

# MARKETING: WHAT YOU CAN DO



OOLIGAN  
P R E S S

THORN  
CITY

A NOVEL



PAMELA STATZ



# ABOUT US

**Pamela Statz**

Author, THORN CITY



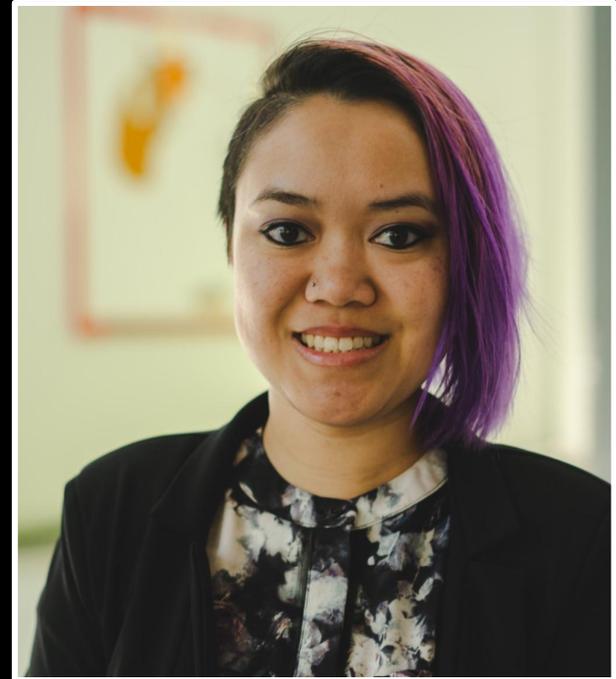
**Robyn  
Crummer**

Publisher, Ooligan Press



**Claire Curry**

Project Manager, Ooligan Press



# STRATEGY

A photograph of a kitchen interior. In the foreground, a variety of kitchen tools including strainers, whisks, and spoons are hanging from a metal rack. The background shows a chef in a blue uniform working at a counter. The kitchen has green tiled walls and stainless steel surfaces. The word 'STRATEGY' is written in large, bold, pink letters across the top of the image.

**HOW DO I SELL MORE BOOKS?**

**Hint: That's the wrong question.**



# WHAT DOES A PUBLISHER DO?

**Acquisition & Commissioning**

**Contract negotiation**

**Financial investment**

**Project development**

**Author development**

**Production**

**Distribution and supply chain management**

**Worldwide sales network**

**Licensing & foreign rights**

**Ecommerce**

**Royalties**



# COMPETING FOR PEOPLE'S ATTENTION

# AUTHOR QUESTIONNAIRE

The purpose of this questionnaire is to provide information that can inform marketing, publicity, and advertising planning.

- Please answer each question as thoroughly as possible. The quality of the marketing plan requires as much detailed information as you can provide.
- Please type your responses in a **different color or in bold**.
- If you need more space, feel free to attach additional pages, indicating which question or section they correspond to.
- If some of the questions are not relevant for you, please indicate that with N/A.
- If some of the questions seem redundant, please let us know as I am always looking to improve.
- If you do not have time to go through and answer everything in one sitting, that's okay, fill in what you can as you can.
- If you have any questions, please don't hesitate to email or call me.
- Please aim for pithy or, if you're feeling in the mood, epigrammatic when the questions ask for descriptions, hooks, and/or key selling points.

Finally, if you would like any of this information to be kept confidential, please let me know.

## SECTION I - About You

- 1) Full name



# COMMUNITY

# GATHER YOUR COMMUNITY

**FRIENDS, FAMILY &  
PROFESSIONAL CONTACTS**

**PARTICIPATE IN THE WRITING  
COMMUNITY**

**TAKE CLASSES & JOIN  
ORGANIZATIONS**



# GROW YOUR NETWORKS



**CONNECT WITH AUTHORS**

**ESTABLISH COMMUNITY  
PARTNERSHIPS**

**GROW YOUR SOCIAL MEDIA  
FOLLOWERS**



# PUBLISHING

# What is it like to work with a publisher?

- **Communication**
- **What's expected of you as an author**
- **What the publisher can provide**

