

LESSONS LEARNED AND CHERISHED

THE TEACHER WHO CHANGED MY LIFE

DEBORAH ROBERTS

OVERVIEW

In *Lessons Learned and Cherished: The Teacher Who Changed My Life*, award-winning ABC journalist Deborah Roberts curates a collection of essays and musings from celebrity friends and colleagues alike that share how teachers changed them, imparted life lessons, and helped them get to where they are today. A giftable collection.

Contributors include Spike Lee, Oprah, Diane Sawyer, and Brooke Shields.

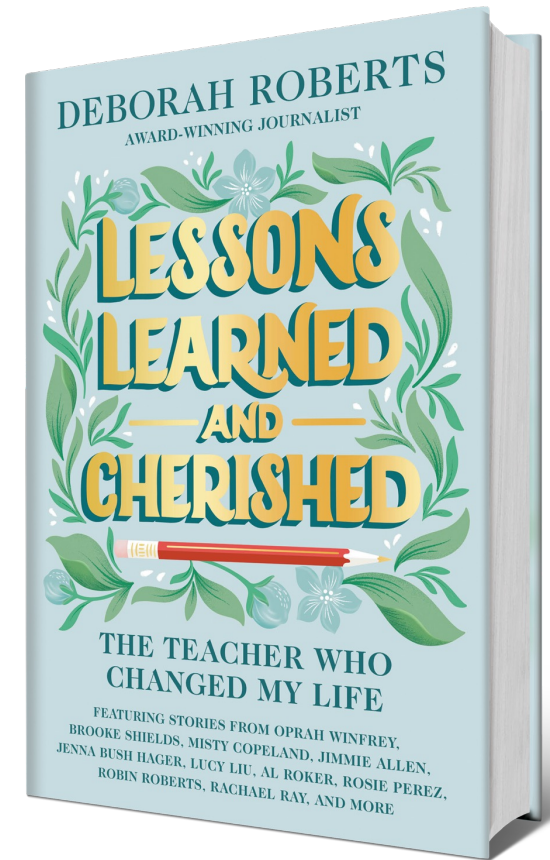
TARGET MARKETS

KEY AUDIENCES

- Gift buyers for teachers, coaches & librarians (mentors too!)
- Graduation gift for students with teaching degrees
- Mommy Influencers/Bloggers
- Teacher Appreciation Week (May 8-12)

KEY SELLING POINTS

- Charitable component: in honor of teachers and the work they do, the author is donating to DonorsChoose.
- Connected author: Deborah Roberts is a respected ABC journalist



ISBN: 978-1-3680-9505-1 (HC) | \$26.99/\$33.99 CAN
5 1/2 x 8 1/4 192 pages | **ON SALE: 5/2/2023**

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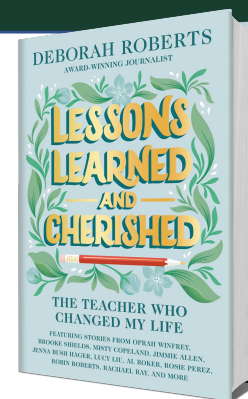
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ANDSCOPE

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PUBLICITY

- Major Media:
 - 5/1: GMA, GMA3 Live w/Kelly & Ryan
 - 5/2: The View, ABC News Prime
 - 5/3: TODAY 9am & 10am
 - 5/8 Tamron Hall
- Book announcement on 11/3 on GMA
- Print interviews: Rolling Out, AARP, Garden & Gun, Harpers Bazaar, Black Enterprise
- TalkShop Live pre-order event 4/26
- National TV (ABC package incl. satellite), radio, print, podcast and online 5/24 or 5/25
- Select events—92nd Str Y, NYU, NYPL, Atlanta, GA and Chatham, NY

SOCIAL MEDIA

- Andscape:
 - 109K Facebook
 - 98.2K Instagram
 - 171.3K Twitter
- Author reach:
 - 211K Insta
- Al Roker, **Oprah**, Octavia Spencer, Jenna Bush Hager and Laysha Ward (Target) all posting

ADVERTISING/PROMOTION

CONSUMER MARKETING

- Pre-Order Push
- Division-D/LiveIntent behavioral ads targeting key audiences (5/1-6/19) 1.9 mill reach
- Influencer tour (May 2-10) 587K reach
- Goodreads promotion & giveaway (May)
- Amazon+ Page (w/Oprah quote!)
- Amazon ads
- Andscape social media posts
- Andscape excerpt (Darren Walker)
- Social media ads (April-June)
- Author InstaLive events pre-pub w/ contributors
- D23.com Teacher Appreciation sweeps

POTENTIAL PARTNERSHIPS

- Target website & promotion

ASSETS AVAILABLE

- Pre-pub Blurbs
- Social Media kit for contributors
- Lessons Learned bookmarks
- Digital Review Copy

TRADE/LIBRARY

- *Publishers' Weekly* ads & promotion
- Barnes & Noble pre-pub social push(1/25-1/27)
- Barnes & Noble galley mailing
- *Bookpage* ROS ads (May)
- Target selfie – Deb will do
- *Booklist* ad (April)
- Author keynote and signing at TLA Annual Conf (Austin, TX - April 2023)
- Feature title at ALA Conference
- NetGalley and Edelweiss promotion (DRC)
- Possible St. Louis Public Library event

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