

Sales Plan

Title: *Magics of Aluraia*

Author: Mary Pasternak

Short Description of Book: In this epic LGBT fantasy YA novel, Ista—a powerful half-human half-dwarf wizard—teams up with Mala—a handsome elf bard—and Pyrr—an asexual gnome—to take down the Magics. The Magics are a powerful sect of light wielders and they're terrorizing the kingdom. This small band of adventurers, and friends, will do everything they can in order to stop the Magics deadly reign.

Categories (see BISAC codes):

YAF019030 YOUNG ADULT FICTION / Fantasy / Epic *

YAF031000 YOUNG ADULT FICTION / LGBT *

Format: Paperback

Trim Size: 6 x 9

Page Count: 300

Imprint: No

Warehouse date: August 23rd, 2017

Publication date: September 23rd, 2017

ISBN: 978-0431024908

List Price: \$10.59

Initial Print Run: 5,000, twice in the year

Book Code Book Title Abbreviation: MagOAlura

Edition: 1st

Competition: (Note: These are hardbacks. I made sure to lower the price of my book to reflect the paperback market.)

Title: *The Darkest Part of the Forest*

Author: Holly Black

Pub Date: 1/13/2015

Published by: Little Brown Books for Young Readers

Trim Size/Type/Page Length: 6.5 x 9.5, Hardback, 366 pages

Price: \$10.58

Units Sold: 25,944

Why: *The Darkest Part of the Forest* is a YA Fantasy story with an LGBT bent about two siblings who fall in love with the same boy (who has horns on his head and pointed ears) sleeping in a coffin. Once that boy awakens, everything changes. While I know this is a hardback instead of paperback, it's similar to *Magics of Aluraia* because it deals with magic, is set in a fantasy world, and features a gay couple. It also ties in well because there is a dash of romance in it, but the story is really an adventure.

Title: *Half Wild*

Author: Sally Green

Pub Date: 3/24/2015

Published by: Viking Books for Young Readers

Trim Size/Type/Page Length: 5.8 x 8.5, Hardback, 432 pages

Price: \$12.25

Units Sold: 6,998

Why: This story is a YA Fantasy story with a LGBT bent about a seventeen-year-old Nathan who is the illegitimate son of the world's most powerful and violent witch. Nathan is hunted from all sides: nowhere is safe and no one can be trusted. Nathan has come into his own unique magical Gift, and he's on the run. The Hunters will stop at nothing until they have captured Nathan and destroyed his father. While I know this is a hardback instead of paperback, it reflects well the coming-of-age story in *Magics*, the challenges of being bisexual, as well as the tension brought up by the various factions of magical beings.

Title: *Clariel: The Lost Abhorsen*

Author: Garth Nix

Pub Date: 11/14/2014

Published By: HarperCollins Teen

Trim Size/Type/Page Length: 6 x 9, Hardback, 400 pages

Price: \$12.34

Units Sold: 21,000

Why: This story is a YA Fantasy story with a LGBT bent about Clariel, the asexual daughter of one of the most notable families in the Old Kingdom. She dreams of living a simple life but discovers this is hard to achieve when a dangerous Free Magic creature is loose in the city, her parents want to marry her off to a killer, and there is a plot brewing against the old and withdrawn King Orrikan. While I know this is a hardback instead of paperback, as well as the fourth book in a series, this is a good comp title because it reflects the history and worldbuilding in *Magics*, as well as the variety of sexualities in the world.

Societies and Organizations that may be helpful to sell the book(s):

Science Fiction and Fantasy Writers of America

SFWA Middle Grade and Young Adult Writers

Pacific Northwest Writers Association

Small Publishers, Artists, And Writers Network

Broad Universe

Society of Children's Book Writers and Illustrators

LAMBDA Literary
Golden Crown Literary Society

Specific Audiences: This book appeals directly to readers and buyers who do what?

Readers and buyers who are interested in Young Adult stories

Readers and buyers who are interested in LGBTQIA characters

Readers and buyers who are interested in bisexual protagonists

Readers and buyers who are interested in high fantasy story

Readers and buyers who are interested in unique worldbuilding, various kinds of magic, and mythological creatures

Bisexual people, specifically, would read this book, probably around the ages of 15-27.

Author Resources: Direct friends, family and professional contacts (will they help to sell the book(s)?

Her family is the creator of a youth-friendly LGBT group and is willing to sell her book at their meetings, office, and youth center.

Her mother is also a teacher at a local high school and is willing to pitch the book to her school as part of their curriculum.

She is friends with Tamora Pierce and Maggie Stiefvater, who are both willing to promote the book when it comes out.

Events: Meetings and Associations

Writers Digest Conference

The Loft's Children's and Young Adult Literature Conference

Golden Crown Literary conference

Saints and Sinners Literary Festival

GRL Retreat

Pride Month

Portland Pride Festival and Parade (local event)

World Fantasy Convention

BECAUSE Conference

Write to Publish (local event)

Basic Rights Oregon

GLESN: Gay Lesbian Straight Education Network

PFLAG: Parents and Friends of Lesbians and Gays

Oregon Writers Colony – Oregon Book Club

Willamette Writers Conference

University of Washington Q Center

Portland Q Center

Seattle Gay and Lesbian Book Club

PNBA

AWP Conference

Wordstock

Oregon Young Adult Network Blog

Friends of GenreCon

Are there related topics to this book that will help to sell more copies?

