

JOANNA GUEST is a proud daughter who enjoys talking loudly and often about her family. She holds a Bachelor's degree from the University of Arizona, and a Master's of Public Policy from Georgetown University. This is her first book, and she looks forward to plagiarizing her dad's sentiments someday to her own children.



BOOK DETAILS:

Folded Wisdom

by Joanna Guest

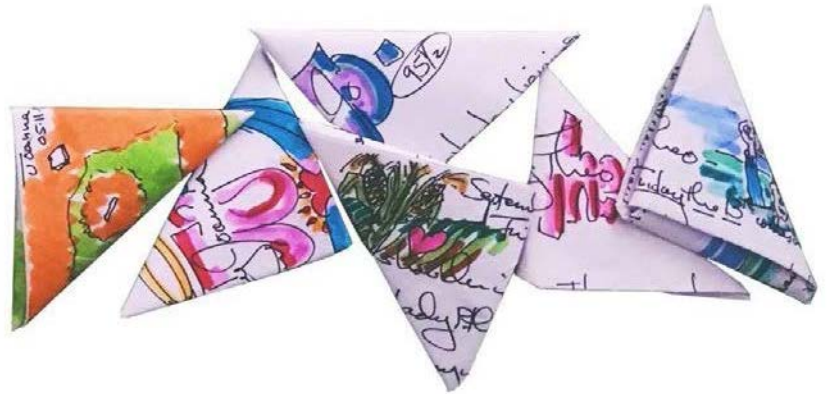
ISBN 978-1-250-20779-1

PRICE: \$20.00

ON-SALE DATE: May 7, 2019

FORMATS: Available in Hardcover and Ebook

A note a day
a lifetime of wisdom



Folded Wisdom

Notes from Dad on Life, Love, and Growing Up

For her entire childhood, Joanna Guest's father, an artist by training, crafted a note to young Joanna and to her brother Theo every morning, without fail. Over the years, these beautifully illustrated notes morphed from word games and puzzles for five-year-olds to thoughtful guidance, advice, and reflections for teens approaching adulthood. Now, with more than 3,500 of her father's colorful, vibrant, touching notes in hand, Joanna has chosen the most poignant for this heartwarming book.

These notes are timeless and relevant reminders of our common humanity. As we approach Father's Day, we find they hold lessons that are relatable for dads (and moms), expecting parents, children of any age, and anyone working to express love in their own life.



MARKETING & PUBLICITY CAMPAIGN

PRE-PUBLICATION INDUSTRY MARKETING

- **January:** Digital review copies available for book-sellers and librarians on NetGalley and Edelweiss
- **February:** Limited print ARC mailing to book-sellers and librarians for early blurbs/reviews
- **February:** Shelf Awareness Pro advertisement (38,000 subscribers)
- **April:** Inclusion in NetGalley Non-Fiction newsletter
- **April:** Print advertisement in *Publishers Weekly*, Art & Photograph issue (circ. 68k)

ON-SALE INDUSTRY MARKETING

- **FATHER'S DAY BOOKSTORE CAMPAIGN**
Custom kits for in-store activity will include templated note paper, how-to-fold instructions, sample notes, and store posters. Links to video tutorial and supplemental backstory included in publisher letter.

CONSUMER MARKETING

- Google SEM campaign for Father's Day, graduation, and baby shower gift keywords
- Targeted advertising for those searching for "baby registry," "what to expect," and related expectant parents searches
- Advertising and promotions through illustration organizations, including Urban Sketchers, The Sketchbook Project, and Society of Illustrators
- **On-Sale:** Consumer giveaway: Win the opportunity to have a note created by the author and her father, advertised in the Saturday LitHub newsletter and on social media
- **On-Sale:** Major social campaign, including Facebook/Instagram advertising and new sharable assets (video, quotes, instructions, illustrated letters from the book), with prompts for followers to share their own pieces of "folded wisdom"

GIFT GUIDE COVERAGE

- Major Father's Day gift guide publicity campaign, including outreach to *People* magazine, NYmag.com, Today.com, O magazine, *USA Today*, *Parents*, *Parade*, and other mainstream media
- Year-round positioning as the perfect gift for expecting parents

NATIONAL AND LOCAL FEATURE PRINT ATTENTION

- Pursue feature and interview coverage in national and local outlets such as *The New York Times*, *Washington Post*, *Los Angeles Times*, *San Francisco Chronicle*, and *Chicago Tribune*

NATIONAL BROADCAST ATTENTION

- Pursue national TV coverage with Joanna and her father, Bob Guest

ONLINE FEATURE ATTENTION

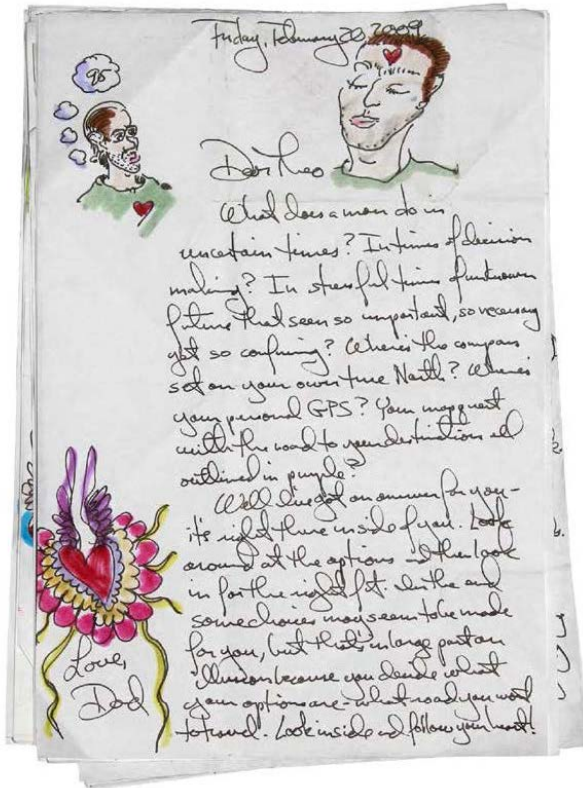
- Pursue slideshow features on major websites including Parents.com, FamilyCircle.com, Oprah.com, People.com, *Parade*, *Bustle*, and *Refinery29*
- Publicity outreach to sites and blogs about parenting, social science, and relationships
- Pursue interviews with art and illustration websites, such as *Drawing Attention* magazine, *Artsy*, *Creative Bloq*, *Juxtapoz*, and *Creative Boom*

LAUNCH EVENT

- New York City in-store book signing



SAMPLE NOTES



Dear Theo—

What does a man do in uncertain times? In times of decision making? In stressful times of unknown future that seem so important, so necessary, yet so confusing? Where's the compass set on your own true North? Where's your personal GPS? Your Mapquest with the road to your destination all outlined in purple? Well I've got an answer for you — it's right there inside of you. Look around at the options and then look in for the right fit. In the end, some choices may seem to be made for you, but that's in large part an illusion because you decide what your options are — what road you want to travel. Look inside and follow your heart!

Love,
Dad

Dear Joanna Ruth—

You're a lucky girl to have such good teachers, good friends, a fine school and loving family. A lucky girl!

And I'm a lucky man to be your Dad!

I love you.

