

# Sample of Book Marketing Material

**\*Example: *When You Get the Chance* by Tom Ryan & Robin Stevenson\***

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## **HOOKS (1-2)**

Talia and Mark embark on a road trip, to the Pride Parade in Toronto, after a family secret threatens their safety and identity.

After her estranged grandfather dies, Talia is reunited with her cousin Mark and they embark on a journey to Pride in Toronto to discover Talia's true identity.

## **JACKET/COVER COPY**

From award-winning authors, Tom Ryan and Robin Stevenson present an unforgettable novel that explores themes of family, coming-of-age, and LGBTQ+ identity.

Mark and Talia: reunited cousins, best friends, and queer. Their grandfather suddenly dies and a family mishap pushes them to seek out opportunities in Toronto. For Talia, she is eager to reconcile with her highschool sweetheart, Erin, who's been working at a coffee shop all summer and Mark is looking for a fun adventure. They both see living a better life in Toronto and jump at the opportunity to take a roadtrip.

With a series of adventures and surprising new friends, Mark and Talia venture to Toronto for the Pride Parade. Along the way, they begin to understand one another in a whole new light. Toronto seems to encompass everything that Mark and Talia need, but will they be able to work together and find what they're looking for?

## **METADATA BOOK DESCRIPTION**

Mark and Talia: cousins and best friends who reunite after their grandfather's sudden death. As kids, they spent many summers playing together, but after a family feud, it places them on opposite coasts and they lose communication. Now as teenagers, they haven't heard from each other in years, but meet again when they both have to clean out their grandfather's cottage. They don't find much in common other than the fact that they're both queer and want to go to Toronto.

Mark and Talia embark on a roadtrip to Toronto after they find out the city has a lot to offer them. Talia wants to reconnect with her highschool sweetheart and Mark is there for new adventures. They find that the PRIDE Parade in Toronto is what they're both looking for. Along their journey, they hit a few road bumps and meet new friends, but desperately look for what Toronto has to offer.



# RUNNING PRESS

## WHEN YOU GET THE CHANCE

By Tom Ryan and Robin Stevenson

Award-winning authors, Tom Ryan and Robin Stevenson present an unforgettable novel that explores themes of family, coming of age, and LGBTQ+ identity.

Mark and Talia: reunited cousins, best friends, and queer. Their grandfather suddenly dies and a family mishap pushes them to seek out opportunities in Toronto. They both see living a better life in Toronto and jump at the opportunity to take a road trip. Toronto seems to encompass everything that Mark and Talia need, but will they be able to work together and find what they're looking for?

### KEY SELLING POINTS

- Highlights LGBTQ+ identities for a YA audience
- Scenes feature Toronto's PRIDE Parade
- Contains themes of identity and family

### AUDIENCE

- Young adult readers (12+)
- Readers who like LGBTQ+ characters
- Readers who enjoy a coming-of-age story with elements of adventure
- Readers who enjoy the ambiance of PRIDE Parade

**Tom Ryan** is an award-winning author of several acclaimed books for young readers. He is a multifaceted writer whose work focuses on writing for and about LGBTQ readers and characters.

**Robin Stevenson** is an award-winning author of more than twenty-five books for kids and teens. Her writing has been translated into a number of languages, published in more than ten countries, and has won or been nominated for numerous awards.



Ship Date: April 3, 2021

Pub date: May 4, 2021

Price: \$17.99

ISBN-13: 9781101236579

Trim: 5.3 x 0.9 x 8.3 inches

Format: Paperback

Pages: 272

BISAC Codes:

YAF011000 - **YOUNG ADULT FICTION** /  
Coming of Age

YAF052040 - **YOUNG ADULT FICTION** /  
Romance / LGBT

YAF018040 - **YOUNG ADULT FICTION** /  
Family / Multigenerational

YAF046050 - **YOUNG ADULT FICTION** /  
People & Places / Canada

## COMP. TITLES

| Title                                           | ISBN          | Publication Date | RDT Bookscan Sales |
|-------------------------------------------------|---------------|------------------|--------------------|
| <i>Girl Mans Up</i> by M-E Girard               | 9780062404183 | 01/16/2018       | 3,633              |
| <i>Creating Chaos</i> by Lacey Dailey           | 9781721524303 | 07/01/2018       | 19                 |
| <i>How to be Remy Cameron</i> by Julian Winters | 9781945053801 | 09/10/2019       | 1,006              |