# BUILD A CAMPAIGN

Develop copy you can use again & again

Cover copy

Short description

Elevator pitch

Author Q&A

Author bio

Why readers need your book

Book highlights

## AUTHOR Q&A

### 1. What was your writing process like? Was the story originally going to go in a different direction?

I've started fiction projects in the past, but it wasn't until I signed up for Emily Chenoweth's 'How to Write a Novel in Eight Weeks' class at Portland's Literary Arts that I gained the skills and discipline to complete the first draft of a novel while also working full time. Eight years later I had a manuscript that I was ready to share with an editor. Key lessons: just sit down and write (funny how this actually works); don't research, you can add specifics later; write fast and then layer in more detail with each edit; and finally, writing prompts are magic. I'm also a big note taker. If I come up with a plot point or am inspired in any way, I jot it down in my phone immediately. If I don't, it disappears!

As far as the story's direction, the *Lost Lake Academy*, the mother-daughter conflict, and the food cart drug ring were all in my early outline. I didn't initially intend to kill anyone off, but the nice thing about most murders is they add loads of drama and it gives everyone something to do.

### 2. "Thorn City" arguably pokes fun at Portland. What do you want readers, both locals and otherwise, to take away from this interpretation of the city?

My personal experience with Portland is that it is a fun, messy, occasionally dangerous, incredibly creative city with many friendly and generous people. My goal was to make Portland a character, a place to love and hate, to empathize with and to

## BOOK HIGHLIGHTS

There is a blend of drama and humor. "Thorn City" covers serious topics like drugs, crime, childhood trauma and fraught family relationships in an entertaining but thoughtful way.

A fast-paced, compelling mystery. Readers will be hooked by the questions surrounding *Lost Lake Academy* and each character's past. The continuous twists and turns in the story will surprise readers and keep them engaged.

Strong female friendship between Lisa and Jamie. They are strong female characters with dimension, goals, and challenges to overcome together.

Vivid characterization. Despite having multiple characters to juggle, Statz does an excellent job developing each character into genuinely relatable people you want to root for, or who you enjoy hating.

Unpacks social issues. Crime, drugs, gentrification, environmental awareness,

# DESIGN BRIEF

## MAIN THEMES:

List the main themes that could be represented on the cover.

- Self loathing
- Haunted past
- Strained relationships (familial and romantic)
- Self improvement
- Acceptance
- Forgiveness
- Rebuilding
- Found family
- Class differences

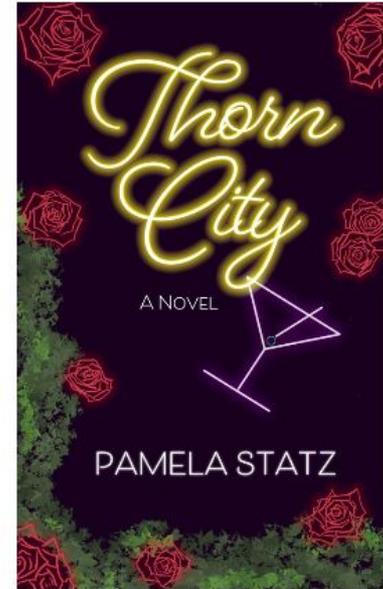
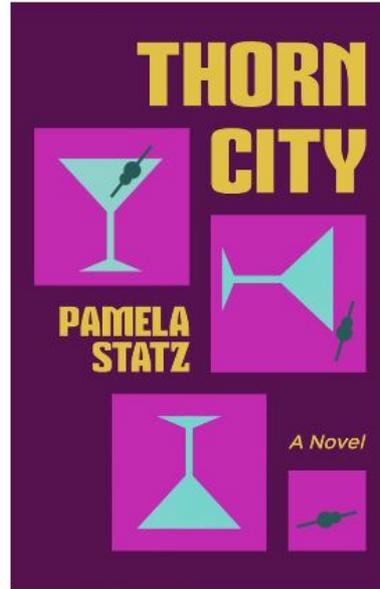
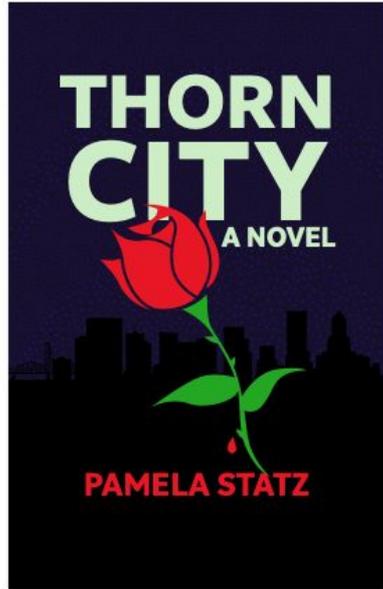
## KEY VISUAL ELEMENTS:

List the top visual elements that appear in the work that can help represent the themes on the cover.

- Thorns/Roses
- Portland
- Mt. Hood & Lost Lake
- Airstream trailer
- Food truck
- Five Firs logo, actual trees
- Construction cranes
- Lost Lake Academy
- Portland skyline after earthquake
- Martini with olives
- Gold dress

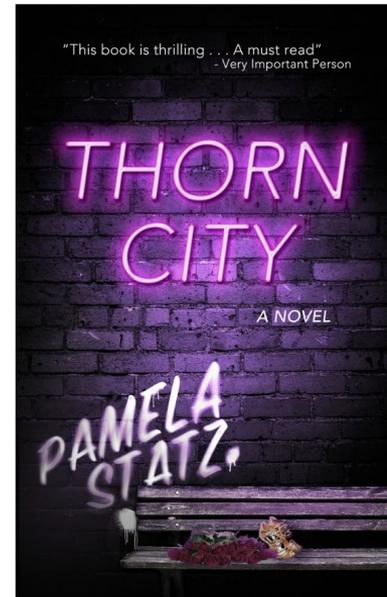
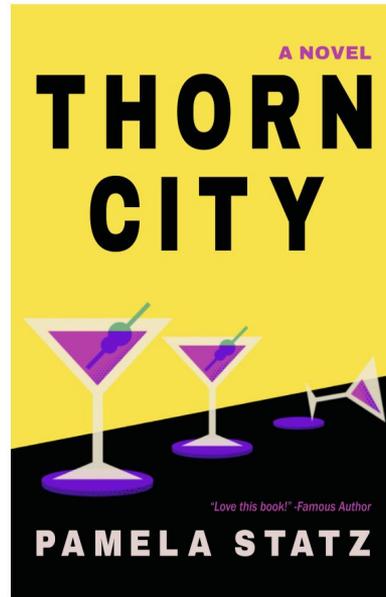
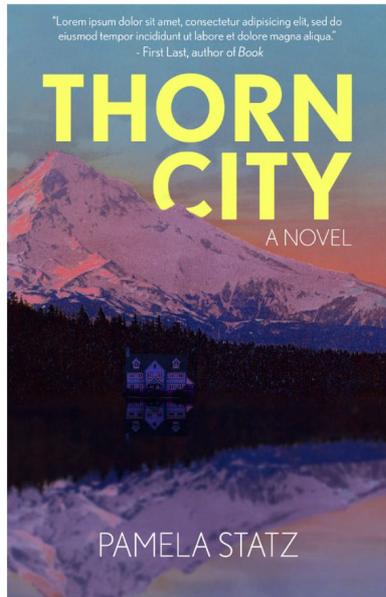
# DESIGN A GREAT COVER

