

The Book Engineer

Crafting books that build your brand

Why brands create books

The Book Engineer

What books can do for you

(a partial list)

- Build brand loyalty
- Expand your IP library
- Deepen audience engagement
- Reach new audiences
- Add new marketing collateral
- Extend your product lines
- Stand out from competitors
- Communicate your brand's story and values in a memorable, compelling, and genuine way

As a successful brand, you're not just offering products. You're selling a lifestyle, an aesthetic, an identity.

Every brand is telling a story.

And many brands are doing so through one of our oldest storytelling mediums: **books**.



VOGUE BUSINESS MEMBERSHIP

FASHION

Book girl summer: Why brands are leaning into the literary world

Miu Miu's 'Summer Reads' pop-ups are the latest in a line of fashion-literature tie-ups, as houses embrace the written word as a means for cultivating an intellectual brand identity.

BY MADELEINE SCHULZ

June 17, 2024

Forbes

The New Era Of Brand Building: Why Published Books Are The Tool Of Choice For Scaling A Brand In 2024

ELLE

FASHION BEAUTY CULTURE HOROSCOPES

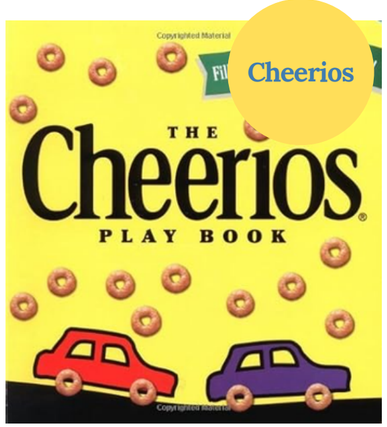
Are You Ready for a Lit Girl Summer?

This season, reading is the ultimate luxury.

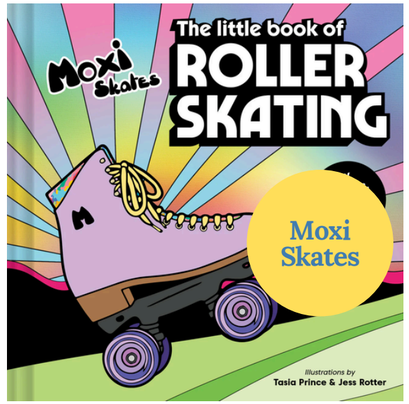
BY AEMILIA MADDEN PUBLISHED: AUG 5, 2024