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## MARKETING AND PUBLICITY

- Pre-Publication Platform
  - Launch on Goodreads with excerpts from the book
  - Advertise on both author Goodreads pages & other social media platforms
- Utilize social media & highlight these national dates in relation to the content of the book
  - Toronto Pride Parade: set any time between June 26-28th, 2021
  - Pride month: June 2021
  - National Coming Out Day: October 11, 2021
  - LGBTQ+ History Month (USA + Canada): October 2021
- Author attendance at the Rainbow Book Fair in New York, NY
  - Author reading & giveaway
- Advertise in these well-known virtual newsletters
  - ¼ vertical ad in Publisher's Weekly
  - ¼ vertical ad in The Bookseller
  - ¼ vertical ad in Shelf Awareness
  - ⅛ horizontal ad in BookForum
- Social Media (Instagram, Twitter, Facebook)
  - Updates on upcoming events that the author will attend
  - Author interviews & book review updates
  - Promotional giveaways & raffles
  - Post book excerpts & small clips of the author reading them
  - A chance to interact with the author
    - Q&A on their insta-story
    - Random giveaway by tagging friends

## **PRESS RELEASE**

Name  
Company  
Phone #  
Email

RUNNING PRESS is proud to present ***WHEN YOU GET THE CHANCE***

Toronto, Canada, *May 4, 2021*– From award-winning authors, Tom Ryan and Robin Stevenson present an unforgettable novel that explores themes of family, coming-of-age, and LGBTQ+ identity.

Mark and Talia: reunited cousins, best friends, and queer. Their grandfather suddenly dies and a family mishap pushes them to seek out opportunities in Toronto. For Talia, she is eager to reconcile with her high school sweetheart, Erin, who's been working at a coffee shop all summer and Mark is looking for a fun adventure. They both see living a better life in Toronto and jump at the opportunity to take a road trip.

With a series of adventures and surprising new friends, Mark and Talia venture to Toronto for the Pride Parade. Along the way, they begin to understand one another in a whole new light. Toronto seems to encompass everything that Mark and Talia need, but will they be able to work together and find what they're looking for?

Tom Ryan is an award-winning author of several acclaimed books for young readers. He is a multifaceted writer whose work focuses on writing for and about LGBTQ readers and characters. Robin Stevenson is an award-winning author of more than twenty-five books for kids and teens. Her writing has been translated into a number of languages, published in more than ten countries, and has won or been nominated for numerous awards.

***WHEN YOU GET THE CHANCE*** is a great book for young adult readers who are looking for LGBTQ+ character representation and a coming-of-age adventure story. The book is available May 4, 2021, and can be found on the Running Press' and authors' websites.

Running Press believes that including and representing diverse voices, in all aspects of business, is fundamental. We are committed to working together and with all our partners to foster diversity and a culture of inclusion so that Hachette Book Group can provide a truly welcoming and fulfilling environment for all employees and publish books that appeal to all readers.

## **PROPOSAL FOR A REMOTE AUTHOR TOUR/READING**

Greetings \_\_\_\_\_,

My name is Devyn Radke and I am a publicist for Running Press. We are proud to present ***WHEN YOU GET THE CHANCE***, by Tom Ryan and Robin Stevenson, as a young adult novel with LGBTQ+ representation that tackles coming-of age and family themes.

Tom Ryan is an award winning author of several acclaimed books for young readers. He is a multifaceted writer whose work focuses on writing for and about LGBTQ readers and characters. Robin Stevenson is an award winning author of more than twenty-five books for kids and teens. Her writing has been translated into a number of languages, published in more than ten countries, and has won or been nominated for numerous awards.

Running Press would like to request your *[insert event]*'s virtual venue to be a part of our author book tour.

### *Events*

- *BookCon (July 2021)*
- *Naked Heart's Digital Festival Program: An LGBTQ+ Festival of Words (June 2021)*
- *Rainbow Book Fair (October 2021)*

We are looking for virtual recorded events that feature author Q&As, panels, and author readings.

