

## Spirit Lines Publishing, Title 1: *The Literate Knitter*

---

**Title:** *The Literate Knitter*

**Author:** Olivia Jones

**Description:** This book offers knitting projects designed around works of classic and contemporary literature. Readers are encouraged to listen to audio recordings of the featured literary works (not included) while knitting a project where all details (pattern, design, yarn content, color, and so on) have been chosen for reasons significant to the text.

**Categories (see BISAC codes):**

CRA040000

CRA022000

**Format:** Hardcover

**Trim Size:** 12 x 12

**Page Count:** 192

**Imprint:** Spirit Lines Publishing

**Warehouse date:** August 1, 2015

**Publication date:** September 1, 2015

**ISBN:** 978-1867973824

**List Price:** \$42.00

**Initial Print Run:** 2,500

**Book Code Book Title Abbreviation:** LITERKNIT

**Edition:** First

**Competition:**

-*Tudor Roses* by Alice Starmore, 176 pages, \$40.00 (similar price point and trim size, and same target audience)

-*Knitting: Fashion, Industry, Craft* by Sandy Black, 240 pages, \$40 (same audience, similar price)

-*Knitting Around the World: A Multistranded History of a Time-Honored Tradition* by Lela Nargi, 264 pages, \$35.00 (similar price point and trim size, and same target audience)

**Societies and Organizations that may be helpful to sell the book:**

-The Knitting Guild Association

-The Respectable Knitting Society

-Aurora Colony Fiber Arts

-Northwest Knitting Group

**Specific Audiences: This book appeals directly to readers and buyers who do what?**

-Readers, knitters / fiber arts enthusiasts, people interested in symbolism in literature

**Author Resources: Direct friends, family and professional contacts (will they help to sell the book(s))?**

-The author has a wide range of contacts in the knitting community. She knows everyone and has possible contacts for blurbs, event locations, and specialty markets. Her husband can build her a website for the book, and she's working on building up a readership already by offering a couple of free knitting patterns designed around popular books.

**Events: Meetings and Associations**

- Annual Spin-off in Stevens, Washington in January
- Rose City Yarn Crawl in March
- Sheep-to-Shawl Women's Retreat in Brookings
- Columbia River Fiber Festival
- National Needle Arts Association Winter Trade Show

**Are there related topics to this book that will help to sell more copies?**

-Literature, audio CD's

**Strongest Selling points:**

- Unique concept
- Fantastic patterns
- Full color, inspiring photography
- Author is a literature professor

**Can you use the Author to sell books? How?**

-The author is an avid knitter and has a large following on Ravelry.com  
-She is active in several local knitting groups, and is willing to do book signings and events all up and down the West Coast

**Tie in sales with Holiday or Event:**

- Flock and Fiber Festival in September
- Target the Christmas gift market

**Series Information (titles, pub dates, etc.):** n/a

**Sales Outlets:**

**Chains –**

- B&N
- Hastings
- Books A Million

**Indies –**

- Powell's
- Annie Bloom's Books
- The New Renaissance Bookstore

- Chapters Books in Newberg
- In Other Words
- New Renaissance Bookstore
- Broadway Books
- St. John's Booksellers

**Internet Retailers –**

- Amazon
- Spirit Lines website
- Ravelry.com

**Libraries –**

- Washington County Library
- Multnomah County library
- McMinnville Public Library

**Specialty Accounts: Which companies? - List depending on subject matter of the book**

- Craft stores (Michaels, Joanne's)
- Knitting stores (Yarn Garden, Knit-Purl, Happy Knits, The Naked Sheep, Knitting Bee, All About Yarn, Twisted)
- Fabric stores (Mill End, Fabric Depot, Fabric World, Boersma's)
- Knitting and fiber arts catalogs (WEBS, Patternworks, Herrschner's, Jimmy Bean's Wool)
- Alpaca and sheep farms

**International Sales: Which companies? Quantities?**

This title could be sold in any country in which the works discussed are popular.

**Are there any special emphasis in the materials as a Textbook, Trade Book, Professional Book, Literary Book, Direct Mail, etc.? Can we sell to this market?**

- None at this time

**Strategy / Tactics: List plans and goals for maximum sell in.**

- Use local knitting community as a springboard to generate interest in the book
- Offer book for sale in local knitting shops and craft stores
- Author to attend local knitting events and sell books
- Start groups on Ravelry dedicated to the individual projects
- Encourage author to build a website with occasional free projects
- Crossover between books clubs/knitting clubs

**Book Launch and Event Opportunities: Can we sell at the event?**

- Launch at Oregon Flock and Fiber Festival
- Signings at local bookstores and knitting stores
- Cross-market with audio versions of the books included
- Drawing for gift baskets including supplies, book and one audio CD at event launch