Some brands with books

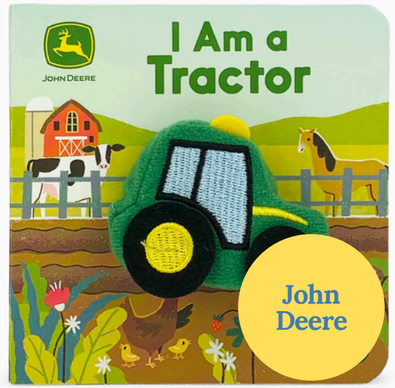
The Book Engineer



Cheerios



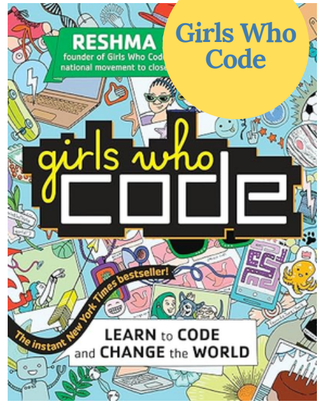
Moxi Skates



John Deere



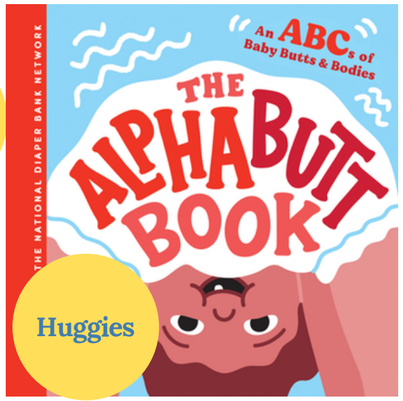
TIME



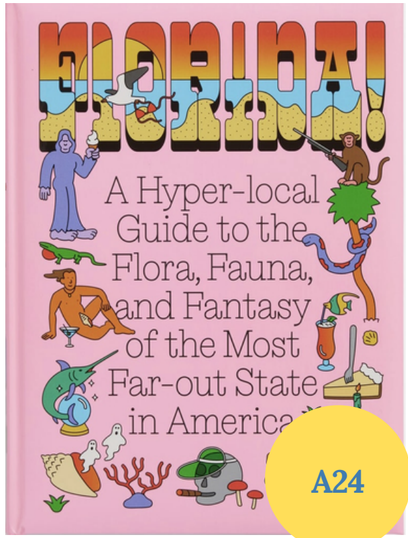
Girls Who Code



Hallmark



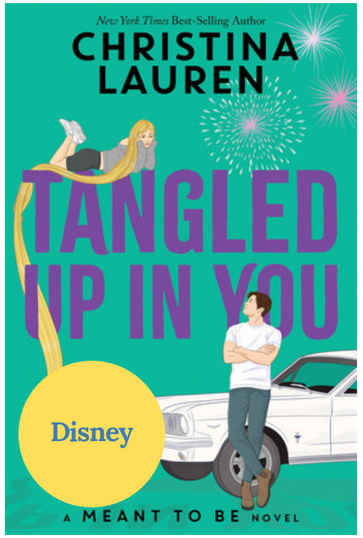
Huggies



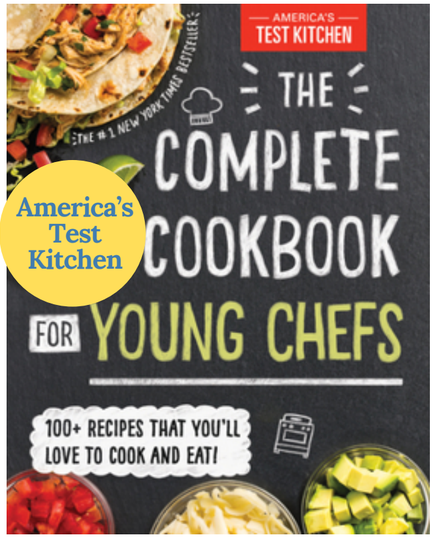
A24



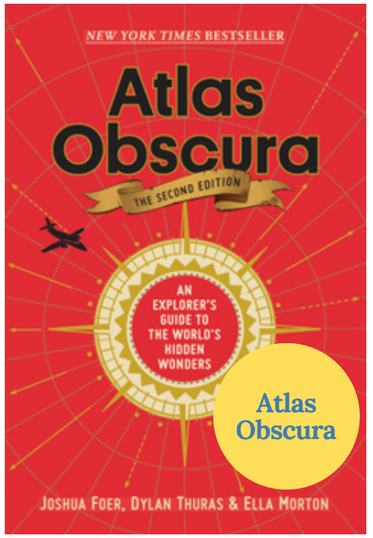
Smithsonian Institute



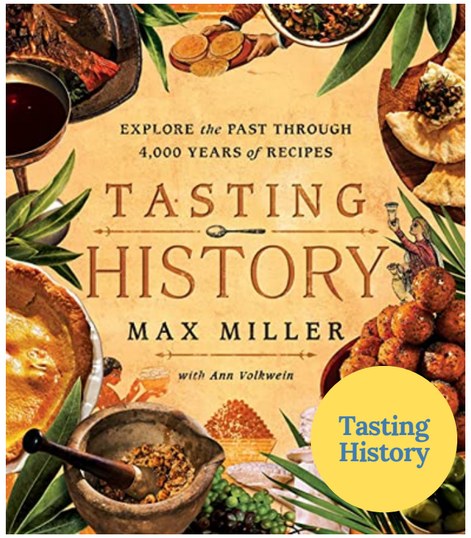
Disney



America's Test Kitchen



Atlas Obscura



Tasting History



The value of expertise

The Book Engineer

Book publishing is an arcane industry.

The Book Engineer is your publishing expert.

We bring years of specialized experience, personal connections, and a deep knowledge of the publishing landscape.

We know how to make books that work.

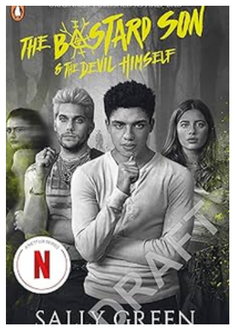
The Book Engineer collaborates with your marketing team to build books that achieve your goals.

