

Brand News

MARKETING THE ARTS



BRAND LEGACY

ONLINE BOOKSELLER

Before jargon like "minimum viable audience," "social selling" entered the lexicon, there was aalbc.com. The African American Literature Book Club is at the center of a decentralized community of

BRAND ENGAGEMENT

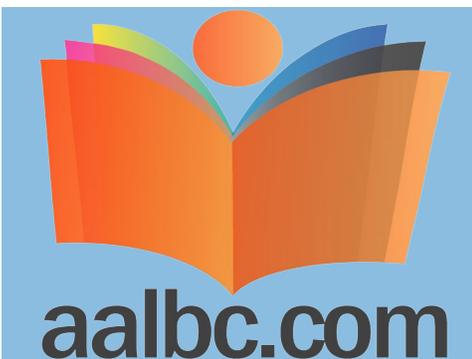
BRAND ENGAGEMENT

Black publishers, writers, bloggers, journalists, booksellers, and every entity contributing to the Black book ecosystem. And founder Troy Johnson has kept aalbc.com afloat for nearly 25 years.

BRAND EQUITY

COMMUNITY MARKETING

"I sold my first book in December 1997... I registered the domain AALBC.com and officially launched the site in March 1998. It has been my livelihood since 2008," Johnson said. (cont'd below)



AALBC.COM (CONTINUED)

Many well-known marketers are now only realizing that community marketing is the way to keep a digital business afloat. Still, community engagement is the heart of AALBC.com operations. Visit and join the group. See Community Marketing in action.

Bookselling 101

Write to be read without sacrificing your plot.

"Publishers often want to publish specific types of books because they have a particular aesthetic, sensibility, mission, or are simply chasing perceived consumer demand. They then look for writers to fit the bill," Troy Johnson, AALBC.com, Founder and Webmaster.



BOOKSELLING 101

CONTINUED

But with nearly 25 years in the bookselling business, Johnson reveals that path may not work for every writer. "Strife between writers and publishers arises when there is a disagreement between what an author writes and perceived consumer demand. It impacts everything from cover design, the book's title, and the editing process. Sometimes the publisher is right, but they often get it wrong -- especially when it comes to Black books."

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Bring value to your group, and bookselling becomes a social event in this community.

THE MOTHER OF GPS

U.S. Navy's Hidden Hero

The fictitious manuscript outlined in Bookselling 101 is based on the U.S. Navy's *Hidden Figure*. Did you know the mother of the GPS is mathematician Gladys Mae West, Ph.D.? She wrote code and developed for the U.S. Navy what's known today as the Global Positioning System.

You can watch her story in *Navy Hidden Hero: Gladys Mae West* and *GPS and Calculating the Future* both on YouTube.

Read Cathy Dyson's profile feature on Dr. West at The Free-Lance Star at [Fredericksburg.com](https://www.fredericksburg.com)

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