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*Award-winning podcaster, author, and
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Zibby Owens Launches ZIBBY BOOKS

Author-Centered Model Shifts Publishing Industry Paradigm

(New York, NY; September 13, 2021) – Award-winning podcaster, author, and entrepreneur [Zibby Owens](#) announces the formation of [Zibby Books](#), a new book publishing company, which joins Moms Don’t Have Time To as a division of Zibby Owens Media.

Co-founders Zibby Owens and publishing veteran [Leigh Newman](#) have developed Zibby Books to re-conceptualize the connection between authors and readers. After interviewing almost 1,000 authors over the past three and half years for her podcast [Moms Don’t Have Time to Read Books](#), Zibby, a Harvard Business School graduate and an author herself, saw an opportunity to change the current paradigm to help authors, whom she calls “rock stars,”** and reimagine publishing’s long-standing business model.

“Our strategies across author deals, bookselling, marketing, and community will hopefully help move publishing into the 21st century and benefit all authors, not just ours,” Zibby said. “I’d love nothing more than for other publishing companies to adopt any and all of our ideas.”

Zibby Books will publish twelve books a year, one per month, with a specific focus on fiction and memoir from debut and established authors with a commitment to diverse literary voices. The goal is to produce exceptional, accessible (“book club”) stories that move and connect readers.

But that’s not what’s revolutionary. It’s *how* Zibby Books will do it.

Zibby Books is turning the influencer model on its head. Instead of relying on celebrities to promote books, Zibby is calling on other bestselling and established authors to give back and lift up individual titles from inception to publication. Dubbed “Book Champions,” those bestselling authors will get an equity stake in their Zibby Book and mentor the author along the way. “Authors have banded together informally on social media and in other ways to address the seemingly insurmountable odds of an individual book breaking through,” Zibby said. “Authors also know great writing when they see it. Why shouldn’t *they* be the arbiters of talent? Our author-influencer network will show that the whole is greater than the sum of its parts.”

In fact, Zibby’s entire executive team is made up of authors. Leigh Newman, Co-Founder, President & Editorial Director, wrote the memoir *Still Points North* and the upcoming *Nobody Gets Out Alive* (4/22). VP of Strategy & Book Club Jaunique Sealey’s new book *Black Girls Must Die Exhausted* comes out 9/28. Maya Shanbhag Lang, author of *What We Carry: A Memoir* and the novel *The Sixteenth of June*, will be VP of Editorial & Strategy. Consulting Publisher Anne Messitte, while not an author herself, has edited and published many of the world’s leading writers in her two decades at Penguin Random House as Publisher of Vintage Anchor. Zibby herself has edited two anthologies, *Moms Don’t Have Time To* and *Moms Don’t Have Time to Have Kids* (11/2) with a children’s book *Princess Charming* (4/22) and memoir *The Book Messenger* (7/22) forthcoming.

To further reflect the importance of author collaboration, Zibby Books has created a Profit Sharing Bonus Program: 75% of all net profits in each calendar year of Zibby Books will be split in equal share between every employee and the publishing program’s authors who, in addition to receiving advances and author royalties, will receive the profit bonus for both their year of publication and their first year of backlist, as well as any years during which their book has outsized sales results.

“We want all authors under the Zibby Books umbrella to feel — and be — invested in each other’s success,” Leigh said. “All employees from the copy editor to the VP of Marketing play an equally important role. Producing books is a team effort.”

Zibby Books is changing a publishing and marketing sales model that doesn’t work for most authors, inserting grass-roots passion into sales outreach by tapping book lovers and fans on a hyper-local level to serve as Sales Ambassadors with built-in financial incentives. With support from its Indie Bookseller Advisory Council, and in partnership with its distributor Two Rivers, a division of Ingram, and local book retailers nationwide, Zibby Books will aggressively support booksellers with Book Club outreach, unique events, and immersive experiences centered on the stories between the covers. Zibby Books will bring readers to books and help booksellers bring books to readers, wherever they are. Zibby Books titles will be released starting January 2023.

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For more information about Zibby Books, visit www.zibbybooks.com.

To interview Zibby Owens or Leigh Newman, please email laura.rossi@zibbybooks.com.

General info requests, please contact info@zibbybooks.com.

**New York Magazine’s Vulture*. Read [here](#).

***CBS Saturday Morning*. Watch [here](#) and [here](#).