Meet the founder

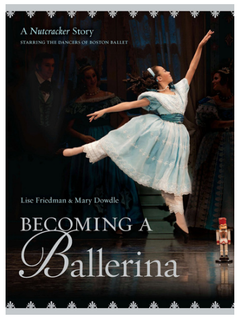
The Book Engineer









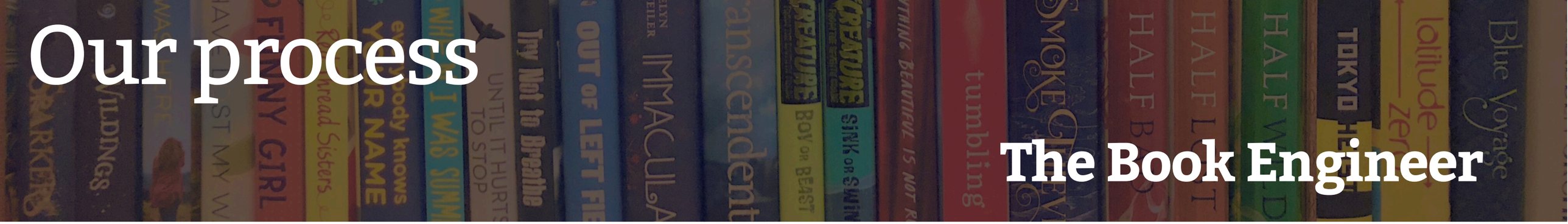




Leila Sales

- **20** years in the publishing industry
- Author of **nine** critically acclaimed novels
- **12+** years as an acquiring editor at Penguin Random House and Lerner Publishing Group, editing **hundreds** of books
- Developed books with **renowned actors and celebrities**, including Viola Davis and Bob Balaban
- Creator of award-winning books representing **consumer-facing brands, arts organizations, and nonprofits**





Our process

The Book Engineer

1 goal setting

We familiarize ourselves with your brand story, values, and audience and learn what you want to accomplish with your books.

2 brainstorming

We conceptualize book ideas that achieve your goals, then refine & expand them based on your feedback.

3 creating

Our team brings your chosen concept to life: we draft & revise the manuscript, design the pages, and incorporate your notes.

4 publishing

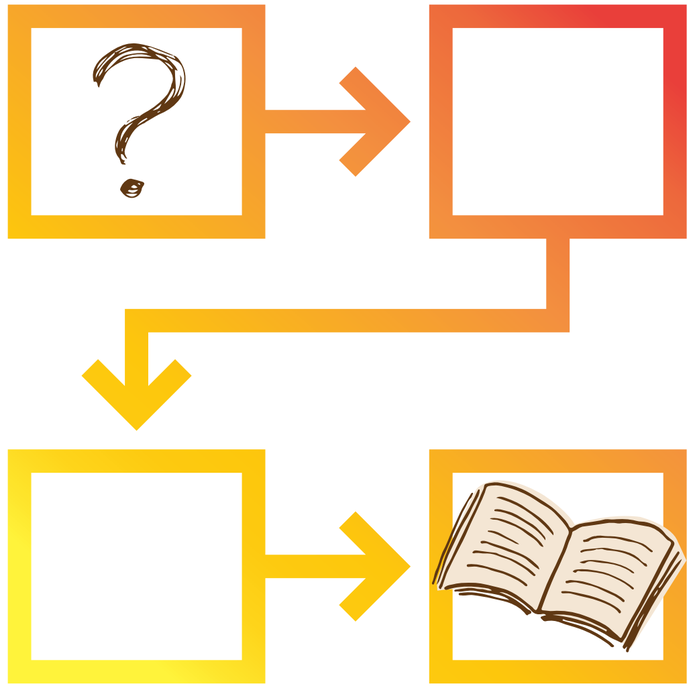
Depending on the book and your goals, we work with a traditional publisher or with a printing company to produce the book.

Services we offer

The Book Engineer

End-to-end book developement

- Concept generation
- Story development
- Talent sourcing
- Ghostwriting & co-writing
- Developmental & line editing
- Creating illustrations & cover art
- Coordinating with literary agents, traditional publishing houses, and/or self-publishing platforms to bring books to market



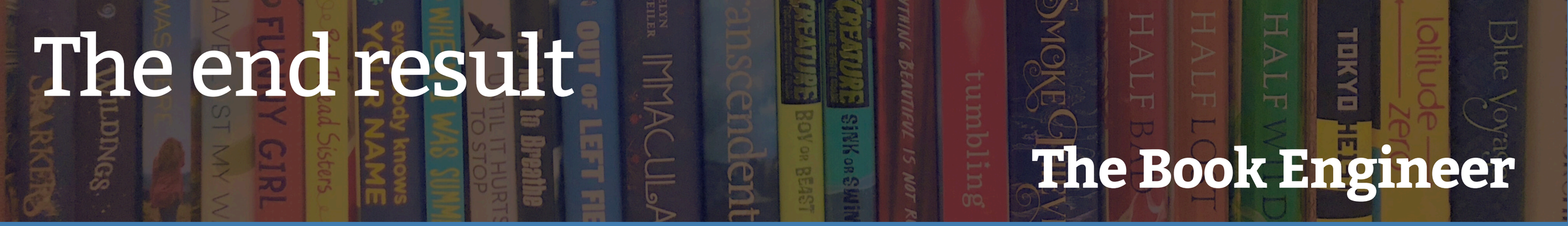


How we make it happen

The Book Engineer

A **hand-picked team** of experienced publishing professionals work together to bring your brand's books to life.

