

**THE LATE
MATT
BROWN**

**APPRENTICE HOUSE
PRESS**

v.1

APPRENTICE HOUSE IS THE NATION'S FIRST ENTIRELY STUDENT- MANAGED BOOK PUBLISHER.

As a program within the Communication Department at Loyola University Maryland, it is driven by student work conducted in four courses: Introduction to Book Publishing, Manuscript Evaluation & Development, Book Design & Production, and Book Marketing & Promotion.



OUR MISSION

Apprentice House mission is to deliver exceptional design ideas and solutions for our clients through the creative blending of human need, environmental stewardship, value creation, science and art.

An abstract painting on the left side of the slide. It features a vertical, textured form that resembles a human figure or a column. The colors are primarily white and grey, with splashes of blue, brown, and black. The brushstrokes are visible and expressive, creating a sense of movement and depth. The background is a light, off-white color.

SUMMARY

The Late Matthew Brown is a literary fiction/mystery novel whose target market consists mostly of men in middle adulthood (30-64) with strong family, and environmental values

MARKET CONDITIONS

In the last several years, book store demand continues to decline, thus reducing industry sales. However a transition toward digital technology, such as e-books, has created a fast growing segment; still, e-books are difficult to price, which has posed an interested challenge for the industry.





TARGET BUYERS

The Late Matthew Brown is a literary fiction/mystery novel whose target market consists mostly of men in middle adulthood (30-64) with strong family, and environmental values.

It can also appeal to married or domestic partners with children.

Strengths

- Good mechanics
- Book cover is contemporary
- Characters
- Good takeaway Value

Weakness

- Price
- Book cover alienates half the population
- Lack of brand awareness
- Predictable ending

Opportunities

- Self-Publish book
- Book Trailer
- Audio Books
- Novelty Gift

Threats

- High price for long distance
- Competition
- The consumer

MARKETING ACTION POINTS

FUTURE CLIENTS

Identify five groups or organizations to which this book could be marketed? What's the pitch to get their attention?



UTAH STATE LIBRARY

Promotes a sense of stories.



ATTICUS COFFEE, BOOKS & TEAHOUSE

A small family business in Park City, Utah that specializes in coffee & tea as well books! They have a large collection of books to browse from and are always looking for new books to add. This could be a potential hot spot for another book reading which already draws in a fair amount of costumers due to food!

<http://www.atticustea.com>

RADIOWEST(KUER)

Usually an hour long show on history, politics, arts and culture, with a focus on the Western United States and especially Utah. This would be a great opportunity to talk about the book further on a more extensive level.

<http://radiowest.kuer.org>

THE GEORGIA REVIEW

The author should submit reviews from noteworthy individuals to the literary journal in hope it will be reprinted. Georgia Review has several stories appear in the Best American Short Stories that have won several awards. The magazine itself won a National Magazine Award for Fiction in 1986.