- Coming out stories
- Coming of age
- Relationships and sex
- Bisexuality-specific characters

Strongest Selling points:*Can you use the Author to sell books? How?*

Yes, the author is more than willing to promote her books on all her social media channels, sell books during the book launch, do signings and book readings, as well as do any other promotional aspects we can create. Following after her mother's footsteps, Mary is a university professor and is willing to use her connections to the university to promote her book in many ways, including sending out an announcement in the university English department newsletter and seeing if she can use it in her classes as a required text. Mary is also a member of the Willamette Writers and thinks they might use her story as a success in their newsletter and might possibly allow her to present at their next conference.

Tie in sales with Holiday or Event:

Our pub date for this book—September 23rd—is Bisexual Awareness Day. This will (hopefully) boost sales because the main character in this book is openly bisexual.

Series Information (titles, pub dates, etc.):

We plan on pubbing the second book in this series roughly a year down the road. The book is tentatively called *Aluraia Awakens*. Mary has four more books planned in her series thus far.

Sales Outlets:*Chains*

B&N
Hastings
Books A Million
Books Off
Alibris
Hudson Booksellers

Indies

Powell's
City Lights Bookseller
Antigone Books
Books Inc.
Skylight Books
Books & Books
Common Language Bookstore

In Other Words
The Eliot Bay Book Company
Left Bank Books
Annie Bloom's
Broadway Books
No Garbage Books

Internet Retailers

Amazon
Bella Books
LGBT E-Bookshop

Libraries

Multnomah County Library system
Washington County Cooperative Library Services

Specialty Accounts:

LGBT – Specialty retailers like lgbt book clubs, meeting centers (like the Q Center), gay/straight alliance groups, LGBT foundations, Basic Rights Oregon, meetup groups
Fantasy – Specialty retailers like local fantasy book clubs, meetup groups, comic cons, fantasy conferences
YA – Specialty retailers like YA conferences, YA-specific book clubs or meetup groups, high schools and possibly universities

International Sales:

Not at this time.

Are there any special emphasis in the materials as a Textbook, Trade Book, Professional Book, Literary Book, Direct Mail, etc.? Can we sell to this market?

We are definitely selling a trade book in a specific genre. We will sell it in all the usual trade markets. We could also classify this book as a Special Assigned Reading book, if there is such a category, in case Mary's idea of pushing it to the university and school systems work.

Strategy / Tactics

- People might want to Cosplay our characters at the various events (Cons and festivals) and we could do a special sales discounts to those specific events so they could give the book away to the best dressed.
- We could hit the local school systems hard to add it to their English curriculum. This book, if used in those schools as an assignment, could help teens and young adults with talking about LGBT characters in school, with their friends, and maybe even their parents.
- A possible sneak peek/giveaway Mary could promote on her social network sites, with the aim of getting the word out early and the excitement high.

- Leading a workshop or being on panel at a Fantasy/LGBT/YA conference right before the book comes out or right after the book comes out to promote it in a new and different way to an upwards of thousands of people
- We could do a digital scavenger hunt to keep sales going where the winner could get a signed copy of the book.
- Mary is willing to do Skype calls to bookclubs or meetup groups to talk about her book, her process as a writer, and on being published.
- Mary is also quite interested in doing a Reddit on being a YA LGBT Fantasy writer, so that could be something we pursue after the book comes out.
- We could also give sneak peeks at the character creations and the various outfits they wear and such.
- Mary is interested in how the readers will “see” her characters, so perhaps once the book comes out, we could have a free giveaway to the best fan drawing of the main character.
- We could also approach the Queer Resource Centers around town and other related organizations in order to partner with these orgs for events, readings, signings, etc. Possible marketing exchange?
- We could have her be a speaker at local high schools
- Possibly partner with other YA, Fantasy, or LGBT authors
- Interviews, book reviews, or articles with local newspapers and art journals.
- Our goal for these marketing plans is to get as many people talking about our book as possible and get the bookstores wanting to buy as many books as possible.

Book Launch and Event Opportunities:

- A book launch that might be a fun idea is to have a cosplay-like event, where people could come up dressed as their favorite fantasy character. We could set up the surroundings like a specific setting in Mary’s book. We could have a reading and give a signed copy to the best dressed. We would definitely sell her book at this event.
- The book launch could involved a hashtag (#Magics) and the best picture taken could be entered to win a prize
- We could partner with In Other Words Community Center to do a Q&A session with other local YA authors.
- Team up with Bitch Magazine to do a joint event or ask Mary to submit a piece.
- A reading at The Lovecraft Bar (local Portland bar)
- Connect with the #WeNeedDiverseBooks campaign, link with them, chat with the organizers about having our author be on an upcoming panel or how to use their hashtag to further our book launch.
- We could sell at the Rainbow Book Fair in New York or have Mary present at it as a workshop or panelist