FROM SIGNING TO SIGNINGS: THE MARKETING JOURNEY OF DEBUT AUTHORS

Moderator: Julia Hobart
The Bookloft, Great Barrington, MA
Harper Teen

Rosemary Brosnan, VP, Director, Editorial, HarperCollins

Henry Holt & Company

Tiffany Liao, Editor, Henry Holt Books for Young Readers.

Bess Braswell, Senior Director, Marketing, HarperCollins

Molly Ellis, Director of Publicity, Macmillan Children’s Publishing Group
HARPER TEEN

Elizabeth Acevedo

Rosemary Brosnan, VP,
Director, Editorial,
HarperCollins

Bess Braswell, Senior
Director, Marketing,
HarperCollins
ARTIST GABRIEL MORENO
ELIZABETH ACEVEDO

THE POET X

APPROVED COMP

ELIZABETH ACEVEDO

THE POET X

SKETCH
DESIGNING TITLE TYPE
She knew since she was little
misunderstood daughter fire
working out of my scalp

warrior *we like how this is drawn currently

breathed
curls
the world would not sing *we like this as is, or set in
Garamond Premiere

miracle
truth
curse*we like how this is drawn currently

conquered
chokehold
blood stereotype
fireworks wonder

triumph
mission slayed

DESIGNING COVER TYPE
This Latinx Poet’s Debut Novel is a Must-Read for Second-Gen Kids

“The Poet X” will make you ready to raise your voice.

teenvogue.com
THE POET X MARKETING & PR

Outreach to Tastemakers (That’s You!)
- Early Bound Manuscripts
- Indie Bound Galley Mailing
- Author Appearances at Regionals

Advertising & Partnerships
- Key Brand Partnerships/Seeding
  - Natural Hair Care Product Partnership in progress
- Podcast Advertising
  - Call Your Girlfriend
  - The Read
- Social Media Advertising
  - YouTube, Facebook, Instagram
- Outreach to poetry slams / spoken word poetry clubs and events

Key Assets & Features
- Docu-Style Author Video
- Spoken Word Poetry Videos
- Cover Artist Feature Spotlight

Extensive Ed/Library Outreach
- Author Keynote Speech at ALA Midwinter (February, Denver)
- Author Appearance at TLA (April, Dallas)
- Announcement Advertising in leading publications
- Re-promote for April Poetry Month

Publicity
- Media Pitches for interviews & features
- Author Appearances

Epic Reads LEAD TITLE
- Each month over 3.3 million fans come to Epic Reads across all of our channels
- Lead titles receive millions of impressions, through
  - Blog post features
  - Frequent highlights on Instagram and Twitter
  - Video Promotion
  - Dedicated Facebook posts
  - Snapchat and Instagram stories
On Sale
3/6/18
HENRY HOLT & COMPANY

Tomi Adeyemi

Tiffany Liao, Editor, Henry Holt Books for Young Readers

Molly Ellis, Director of Publicity, Macmillan Children’s Publishing Group
Children of Blood and Bone

by Tomi Adeyemi
Tomi Adeyemi

CHILDREN OF BLOOD AND BONE

[Image of book cover]

[Image of author]

[Image of book cover]

[Image of author]
Early Media Moments
Fox 2000, Macmillan Land African Flavored Fantasy Novel ‘Children Of Blood And Bone’ In Splashy Deal

EXCLUSIVE: In a remarkable pair of deals for a debut author who is just 23, Fox 2000 has just made a preemptive acquisition of Children of Blood and Bone, the first installment of a fantasy novel trilogy by Tomi Adeyemi that will spawn a trilogy. Temple Hill’s Marty Bowen and Wyck Godfrey are producing with Karen Rosenfelt. Word is this deal landed at or near seven-figures, and so did a whopping publishing deal that just closed at Macmillan Children’s Publishing Group, with both deals brokered by ICM Partners.

EBONY

Tomi Adeyemi’s Debut Novel Heading to the Big Screen in Blockbuster Deal

The author could just be the next big thing in literature AND film

Meet the Author Bringing Black Lives Matter to the Big Screen

May 19, 2017 by MSALLU TEJAN-SIE

teenVOGUE

Tomi Adeyemi Talks YA Fiction Publishing Deal for ‘Children of Blood and Bone’

It also includes a movie deal.