We look forward to hearing from you,

Devyn Radke

Publicist

503-234-5678

devynradke@runningpress.com

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## **MEDIA LIST**

[Excel Sheet is here](#)

# **MARKETING STRATEGY OUTLINE**

## **Awareness - Social media marketing**

- Facebook (April - June 2021) -once a month.
  - Updates on upcoming events that the authors will attend
  - Author interviews & book review updates
- Twitter (June 2021) -Every other week, alternating with Instagram.
  - Promotional giveaways & raffles
- Instagram (April - June 2021) -Every other week, alternating with Twitter.
  - Post book excerpts & small clips of the authors reading them
  - A chance to interact with the author
    - Q&A on their insta-story
    - Random giveaway by tagging friends

## **Consideration - Book Reviews & making the reviews available on author websites**

- Review Copies
  - ARC to book reviewers (January 2021)
    - Book Sirens
      - <https://booksirens.com/book-reviewer-directory/lgbt-book-reviewers>
    - YA Books Central
      - <https://www.yabookscentral.com/explore-ya-fiction>
    - Book Stacked
      - <https://bookstacked.com/>
  - ARC for article based book reviews
    - The Good Reading Magazine: <https://www.goodreadingmagazine.com.au/ya.html>
- Giveaway Book Events
  - Portland Book Festival
  - Rainbow Book Fair
  - Canadian Manda Group Book Fair

## **Conversion**

Special signed books & giveaways for PRIDE month (June 2021)

## **Advocacy**

Collateral: Book marks

Personalized notes from the authors

## 1. Social Media Marketing posts



### Twitter

“She refused to be invisible as a queer person just because she was currently living with a man.”

Pre-orders for the book, *When You Get the Chance*, start today! Get yours [here](#).

#WhenYouGetTheChance #lgbtqbooks #queerYA



### Instagram

Tom Ryan and Robin Stevenson’s book, *When You Get the Chance*, is a great addition to any bookshelf! It tackles LGBTQ identities and family themes to illustrate the power of intersectionality and friendship. Pre-order link in bio!  
#WhenYouGetTheChance #lgbtqbooks #queerYA

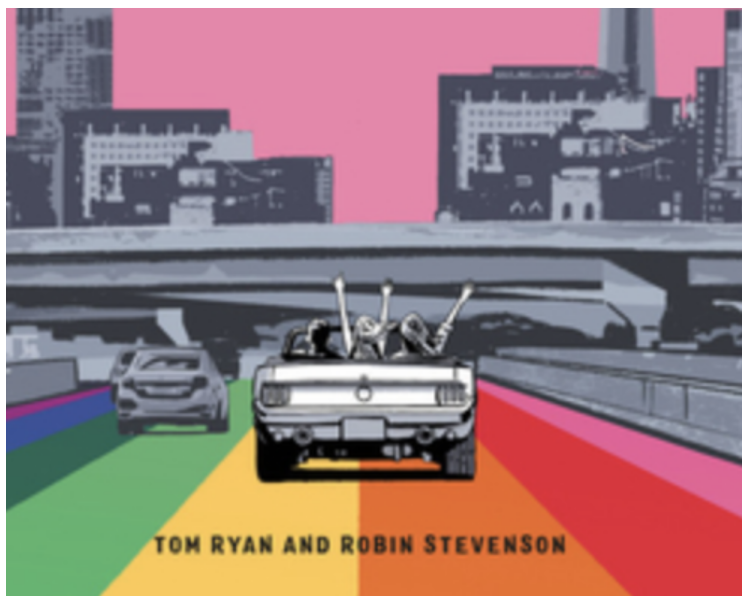




"She refused to be invisible as a queer person just because she was currently living with a man." - Tom Ryan & Robin Stevenson, *When You Get the Chance*

Running Press Kids is excited to announce the release of Tom Ryan and Robin Stevenson's, *WHEN YOU GET THE CHANCE*, ready for pre-order on April 5, 2021. This YA fiction book follows Mark and Talia: reunited cousins, best friends, and queer. Their grandfather suddenly dies and a family mishap pushes them to seek out opportunities in Toronto. They both see living a better life in Toronto and jump at the opportunity to take a roadtrip. Toronto seems to encompass everything that Mark and Talia need, but will they be able to work together and find what they're looking for?

*WHEN YOU GET THE CHANCE* presents an unforgettable novel that explores themes of family, coming-of-age, and LGBTQ+ identity.



👍 OoliganPress and 67 Others

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💬 Comment

➦ Share

## Facebook

"She refused to be invisible as a queer person just because she was currently living with a man." - Tom Ryan & Robin Stevenson, *When You Get the Chance*

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## KEYWORDS

1. LGBTQ
2. LGBTQ Romance
3. Gay Romance
4. Long Distance Relationship
5. Teen/ Young Adult
6. Queer
7. PRIDE
8. Coming-of-age
9. Family Fiction
10. Alternative Family
11. Family Death
12. Canada/Canadian
13. Travel/Roadtrip
14. Travel/Toronto
15. Cousins