## Round 1



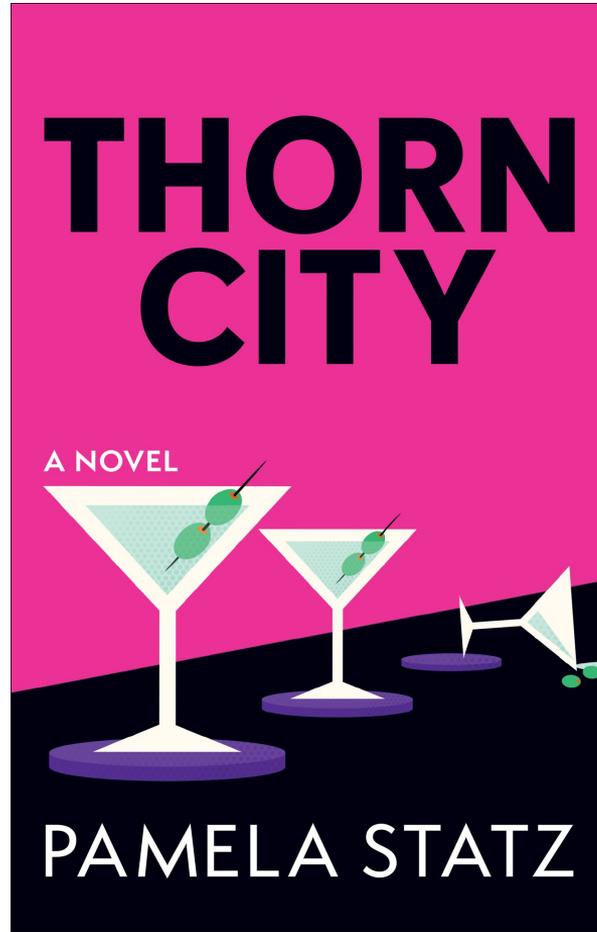
# DESIGN A GREAT COVER

## Round 2



# DESIGN A GREAT COVER

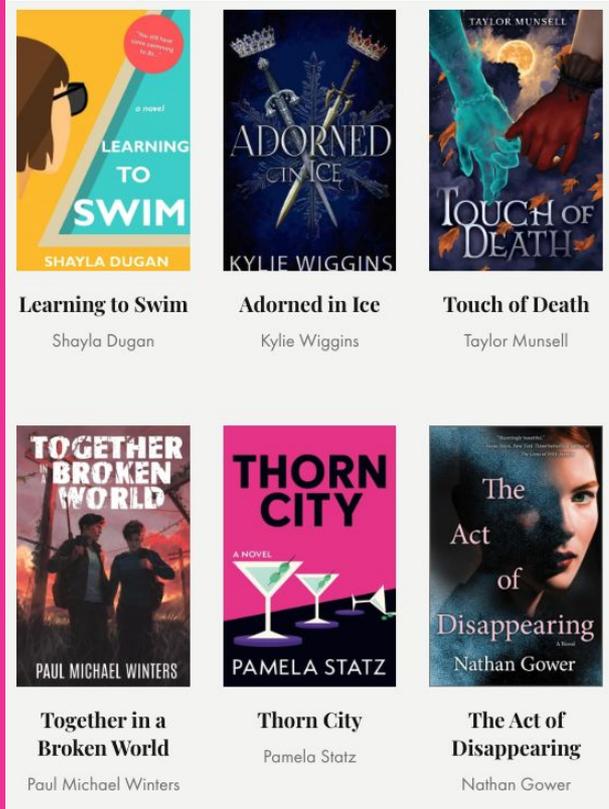
Final



# IN THE WILD



# IN THE WILD



A screenshot of the Audible audiobook page for 'Thorn City'. The page features a blue header with the Audible logo, a 'Try now' button, and a search icon. Below the header, a blue banner advertises 'PRIME MEMBER EXCLUSIVE 3 months free' with a 'Get this deal' button. The main content area shows the book cover for 'Thorn City' by Pamela Statz, which features a pink background with three martini glasses. Below the cover is a 'Sample' button. The text below the cover reads 'Thorn City A Novel' and 'By: Pamela Statz Narrated by: Pamela Statz' with a five-star rating.

A screenshot of the Amazon product page for 'Thorn City'. The page features a dark header with the Amazon logo, 'Sign in' button, and a shopping cart icon. Below the header is a search bar. The main content area shows the book cover for 'Thorn City' by Pamela Statz, which features a pink background with three martini glasses. Below the cover is a 'Look inside' button. The text below the cover reads 'Pamela Statz Thorn City: A Novel' and '4.6 stars 30 reviews 4.4 on Goodreads (52)'. The price is listed as 'Kindle Price: \$3.99'. Below the price are two boxes: 'Kindle \$3.99 Available instantly' and 'Audiobook \$0.00 with membership'. Below these boxes is the 'Paperback \$17.64' price. At the bottom, there is a 'See all formats' button and a right arrow.