<http://garev.uga.edu>

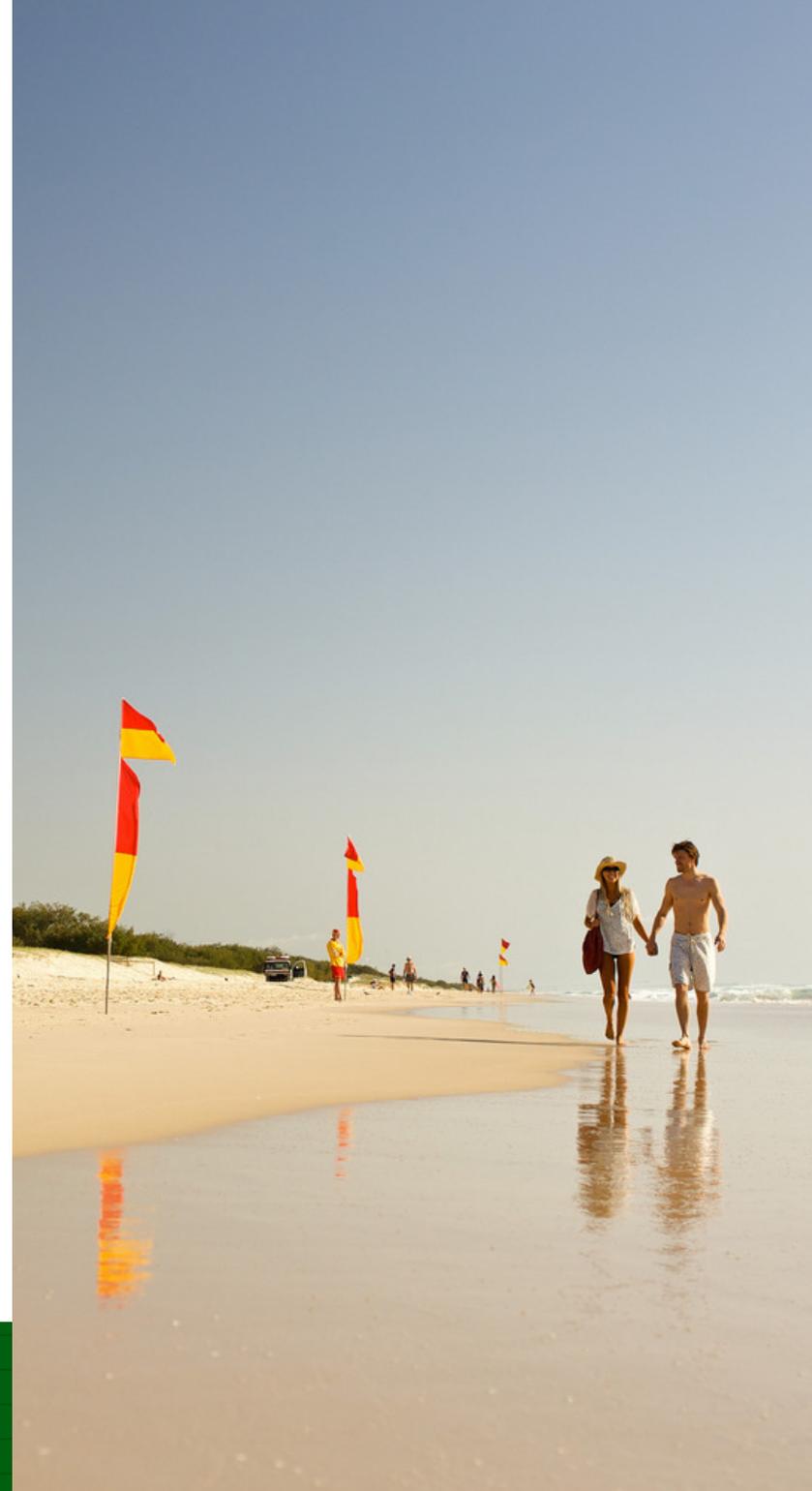
MYSTERY GUILD

A book club that will keep you in suspense with today's most-wanted authors and new names on the mystery genre. Expert editors personally select every book they offer, so there is a chance of getting The Late Mathew Brown on this guild.

<http://www.mysteryguild.com>

HOLIDAYS

Which holiday(s) or designated week/month provides a marketing opportunity for the title? How can the author/AH take advantage of these holidays?



U.S. PRESIDENTIAL ELECTION 2016

Democracy requires citizens to participate in their government, beginning with the duty to vote. Individuals will do research on candidates and learn about different issues. Author should circulate book to political savvy friends or anyone who plans on voting.

9/8/16

UTAH GUBERNATOR -IAL ELECTION 2016

Democracy requires citizens to participate in their government, beginning with the duty to vote. Individuals will do research on candidates and learn about different issues.

Author should circulate book to political savvy friends or anyone who plans on voting.