Lily Herman
April 13, 2017 4:09PM EDT

BLACKGIRLNERDS
Early Trade Events

- BookExpo America
- ALA Annual
- SIBA
- NEIBA
- Heartland Fall Forum
- ABA Winter Institute
Meanwhile this Summer...

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Tomi Adeyemi @tomi_adeyemi · Aug 26
I think line edits are going reeeaaaaallllly well lol

#amrevising
#childrenofbloodandbone
Cover Reveal
Tomi Adeyemi’s ‘Children of Blood and Bone’: Take an Exclusive First Look

Adeyemi scored a seven-figure deal for her trilogy, which included a movie deal.
Early Consumer Events

- BookCon
- San Diego Comic-Con
- New York Comic-Con
- YALLFest
ENTER TO WIN A FREE TICKET TO THE fierce reads AUTHOR BREAKFAST

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**TOMI ADEYEMI**
*At San Diego Comic-Con*

**Friday, July 21st**
11:00 AM
SIGNING: *Children of Blood and Bone Sampler*  
Booth 2800/2802

**Saturday, July 22nd**
2:00-3:00 PM
PANEL: World Mythology in Contemporary Fantasy  
Room 9

**Saturday, July 22nd**
3:15 PM
SIGNING: *Children of Blood and Bone Sampler*  
Autographing Area Table 9

**Saturday, July 22nd**
8:30-9:30 PM
PANEL: 10 Points to Slytherin  
Room 26AB

**Sunday, July 23rd**
11 AM TO 12 PM
PANEL: Fantasy, Diversity, & Inspiring One Another with Leigh Bardugo & Michael Dante DiMartino  
Room 32 AB
But before samplers and ARCs get to the industry...

@tomi_adeyemi • Aug 31
Soooooooo this happened

And yes. I cried

#ChildrenofBloodandBone

@tomi_adeyemi • Sep 4
When you reread your novel after a boatload of revisions and decide it’s not trash lol

ARCS HERE WE COME!!!!!

#childrenofbloodandbone

@Tiff_Liao • Sep 5
tfw you send off a brilliant manuscript to copyediting. knowing it’s going to be out in the world soon SOOON

Just feel like my heart is going to burst because it’s full of rainbows
Building Influencer Buzz
I AM SO EXCITED FOR CHILDREN OF BLOOD AND BONE BY @tomi_adeyemi THAT I HAVE MADE AN AESTHETIC

Rebecca Maddalo @RebeccaMaddalo · 13h
Just read the online sample of @tomi_adeyemi 's "Children of Blood and Bone" and can't wait to read the book!!!

Dara Kaye @DaraKaye · Sep 4
Replying to @tomi_adeyemi
Only read the NetGalley excerpt of CHILDREN OF BLOOD AND BONE but I am READDYYYY

Lara @LaraTKareem · Aug 26
I'm deeply sad and I need Children of Blood and Bone by @tomi_adeyemi 😞 the first six chapters are so good and the suspense

Jashana Copeman @JashanaWriter · 15h
Just read the preview excerpt of Children of Blood and Bone... I have to wait until MARCH for the rest of it?! AHH! Very good so far!

Shauna 😞ользователь · Sep 6
I just finished the 72 page sampler for CHILDREN OF BLOOD AND BONE and I have chills. CHILLS.
Building Consumer Buzz
Bookseller Outreach
Pre-Order Campaign
Pre-Publication Tour
Follow Tomi Adeyemi!

Website:
TomiAdeyemi.com

Twitter:
@Tomi_Adeyemi

Instagram:
@TomiAdeyemiBooks

Subscribe to her newsletter at TomiAdeyemi.com
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CHILDREN OF BLOOD AND BONE
QUESTIONS?
Elizabeth Acevedo

Tomi Adeyemi

Harper Teen
March 6th, 2018

Henry Holt & Company
March 6th, 2018
THANK YOU!