Our network of **writers, editors, designers, illustrators, and project managers** is the best in the field. Each member of **your personalized publishing team** is invested in making your books a success.



The end result

The Book Engineer

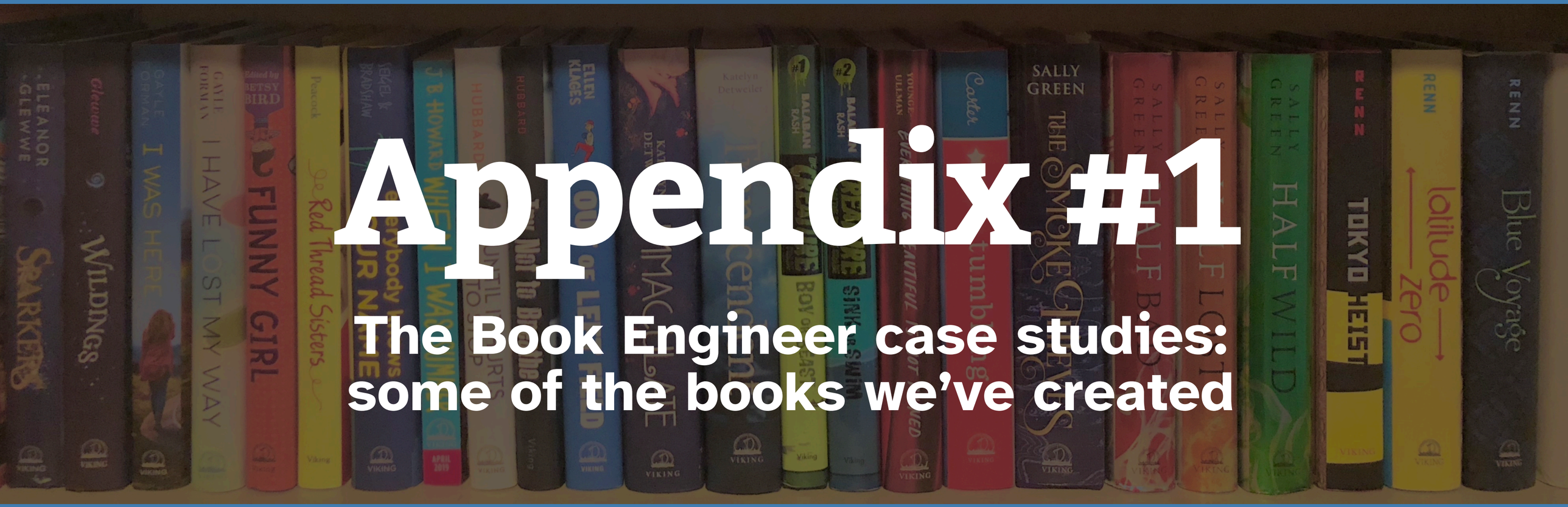
Whether you want to publish a single book or a series,
or to launch a whole publishing line...

to give away your books as marketing materials,
or to sell them as a revenue stream...

to work with a traditional publisher,
or to maintain complete control...

The Book Engineer is here.