9/8/16

MAYORAL ELECTIONS 2015

Democracy requires citizens to participate in their government, beginning with the duty to vote. Individuals will do research on candidates and learn about different issues. Author should circulate book to political savvy friends or anyone who plans on voting.

2/24/15

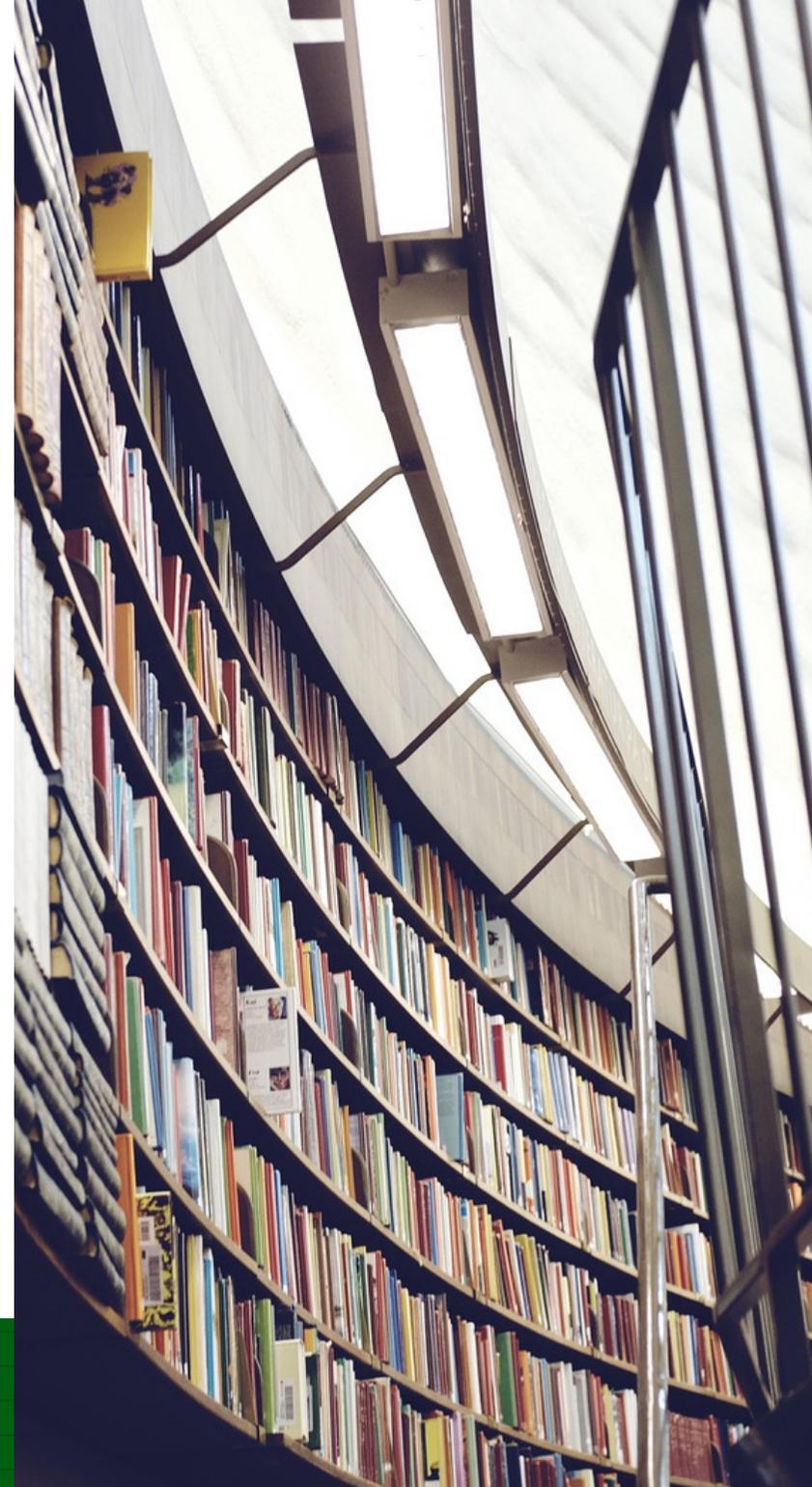
EARTH DAY

It's a year-round mission to broaden, diversity and activate the environmental movement worldwide. Author could have a book reading while reading excerpts that deal with the environmental problem in the book.

