About Us

Established in 2014, Writer’s Block Bookstore is Central Florida’s full-service local independent bookstore. We are a woman-owned and operated small business. Our mission is to foster a love of reading by providing a sanctuary space for book lovers with fun, interactive events for our community. We are a New York Times, BookScan, and ABA bestseller reporting store.
Areas of Service

Orlando is one of the fastest-growing cities in the US with a major international airport.

We are the only non-used independent bookstore in Central Florida, catering to the many businesses and diverse communities in our neighborhood.
Community Partners

We work with United Way, the Dr. Phillips Performing Arts Center, Roth Family Jewish Community Center of Greater Orlando, the Orange County Public Library System, the Tiger Bay Club of Central Florida, the Adult Literacy League, the Orlando Sentinel, and the City of Orlando Mayor’s office.

We are the bookseller of choice for local public and private schools and colleges in the area, including Orange County Public Schools, as well as conference organizers for professional development and trade association events.
Events & Programming

Orlando Sentinel

UNSCRIPTED
CONVERSATIONS TO INSPIRE

We partner with the Tribune Media Group’s *Orlando Sentinel* to produce the Studio 1847 UNSCRIPTED SERIES, a national program that creates thought-provoking discussions with celebrated journalists and culturally significant keynote speakers.
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, lie and pre-recorded storytimes, and book club visits.
Virtual Success Stories: Kids Programming

• 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

• Brad Meltzer and *The Lincoln Conspiracy*
  • Macmillan Press, May 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

- 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
Influence & Outreach

- 4,900 Constant Contact email newsletter subscribers
- 3,600+ Instagram followers
- 3,500+ Facebook Page likes
- 4,000 webstore customers
- 2,500+ recipient list for our semiannual paper newsletter

Most of our social media followers are local or live in the surrounding Greater Orlando area.
Interactions & Engagements

80% of our Instagram followers are
• College educated women
• Between the ages of 25-44
• More likely to tag friends with trending hashtags and subjects

75% of our Facebook followers are
• College educated women
• Between the ages of 35-54
• More likely to directly purchase books at a ticketed event
Digital Influence: By the Numbers

- 1,100 Impressions per Facebook page post
- 10,000 Impressions per post per week
- 4,900 Constant Contact email subscribers
- 1,000 Page engagements per week
- 200 Views per Instagram Story
- 16% higher open rate than the industry average
Thank you for your consideration.

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