



# Too Tall Alice

by **Barbara Worton**  
with illustrations by **Dom Rodi**

## Marketing and Publicity Overview

*Too Tall Alice* will share a large audience among parents, children and individuals and companies interested in self-esteem issues for today's kids.

This title will have the support of a well-focused marketing and publicity campaign that will target both traditional outlets and the ever-changing new and social media that is currently taking over much of the marketing scene.

The following list details some of the tentative and confirmed promotional activities that are taking place:

### **Advertising:**

- Place ad in *School Library Journal*
- Wholesaler programs

### **Internet:**

- Outreach to top bloggers in the following communities: mommy, education, child development, self-esteem, publishing
- Over 80 review copies requested—20+ rave reviews two weeks after press release distributed
- Alice will have her own blog
- A landing page for *Too Tall Alice*

### **PR/Publicity:**

- Press release campaign is underway. We received over 60 requests from bloggers and reviewers in one day from our first release.
- Celebrity endorsements are being sought from individuals like Whoopi Goldberg, Meredith Viera, Geena Davis, Keira Knightley, Al Roker, Marlo Thomas and others.

**Reviews:**

- Galleys and finished books sent to pre-pub reviewers, including Publishers Weekly, School Library Journal, Kirkus and Foreword
- Online reviewers are a target, including the top Amazon reviewers for this book's category—over 60 review copies requested, more than 30 reviews already posted
- Parenting and children's magazine reviewers will be approached

**Events:**

- Glen Rock, NJ: Books, Bytes & Beyond and The Glen Rock Public Library: Reading, signing and events for children, April 2009
- Ridgewood, NJ: Bookends, signing, TBD
- Glen Rock, NJ: The Growcery (Kid's Toy Store)
- Salem, Massachusetts, Reading and signing, April 2009
- Hobart, New York: Reading and signing, June 2009
- Glen Rock, Ridgewood and Paramus, NJ schools and children's programs
- Glenwood, FL schools
- Dom Rodi—UK primary school tour, January 2009
- Richmond, VA spring reading event

**Trade Shows and Book Fairs:**

- BEA—May 2009
- Fair Lawn, New Jersey: Town Fair—June 2009
- Brooklyn Book Fair
- Miami Book Fair
- *New York Times* Big Read

**Interviews:**

- February 11, 2009:  
<http://www.blogtalkradio.com/conversationslive/va/2009/02/11/Author-BarbaraWorton>
- February 12, 2009: [writerforareader.com](http://writerforareader.com)
- March 2, 2009: [Bookbitesforkids.com](http://Bookbitesforkids.com)

**Work in Progress:**

- Second book in *Too Tall Alice* series is now in development.