4/22/2015

RETAIL OUTLETS

Identify four specific retail outlets (store, museum, other) that present a unique opportunity to display/sell the book. What's the pitch to get their attention?



TJX COMPANIES

It's a highly well written book that could appeal higher-end department store shoppers.

CRIMINAL JUSTICE PROGRAMS IN UTAH

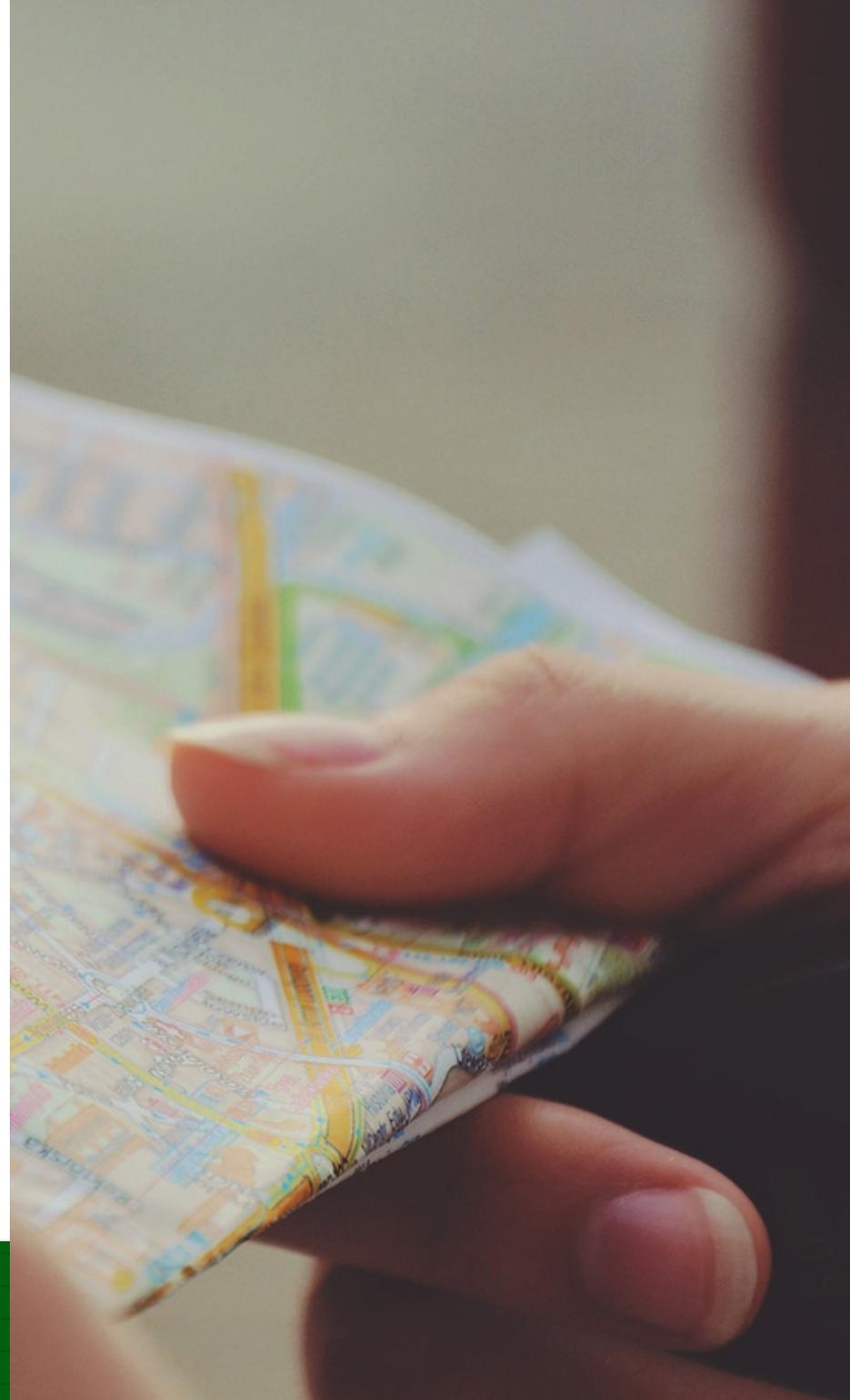
Students who want to keep studying,
learning away from the classroom or just want
an easy read over summer.

