

TWG 2025

BEYOND THE BOOK: MARKET YOUR BOOKS TO LIFE

KATIE GARLAND

*LET'S TALK ABOUT
CAMPFIRES.*

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

*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 HOWWWWWWW?

BY GETTING CREATIVE!

YOU PUT A LOT OF WORK
INTO THAT MANUSCRIPT

MAKE IT WELL-WORTH THE EFFORT!

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! (Duhhhhhh!)

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!

NOTE TO SELF:

NEVER TAKE AUNT
MILLIE'S ADVICE
EVER AGAIN

-Scarlet

@PURPLEWILLOWPRESS @CLOVERLYWRITTEN

LEANING AND
WINKING!?

AT THIS RATE, HE'D BE
SMILING ANY SECOND,
AND THEN WHAT
WOULD MY ERRATIC
HEARTBEAT DO?

LEGEND SAYS MY CRUSH IS FOREIGN

PURPLEWILLOWPRESS.COM

“CURRENT EVENTS” FOR YOUR BOOKS

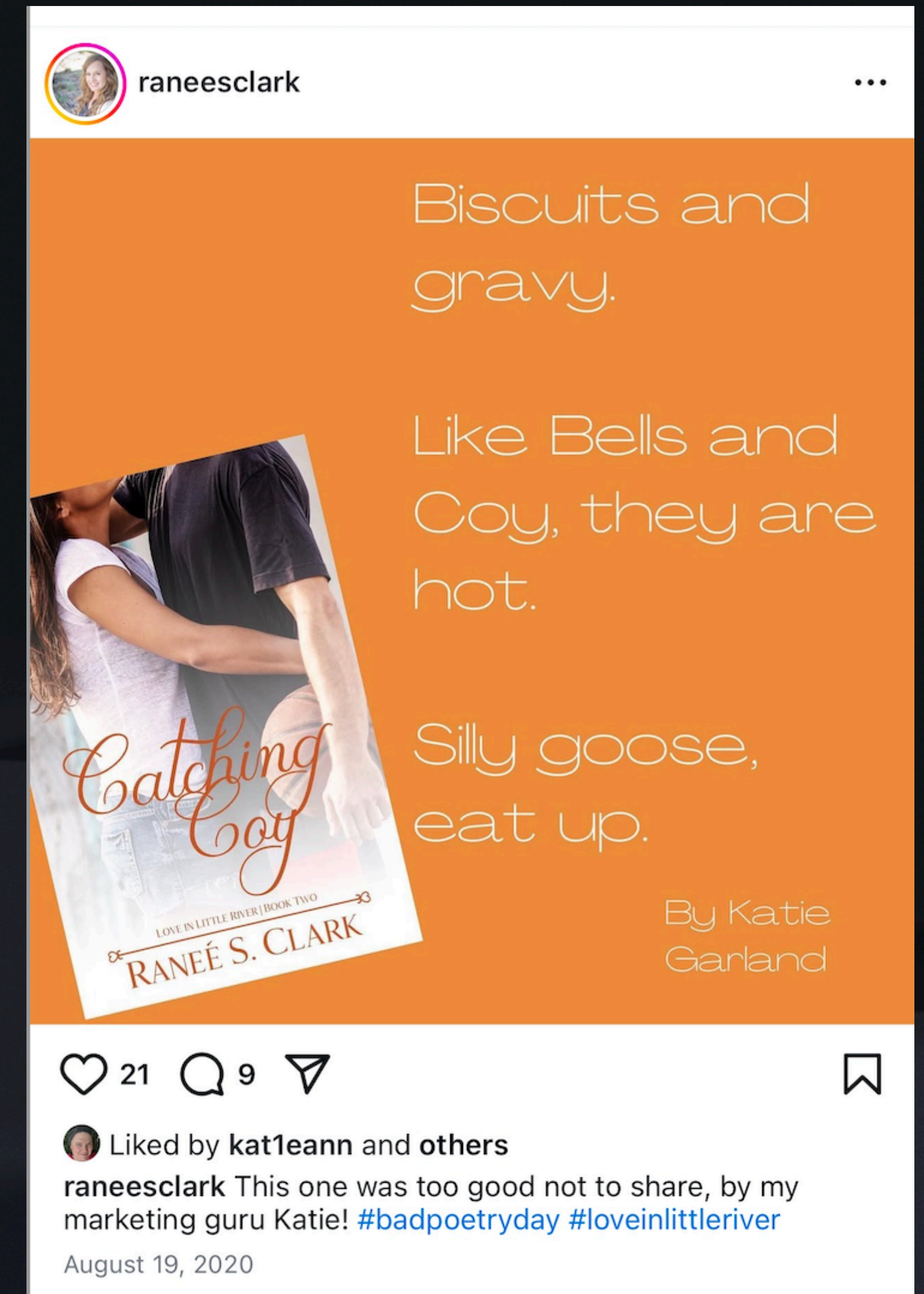
GREAT FOR ALL THE CHANNELS

- How are the sports teams doing?
 - Could create a bracket challenge!
- What’s the latest gossip in town?
- What was the townhall meeting about this week?
- What’s going on at so-and-so’s new job
- What are the specials on today’s menu?