leila@thebookengineer.com
thebookengineer.com



Appendix #1

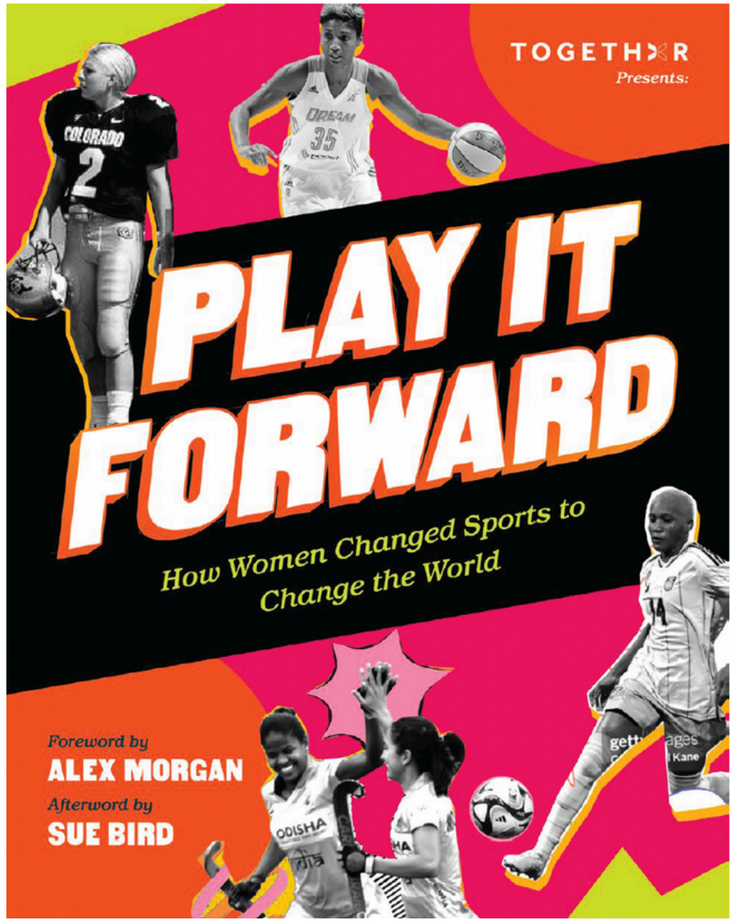
The Book Engineer case studies: some of the books we've created

Brand case study

The Book Engineer

BRAND: TOGETHXR
TARGET AUDIENCE: Young, media-savvy women
BRAND VALUES: Promoting women's sports
GOAL: To expand audience, engagement, and IP library with a book publishing line

WHAT WE MADE:



Brand case study

The Book Engineer

BRAND: Rich Dad Poor Dad
TARGET AUDIENCE: Pre-teens and their parents
BRAND VALUES: Financial literacy and financial freedom
GOAL: To create entry points into the brand ecosystem from a younger age; to expand brand audience and reach; to foster lifelong brand loyalty

RICH DAD®

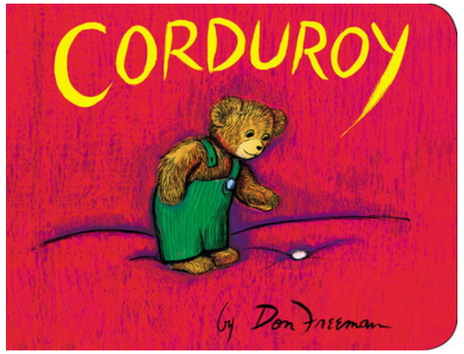
WHAT WE MADE:



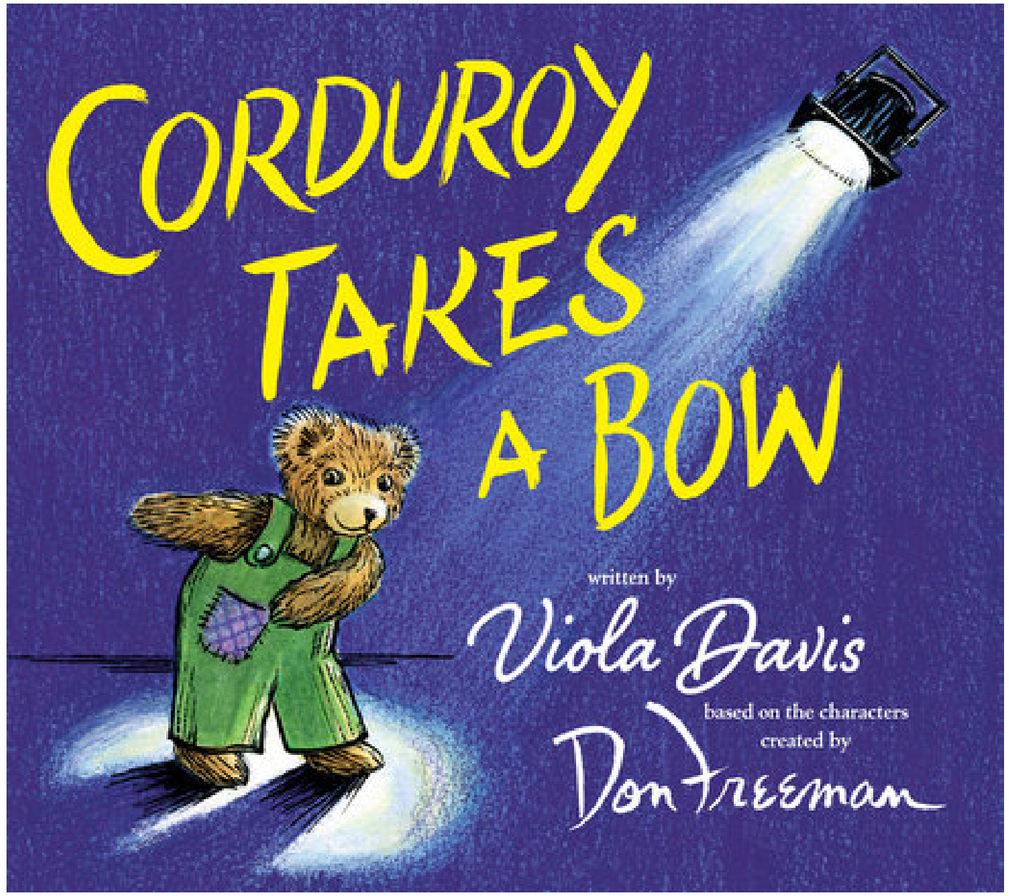
Brand case study

The Book Engineer

BRAND: Corduroy
TARGET AUDIENCE: Children and parents, especially those who grew up with Corduroy
BRAND VALUES: Nostalgia, creativity, and independence
GOAL: To generate new attention for this beloved classic on the occasion of its 50th anniversary



WHAT WE MADE:



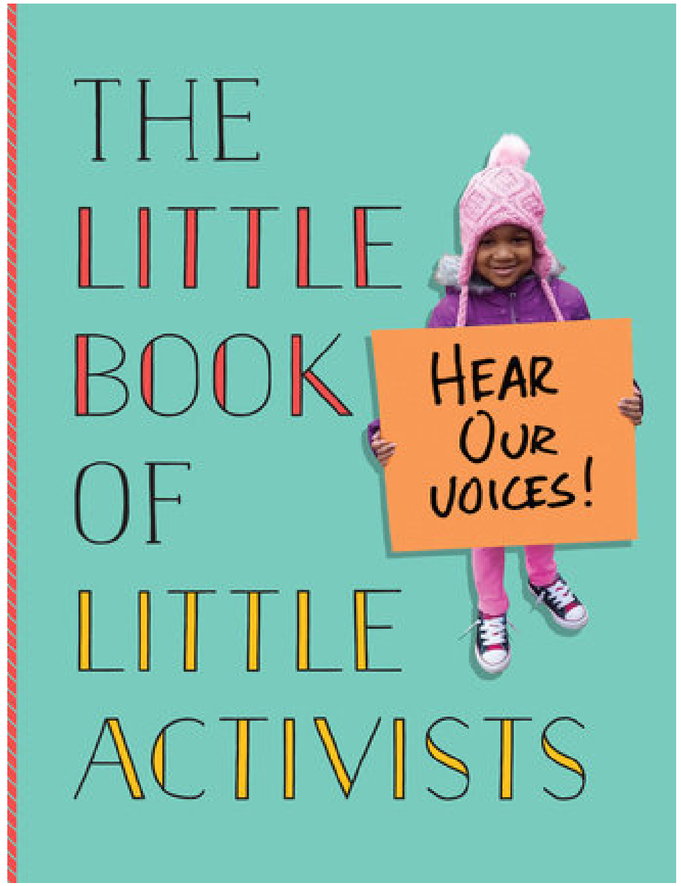
Brand case study

The Book Engineer

BRAND: The Women's March
TARGET AUDIENCE: Politically engaged progressives
BRAND VALUES: Democracy, equality, diversity, and community engagement
GOAL: To commemorate the historic event with a feel-good gift for all ages



WHAT WE MADE:



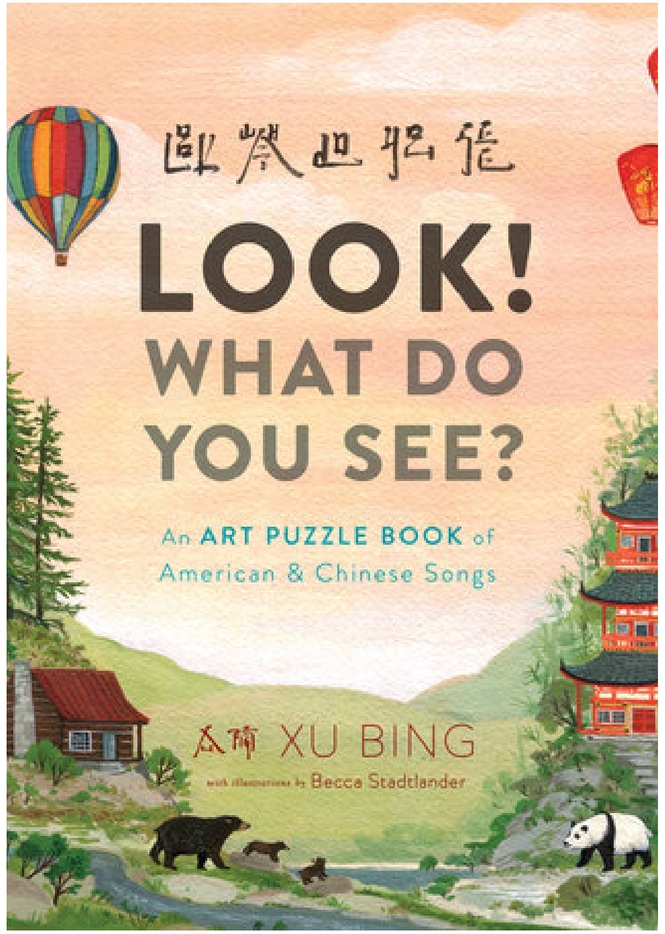
Brand case study

The Book Engineer

BRAND: Xu Bing
TARGET AUDIENCE: Contemporary art lovers
BRAND VALUES: Art, language, Chinese culture
GOAL: To share the acclaimed artist's "Square Word Calligraphy" in America



WHAT WE MADE:

