



TWG 2025

# *BEYOND THE BOOK:* *MARKET YOUR BOOKS TO LIFE*

KATIE GARLAND

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*LET'S TALK ABOUT  
CAMPFIRES.*

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*WHEN THE FIRE DIES  
DOWN TO HOT COALS...  
IS IT DONE FOREVER?*

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*WHAT HAPPENS IF I ADD  
SOME KINDLING AND AIR?*

*IT RE-IGNITES!*

*WELL DUH, KATIE. BUT WHY ARE  
WE TALKING ABOUT FIRES?  
THIS IS A WRITER'S CONFERENCE!*

*YOU LAUNCHED THAT BOOK INTO THE  
WORLD AND IT WAS A NICE, HOT FIRE.  
BUT NOW TIME HAS PASSED AND MAYBE  
THAT FIRE IS JUST SOME HOT COALS.*

*YOU HAVE ALL THE MAKINGS  
FOR A FIRE, YOU JUST NEED TO  
ADD A LITTLE KINDLING & AIR!*

*IS THERE A BOOK/SERIES YOU HAVE  
FINISHED AND FELT REALLY SAD TO  
LEAVE? BECAUSE IT FELT SOOOO REAL?*

*THAT'S WHAT WE WANT  
READERS TO FEEL—CONNECTED!*

*YOUR JOB NOW IS TO HELP THOSE COALS  
ALONG: JUST BREATHE A LITTLE LIFE INTO  
THOSE STORIES SO THEY NEVER DIE OUT.*

*BUT HOWWWWWW?*

*BY GETTING CREATIVE!*



# YOU PUT A LOT OF WORK INTO THAT MANUSCRIPT

*MAKE IT WELL-WORTH THE EFFORT!*

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## REPURPOSE CONTENT

*YOU DID THE WORK ONCE, USE IT MORE THAN ONCE!*

- Have some deleted scenes? (That you still like)
  - Use them as newsletter sign ups
  - Have a deleted scenes section on your blog/website
  - Share short scenes inside a regular newsletter mailing
- Share quotes/snippets from the book! (Duhhhhh!)

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## CHARACTER TAKE-OVERS

*GREAT FOR ALL THE CHANNELS*

- Have characters take over your Instagram for a period
- Have different characters as “blog authors” and create blog posts written from their perspective
- Send newsletters from the POV of a character
- Especially useful for beloved side-characters!

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*GREAT FOR ALL THE CHANNELS*

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## INTERACTIVE WEBSITE FEATURES

*MAKE A PLACE YOUR READERS WANT TO REVISIT!*

- Maps (especially if interactive)
- BuzzFeed-style quizzes
- Interactive stories (choose your ending)
- Polls or Trivia
- Reading Challenges
- Zines
- Fan Art



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## WHAT'S A ZINE?

*LIKE "MAGAZINE" USUALLY A MINI BOOK FEATURING ART OR A MINI GUIDE OF SORTS*

- Are you an artist? Make a little art book.
- How-to guides
- Mini fact book
- Mini guide to magic system/worlds
- Travel guide

# CREATE MERCH!

## WHAT IS MERCH?

*YOU KNOW...“MERCHANDISE” – ONLY THE SWAGGIEST POSSIBLE!*

- “Merch” is used to describe products—usually apparel and accessories that are branded. “Swag” is another word used often, but more often when talking “FREE” items
- It’s promotional because it’s another way of sharing bits of your stories and it gives readers a chance to engage and share with others who love your books too!

## POPULAR ITEMS

- Stickers
- T-shirts
- Hats
- Crewnecks
- Tote Bags
- Mugs



BE SURE TO ACCESS YOUR FREEBIES!

BEYOND THE BOOK: MARKET YOUR STORES TO LIFE WORKSHEET

Book/Topic of Focus: \_\_\_\_\_

Main Characters (Primary): \_\_\_\_\_

Age: \_\_\_\_\_ Education: \_\_\_\_\_ Major Events: \_\_\_\_\_

Favorite Drink: \_\_\_\_\_ Favorite Music: \_\_\_\_\_ Favorite Treats: \_\_\_\_\_

Favorite Outfit: \_\_\_\_\_ Favorite Show: \_\_\_\_\_ Favorite Color: \_\_\_\_\_

Common or Favorite Phrases/Signs from the Main Characters: \_\_\_\_\_

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ACCESS THE SLIDES + RESOURCES AT:  
[SAPPY.BIZ/TWG-BEYOND-THE-BOOK](https://sappy.biz/twg-beyond-the-book)



NEED HELP? GRAB  
MY CONTACT INFO  
ON THE NEXT SLIDE!

WANT TO CHAT SOME MORE?  
PLEASE FEEL FREE TO REACH OUT!

FEEL FREE TO TEXT ME!  
PSST, YOU CAN SCAN  
THIS TO ADD ME  
TO YOUR CONTACTS!

(Assuming the resolution is good enough!)