HALF PRICE BOOKS

Book is written by former editor of Quarterly West and at Western Humanities Review. The book is marked at \$18.99 paperback with 350 pages in total. It's also easy to read.

LOCATIONS

Identify five specific locations (stores, museums, groups) where the author could speak/read.



UTAH

- a. Utah Chapter Sierra Club**
- b. Atticus Coffee, Books & Teahouse**
- c. Honors College, University of Utah d**
- . St. George Festival (Fall 2015)**
- e. Book Festival - Utah Humanities Council
(Spring 2015)**
- f. Utah Arts Festival (Summer 2015)**

UTAH

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COMPETITION

Identify three contests/competitions into which this book could be entered. Ensure these are good fits for the book.



GLIMMER TRAIN PRESS

glimmertrain.com

**DAYTON
LITERARY
PEACE PRIZE
FOUNDATION**

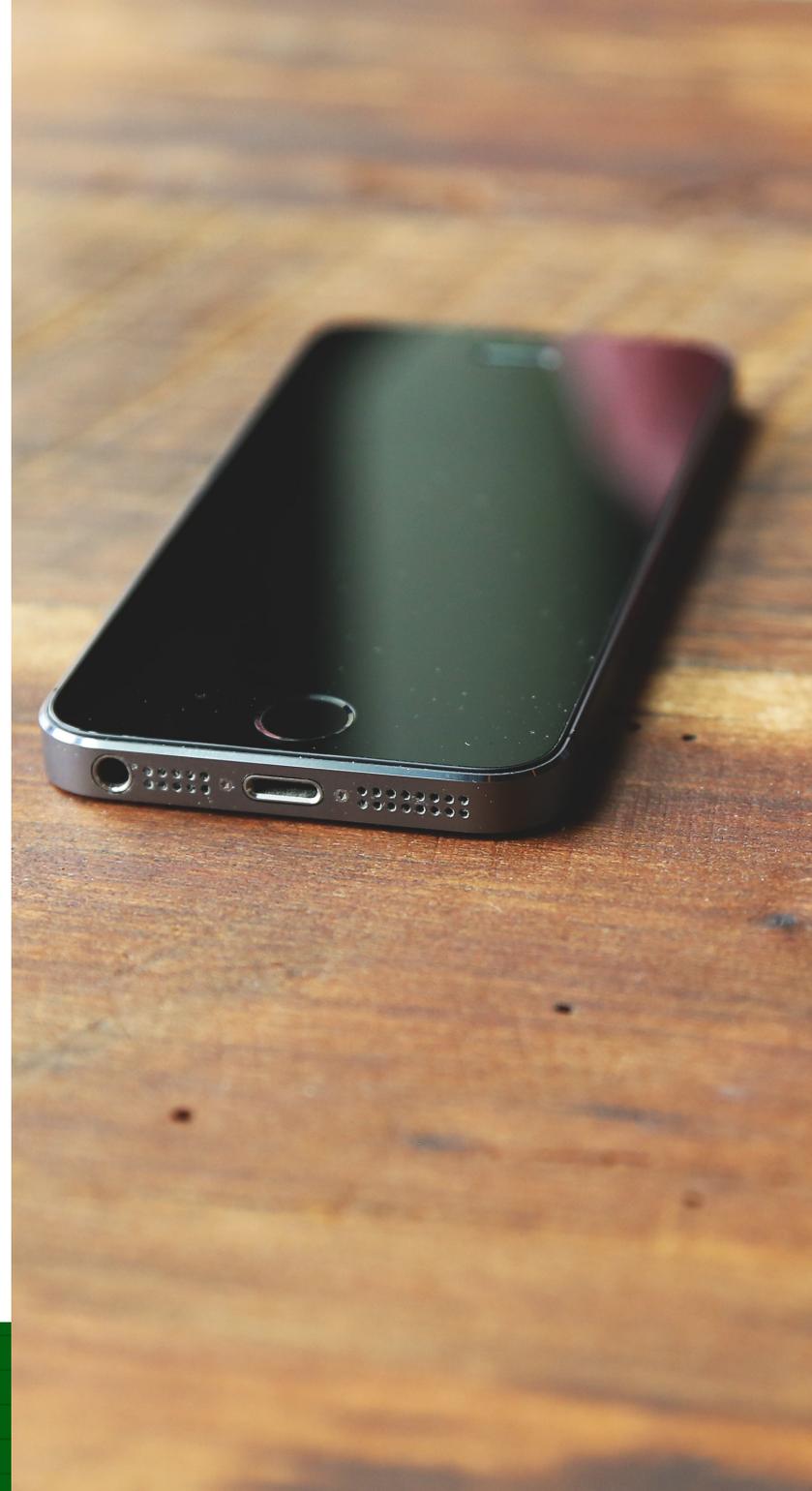
daytonliterarypeaceprize.org

ORIGINAL WRITINGS COMPETITION

heritage.utah.gov/arts-and-museums/ops-competition-original-writing-competition

MEDIA

Identify two specific radio or television shows on which the author can be a guest (either to promote the book or as an expert/reference). What's the pitch to get their attention?



PBS/KUED CHANNEL 19

Novel could showcase KUED's
commitment to serve the
community through its
productions and outreach
program.

K-UTE RADIO

University radio where author is employed. A good opportunity for radio to showcase diverse interests as well give back to community by promoting the arts

