

BOOK PUBLISHING CHALLENGE

Independent Learning

Enterprise Project



CONTENTS

1. Challenge Brief
3. Task 1 - Identify
4. Task 2 - Explore
5. Task 3 - Generate
7. Task 4 - Execute
15. Task 5 - Present
16. Task 6 – Reflect
17. Glossary of Terms
18. Free poster

BOOK PUBLISHING CHALLENGE

CHALLENGE BRIEF

You are working at a Children's Publishers Bookworm Books and they want to hear from you on how they can tackle a problem that they've come across in the industry:

“one in five bestsellers did not feature any females at all.”

“Of all the 9,000+ children's books published in 2017, only 1% featured a BAME protagonist... while 96% featured no BAME characters, speaking or silent.”

“When it comes to picture books featuring LGBT+ families and disabled characters, it's the same story. None of the 100 bestsellers featured same-sex parents.”

There aren't enough books with female, LGBTQ+, BAME (black, Asian and minority ethnic) or disabled characters in children's books, which means that not everyone is being represented fairly. Your company have spotted this gap in the market and want to tackle this problem.

You've been asked to come up with an idea for a new children's book that will appeal to your target audience - you can decide which age range it will be suitable for and whether it will be written, a picture book or a combination of the two.

Your manager has asked your team to:

- Decide on what type of book to produce (written, picture book, or a combination)
- Come up with a title
- Design the cover
- Plan out the book's content/write the summary page
- Come up with a marketing strategy

so that parents will want to buy your book for their children! Once you have come up with your ideas and done your research, you will be pitching your book idea to your manager – good luck!

CONSIDER

- Your market: Who are your customers and what do they want? What are the company aims?
- Your book: genre, story, the cover, the price
- Marketing and Advertising: How will you market your book? Where will you stock your book – local booksellers, chains or online retailers?
- How you will present/pitch to your Manager

Task 1 – Identify

Look at the Challenge Brief, think about the problem and the main aims. Think about your own interests and strengths—does this challenge give you any ideas or play to your strengths?

What is the problem? What is needed/wanted and by whom?

Who am I? What do I care about? What skills do I have?

Task 2 – Explore

In this task, you will look at your current level of knowledge of the topic, which will help you to focus on what research is required in order to learn more.

Think about who/what can help you: whether that be people you already know in your social circle, local community etc. or people you don't know yet in the wider community/world that you may be able to contact online/by email or follow on social media.

There might be useful websites out there to help you conduct research.

What do I know already?	What do I need to know?	Who/What can help me?

Task 3 - Generate

Look into methods for ideas generation. It could be MindMapping, Thought Showering, Blue-sky Thinking, De Bono's Hats etc. You might want to link up online with others to generate ideas for your service/product that can combat the problem. Start off with lots of ideas—do not necessarily think about the practical aspects at the early stages.



What is causing the problem? What could solve this?

MARKET RESEARCH

It is important to conduct market research so that you know what your customers are looking for. You have been asked to design a children's book, what age range are you writing for? You will have to find out their preferences for books. You will also have to find out what the buyers of the books are looking for (most probably the parents).

Another important area of market research is to find out about your competitors.

How can you gather the thoughts of your market from home? A simple way is to contact parents that you know, start off with your family. They will be able to tell you what their children like and what they would look for in a book.

What already exists on the market? (and how much do they cost?)

What questions would you ask to find out your market needs/wants?

Task 4 - Execute

This is the time to develop your chosen idea into the book that will be pitched at the end of this step. Think about the realities of putting an idea into practice – the cover design, marketing, creating a prototype of your book, advertising etc.

Usually, this would also be the stage to think about each team member's individual skills and the roles required to put your idea into practice. You would then assign roles based on these. You may be able to organise this online with your teammates. If you are working alone, try to think of the roles required and the skills associated with each. Where do your strengths lie? Would you be better at one role than another? Perhaps you would be suited to more than one role.

Skills Development Scotland have produced a [Skills Explorer Tool](#) which you can access through their site [My World Of Work](#). This might help you to identify your current skill set.

Make note of your skills/qualities/talents that could be useful to you in this challenge

CAREER FOCUS

What kind of roles are there in Publishing?

Here's some more information:

Editorial – The editorial department work with authors to turn a manuscript into a finished book. They decide what the content of the book will be. They'll go on to edit and proofread this to make sure there are no mistakes!