"CURRENT EVENTS" FOR YOUR BOOKS

GREAT FOR ALL THE CHANNELS

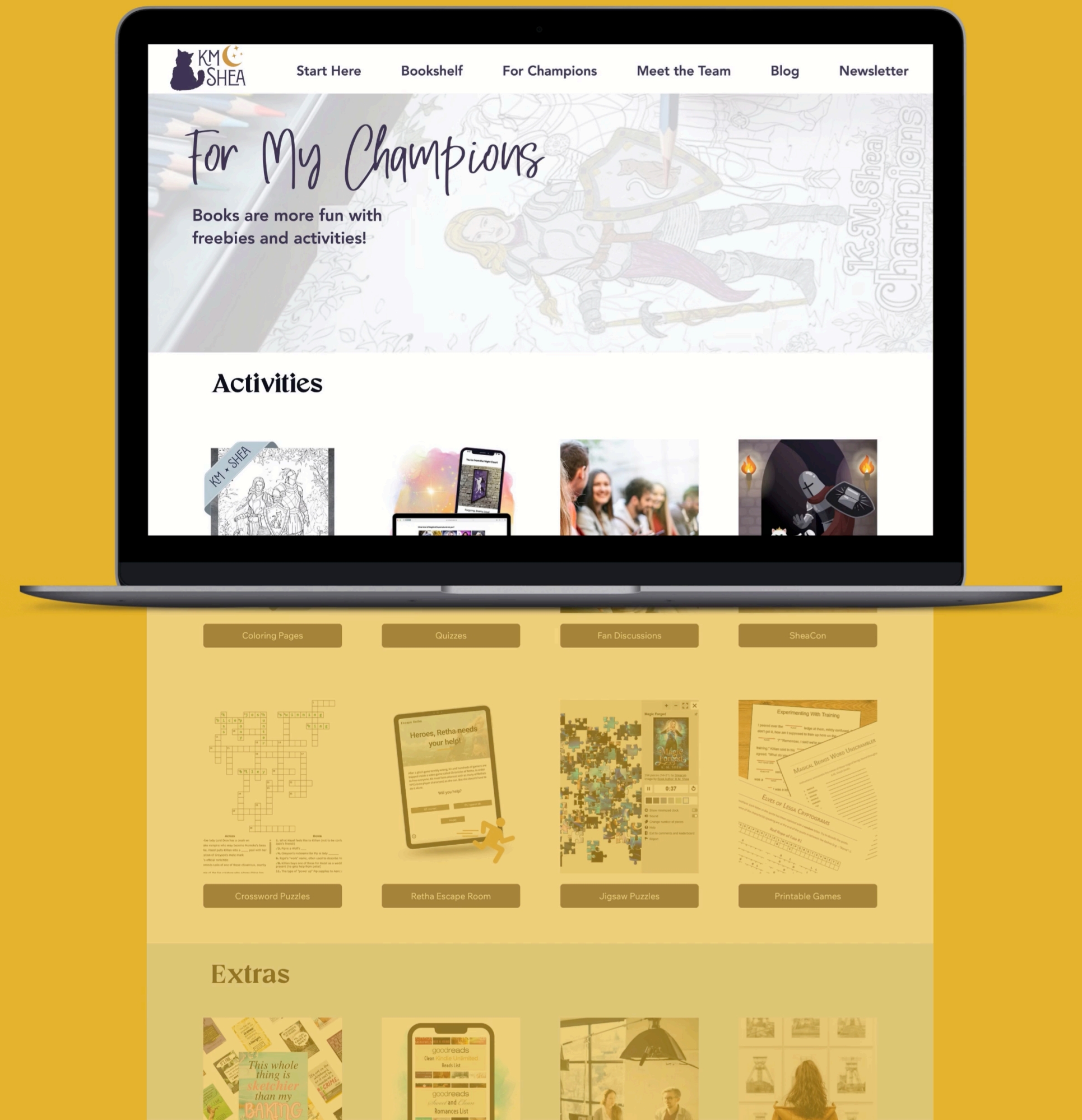
- Relate a real life event with your books
- Example: This author took to "Bad Poetry Day" and challenged her readers to write a BAD haiku about characters in her book.
- She shared entries in her own posts. Here was mine. ;)



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!

SAPPHIRE
MIDNIGHT
DESIGN

BEYOND THE BOOK: MARKET YOUR STORIES TO LIFE WORKSHEET

Book/series of focus:

Main Characters (Primary)

Jobs/Hobbies of Main Characters

Ages

Education

Major Dislikes

Favorite Drinks

Favorite Meals

Favorite Treats

Favorite Outfits

Favorite Shoes

Favorite Colors

Common or Favorite Phrases/Slogans/Jokes from the Main Characters

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SAPPHIRE MIDNIGHT DESIGN

NWG 2025

CONTENT IDEAS

Note: this is an EXCLUSIVE & FREE list of content ideas made especially for conference attendees. Want to share with others? Send them my way—**please** don't send this list to them. I am creating a set of free resources for anyone to access with newsletter sign up and will be publishing a more robust (& well-designed) workbook (digital & physical) for sale later this year. This guide is a precursor for what's to come!

Social Media Takeovers

Set a time period where all the posts on your social media account are being written by a specific character. These can be great ways to further develop favorite side characters as well. What could these look like?

A day in the life

Life updates

Pick my outfit for XYZ Event

Diary entries

Rants about some conflict

Award posts

Milestones: i.e. birthdays/anniversaries

Social Media Prompts

Historical

Share fashion styles from the period

Share tools from period

Plan a ball – share invite on socials (clarify that it's fake – or if you ACTUALLY plan an event, clarify that it's real.)

Share facts about real historical figures that characters are based on

Share facts about places book takes place

Share trip itinerary to visit a landmark/etc

Sports Romance

Share season updates for the team

Share rules of the game

Create team logos/jerseys

Run a fantasy sports team

Share text message screens between the characters on game day

YA: create signs and posters from one main character cheering on the other

Fantasy

Share artwork of characters/places

Share maps

Ask readers which powers/abilities/etc they would want

Set up you may be an XYZ if...

*ACCESS THE SLIDES + RESOURCES AT:
SAPPHY.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!)