MEDIA

- Facebook
- Twitter
- Google+
- YouTube
- BookObsessed
- BookMooch

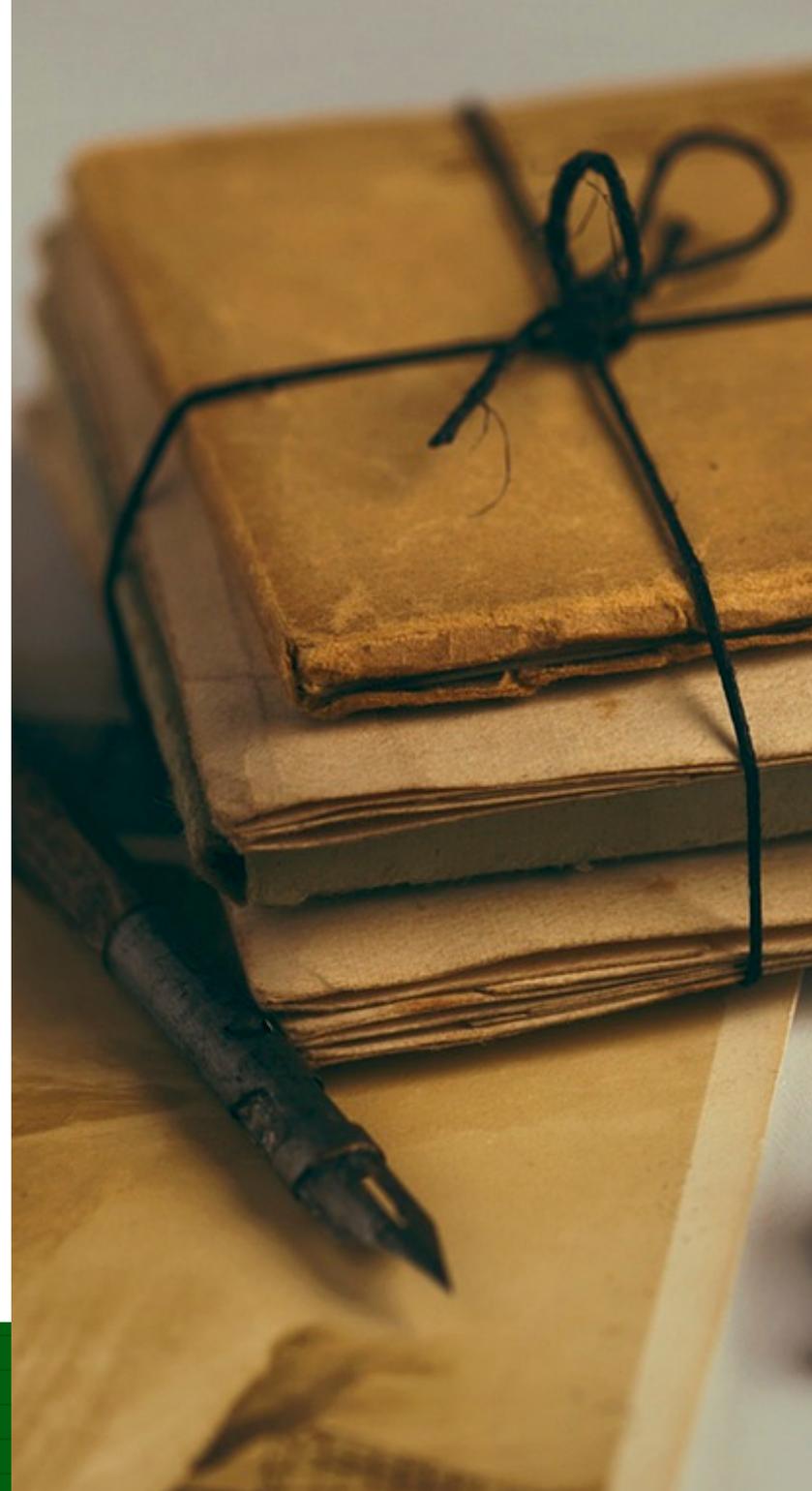
MEDIA

- LinkedIn
- Wikipedia
- Digg
- Goodreads
- BookCrossing
- Revish

MEDIA

- Amazon
- HubPages
- Yahoo
Associated
Content
- Shelfari
- LibraryThing

RECOMMEND ACTIONS FOR THE AUTHOR



**AUTHOR
SHOULD
ENGAGE
WITH
FOLLOWERS
ON OTHER,
EQUALLY
POPULAR
SOCIAL
HUBS.**



Judy Delvalle reviewed The Health Museum — 5★

October 29 at 11:13pm · 🌐

Our Girl Scout troop had a fun learning experience. The learning was incorporated into different activities through the evening. Thank you to the staff for setting up this Girl Scout overnight stay event. Our girls will carry all these learning lessons into their everyday lives. And I am sure many will now consider careers because of this important experience.

**ADD
GRAPHICS,
PHOTOS,
VIDEO CLIPS
OR JOURNAL
ENTRIES
THAT SHOW
THE NOVEL'S
JOURNEY
FROM
CONCEPTION
OR PERHAPS
OFFER
WRITING
TIPS.**



Percy Jackson

February 23 at 4:30pm · 🌐

Percy Jackson's Greek Gods and The Heroes of Olympus series were both nominated for Favorite Book at the 2015 Kids' Choice Awards! Shall we bring home a win, demigods?