Marketing – The marketing department develop a plan for the book to make sure it sells. They're involved with social media for the publication, deciding how the book will be advertised and promoting the book to reviewers like book bloggers and newspapers.

Sales & Rights – The sales department make sure that the book is available where the target audience would want to buy it: local bookstores, Waterstones, Amazon, Supermarkets etc. Rights also work to licence (sell) the rights of the book to tv/film companies for production or publishers in other countries for translation.

Design – The design department are responsible for the look of the book including the cover, jacket and the inside of the book (any illustrations etc). We've all heard that phrase "don't judge a book by its cover" – but we do! That's why it's so important for a book to look good to its target audience.

Make notes on jobs roles and associated skills

MARKETING STRATEGY

STOCKING YOUR BOOK

You will also need to consider where you think your book would best perform and where you would like to stock it. You can pick a combination of indie bookstores, chain booksellers, and online retailers (like Amazon). Attached you'll find some articles for research into what the potential pros and cons of each can be.

There is also a poster you can use for research in this download pack.

How Indie Bookshops are Fighting Back

Money, Money, Money – a Scottish Indie Publisher, 404Ink, give an eye-opening insight into how much they are paid based on sales from bookstores and Amazon.

Waterstones Defends Minimum Wage

Everything You Need to Know About Getting Your Book Into Bookstores

STORY SYNOPSIS

You have been tasked to come up with a synopsis of your story (no more than 300 words). Make sure that you consider the results from your market research so that you know customers will buy your book.

For a children's story synopsis, you might want to include details of the following:

- ***Main characters***
- ***Setting***
- ***Opening***
- ***Build-up***
- ***Climax***
- ***Ending***

Make sure you include details of the inequality/inequalities that you want to address in your book.

Synopsis (300 words max)



COVER DESIGN

We are often told not to judge a book by its cover, but we all do! Cover design is big business and if not done right, it can have a huge impact on whether a book fails or becomes a best seller.

Think of what draws your attention to a book. What will your customers be looking for? How will it stand out from all the other books on the shelf?

Will it have an eye-catching front cover, or will you consider a wrap-around cover where the design continues from the front, over the spine to the back?

Sketch your cover (you may wish to use ICT for this)

PRICE

You should have an idea of what children's books currently cost. You might have also asked your market research participants how much they would be willing to pay for your book.

Think about how much you want to charge for your book. Remember: too high and it can put people off, too low and they may question its value.

Make notes on your thoughts about pricing

PROMOTION

You need to promote your book by advertising it to your target market. Think of how to engage them. Will you capture their attention through the press, social media, tv, billboards, other way? Traditionally, authors would hold book signing events and some offer giveaways to generate initial interest. You might want to include resources or added extras at the end of their book (vouchers, sneak previews of their next book etc.)

Advertising and promotion ideas

Advertising and promotion ideas



Task 5 – Present

This is time to prepare a pitch for your manager, who will decide whether they will publish the book or not. Keep in mind what the purpose of your pitch will be and who the intended audience is.

See [Visual Pitch Guidelines](#) for entry into our Online Enterprise Challenge.

PITCH		
Title	Cover Design	Synopsis
Competitors	Target Market	Marketing

Task 6 - Reflect

Measure your success! Carefully think about

What went well?

What would you do differently next time?

What skills have you developed?

What have you learned about yourself and how will this help you in the future?

Glossary of Terms

Advertising Calling the public's attention to a product/service especially by announcements in the press, through social media, on posters/billboards etc.

Chain store One of several similar shops owned by the same person or company, especially one that sells a variety of things.

Genre Particular type of literature or art form, which is classified according to its characteristics e.g. Folktale, Mystery, Historical Fiction, Biography, Informational etc.

Market Research The process of collecting and analysing data to ascertain what customers need and want before they purchase.

Marketing Strategy A comprehensive plan of the marketing goals based on market research.

Pitch A presentation of an idea, covering all of the critical aspects, with a view to securing (financial) support.

Retailer A person or business which sells goods directly to the public, usually in small quantities (as opposed to a **Wholesaler**).

Synopsis A short description.

Target Market A particular segment of the market (potential customers) at which a marketing campaign is focussed (this could be based on age, sex, demographics etc.)

Wholesaler A person or business which buys goods in bulk to sell on in smaller quantities to a **Retailer**.



"today a reader,
tomorrow a leader"

- MARGARET FULLER