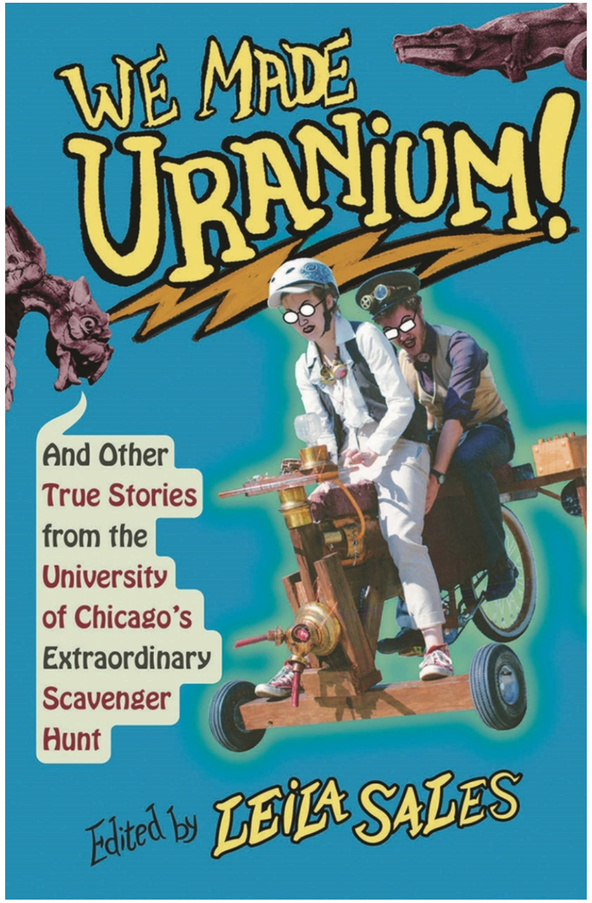


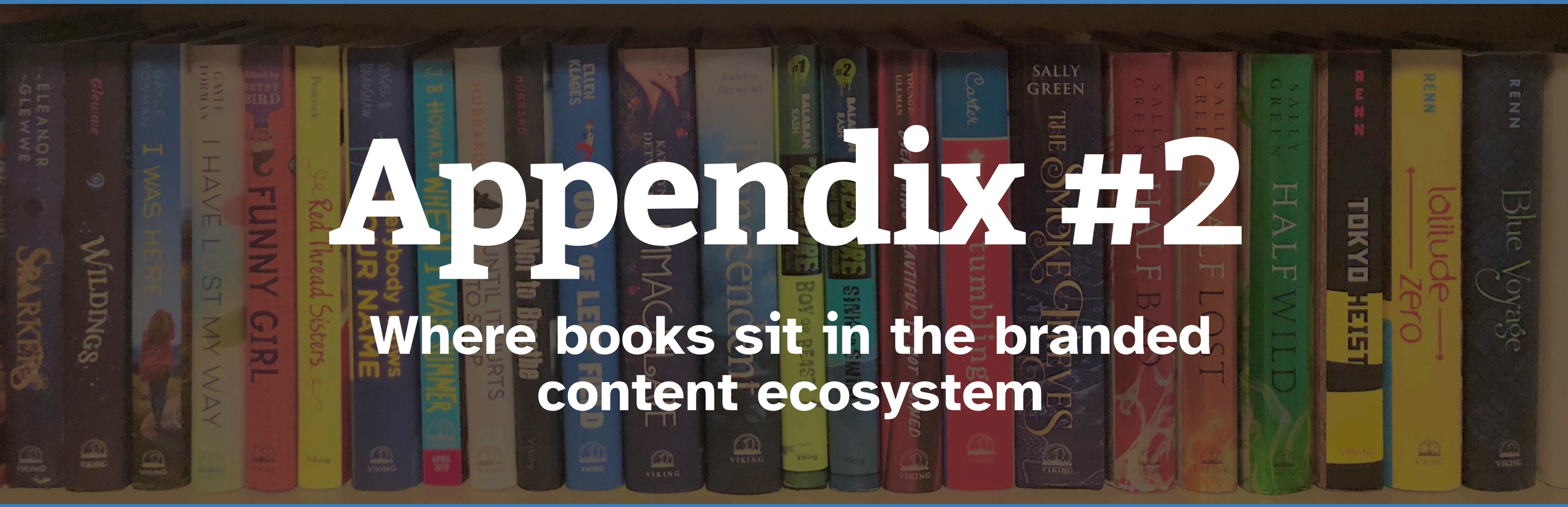
Brand case study

The Book Engineer

BRAND: The University of Chicago Scavenger Hunt
TARGET AUDIENCE: Prospective, current, and former students
BRAND VALUES: Creativity, play
GOAL: To encapsulate the university's famous annual tradition

WHAT WE MADE:





Appendix #2

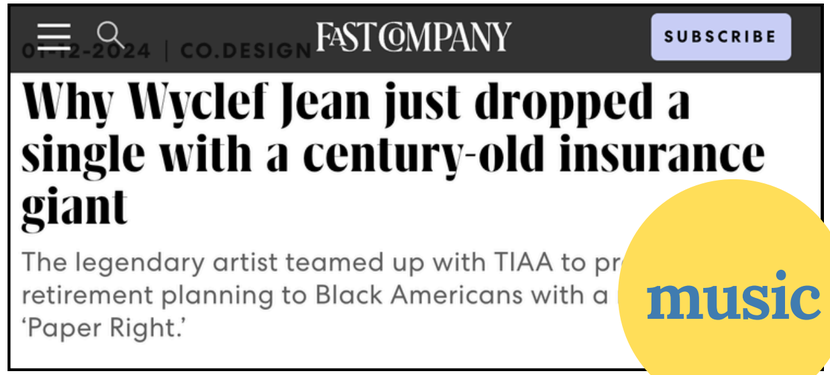
Where books sit in the branded content ecosystem

Branded content across media

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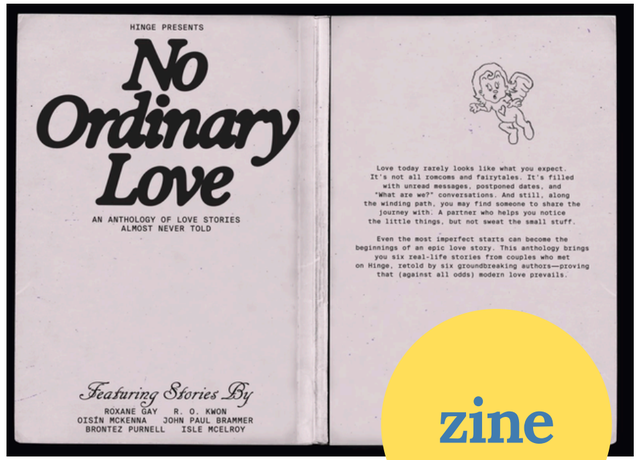
film



music



podcast



zine



TV

Some brands with books



- The Smithsonian
- Atlas Obscura
- Magnolia
- American Girl
- The Home Edit
- HGTV
- The History Channel
- John Deere
- The Points Guy
- The Metropolitan Museum of Art
- Lonely Planet
- Mindy Kaling
- Queer Eye
- Tito’s Vodka
- Girl Scouts
- America’s Test Kitchen
- SXSW
- Barbie
- MUBI
- NPR
- Hot Wheels
- Girls Who Code
- Huggies
- Kate Spade
- Roblox
- Hallmark
- Sesame Street
- The Knot
- A24

. . . and many more



The Book Engineer

Let's make books.

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thebookengineer.com