Vote here: <http://www.nick.com/kids-choice-awards/vote/favorite-book>



Like · Comment · Share · 👍 8,447 💬 126 ➦ 176

**ON TWITTER,
POST YOUR
INTERESTS.
THERE IS
BOUND TO BE
SOMEONE
WHO HAS
THE SAME
INTEREST AS
YOU. RE-
TWEET
THEM!**



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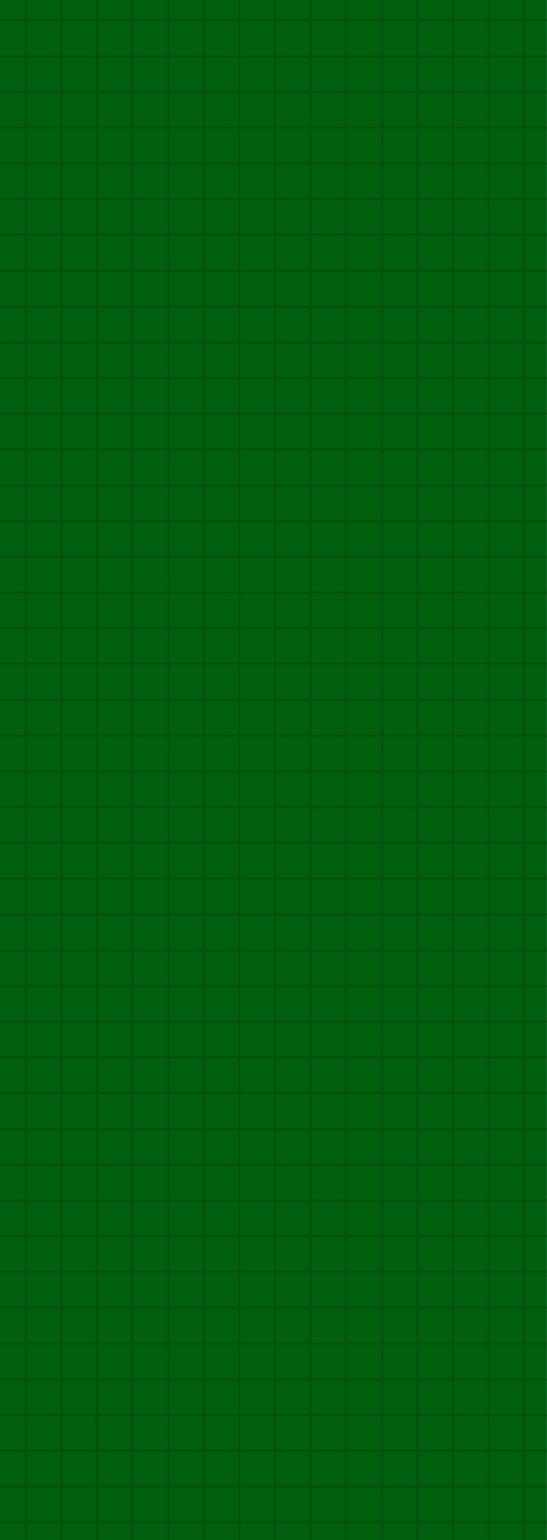
Vote here: <http://www.nick.com/kids-choice-awards/vote/favorite-book>



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**PLEASE
DEVELOP A
LIST OF
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AUTHOR CAN
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MEDIA
PRESENCE...
RELATED TO
THE
PROMOTION
OF
THEMSELVES
AND THEIR
BOOK.**

- Continually update personal website
- Share, like and recommend book on weekly basis
- Upload any digital media content
- Hold a Q&A online
- Offer a free copy to someone who re-tweets message
- Get other popular folks to re-tweet back!
- Post related items on social media that people will care about
- Connect with current events



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CONTACT US:

Apprentice House Press
4501 N. Charlest St
21210co