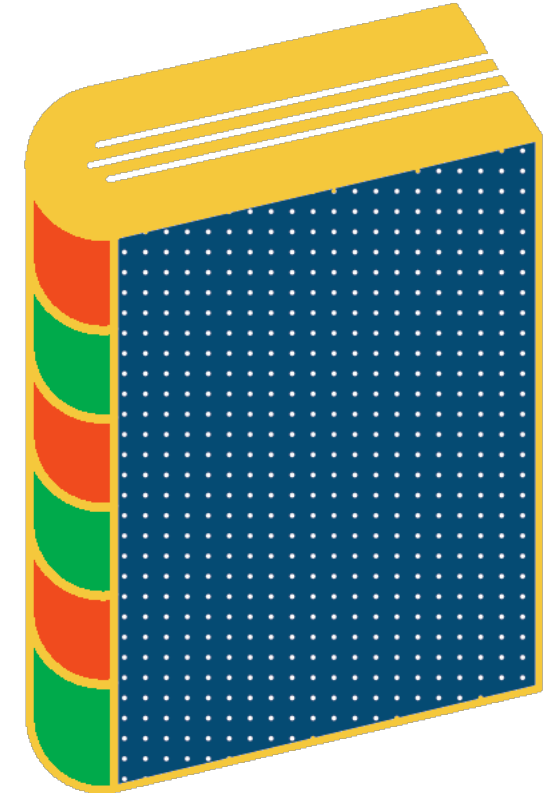
- Jen Calonita in support of *Cursed*
 - Disney-Hyperion, May 2020
- Emma Clark in support of *Tweet Cute*
 - Wednesday Books, March 2020
- Claribel Ortega in support of *Ghost Squad*
 - Scholastic, March 2020
- Kyandreia Jones in support of *Choose Your Own Adventure: SPIES*. Produced with the Winter Park Public Library.
 - ChooseCo, July 2020
- James Ponti and Taryn Souders in support of *City Spies* and *COOP Knows the Scoop*
 - Simon & Schuster, March 2020
 - Sourcebooks, July 2020



Virtual Success Stories: Adult Trade

Not all virtual events represented here.

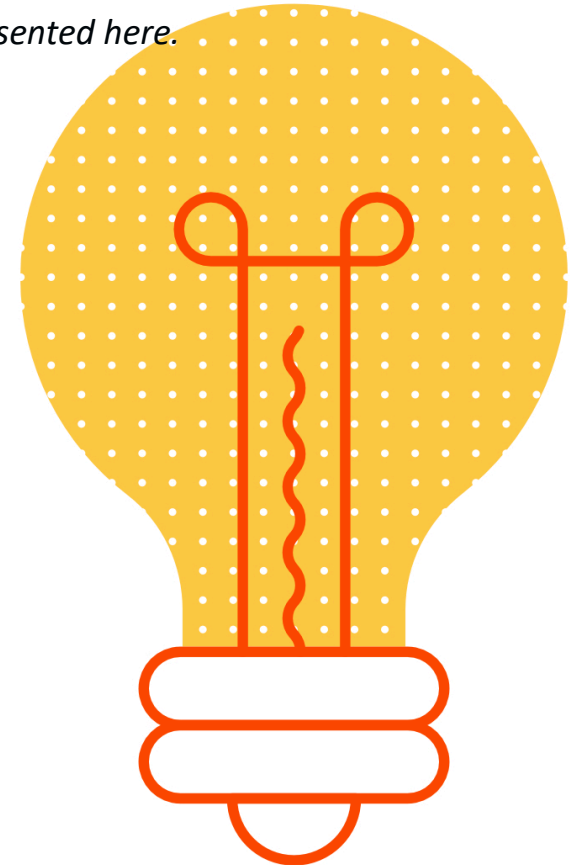
- Kristin Harmel, *Book of Lost Names*, Launch and Pre-sale campaign. Sold almost 500 signed copies and pre-sales and assisted with the event. July 2020
- Mario Livio and *Galileo and the Science Deniers*
 - Gallery Books, May 2020
- Deborah Feldman and *Unorthodox*
 - Simon & Schuster, March 2020
- Kristin Arnett and *Mostly Dead Things*
 - Tin House Books, April 2020
- Tracey Enerson Wood interviewed by Kristina McMorris
 - Sourcebooks, June 2020



Virtual Success Stories: Panels

Not all virtual events represented here.

- Virtual Visiting Authors Summer Series, produced with 7 Jewish Community Centers in Central and South Florida
 - Rachel Beanland and Fiona Davis
 - Kristin Harmel and Patti Callahan Henry
- Read with Pride 5 Author Panel, produced with Scholastic
 - David Levithan (Moderator), Alex Gino, Kacen Callender, Molly Knox Osertag, Aida Salazar, and Wil Walton
- David James Poissant with Jake Wolff
 - Book launch: reading and audience Q&A event
 - 200 attendees and 80 event sales
- Virtual Poetry Reading with Billy Collins and Carol Frost



Marketing & Promotions

We use a blended print and digital marketing strategy to promote our events. We coordinate with local media publications and news outlets, use a tailored approach to digital promotions by targeting potential local audiences and fans of each individual author or title, and campaign extensively on various social media platforms. We send out press releases to the local media and reach out to reporters to write reviews or articles about the authors and the event.

Local Media Relationships



- Offer coupon codes for partner members and event attendees
- Advertising campaigns with our local Tribune, NPR, and PBS affiliates

Digital Influence and Outreach: By the Numbers

A majority of our social media followers are local or live in the surrounding Greater Orlando area.



5,100+

Facebook followers



1,900

Twitter followers



4,500

Instagram followers



6,900

Constant Contact
subscribers

1,000+

Page engagements per week

19.8K

Tweet Impressions per month

200+

Views per Instagram Story

18%

higher open rate than the
industry average