# SOCIAL PROOF

# AUTHOR BLURBS

## PRAISE FOR THORN CITY

"Delightful and heartfelt, *Thorn City* whisked me through the streets of Portland and twist after twist of a perfectly plotted thriller! This debut delivers a satisfying meal better than any Michelin-starred food truck." —Elle Marr, Amazon Charts bestselling author of *The Family Bones* and *The Alone Time*

"The rich backstories of these wealthy characters make them come alive. Come to the party for the secrets and gossip. Stay to see if they survive the mayhem." —Cate Holahan, *USA Today* bestselling author of *The Widower's Wife*

"Pamela Statz simultaneously celebrates and gleefully skewers her hometown of Portland, Oregon, in a delightful, madcap thriller with enough punchlines and plot twists for half a dozen novels. *Thorn City's* larger-than-life cast—from ambitious, amoral city executives to sweet but wayward twenty-somethings, from a struggling ad man to a chameleon-like tattoo artist—keeps the comedy and tension unwaveringly high, against a backdrop of hipster food cart pods, boutique ad agencies, and the hallowed corridors of City Hall itself. Portland truly is weird, and every page of this fast-paced, hilarious debut sparkles." —Emily Raymond, bestselling co-author, with James Patterson, of *Expelled*, *The Girl in the Castle*, and *Tell Me Your Best Story*

"With an insider's eye, Statz takes the reader through the nuanced underbelly of the City of Roses. This debut page-turner is a terrific addition to your crime fiction shelf." —Suzy Vitello, author of *Faultland* and *Bitterroot*

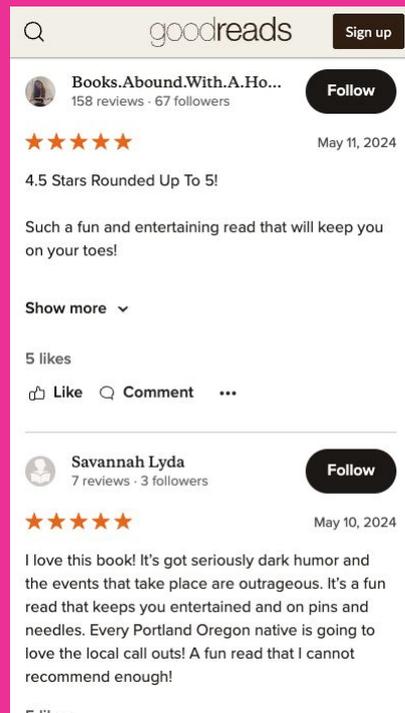
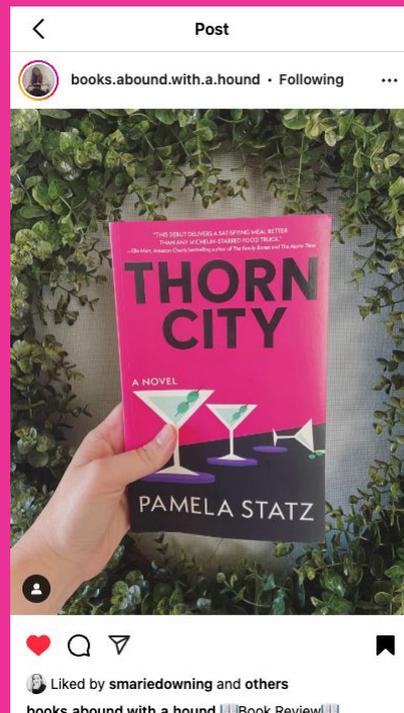
"*Thorn City* captures exactly what's special about Portland, from the ubiquity of our food carts to the ever-present undercurrents of social and geological upheaval. Still, the characters and their struggles are universally relatable—and so realistically written that I wouldn't be surprised to run into them one day at a mayoral event, kebab stand or local emergency room!" —Jennifer Hanlon Wilde, author of *Finding the Vein*

"A page-turning romp with Portland at its center, *Thorn City* is part who-dunnit/part coming-of-age saga with city politics, tech bro culture, economic disparities, and drug dealing thrown in to round out the experience. A fast-moving, thoroughly enjoyable read." —Margaret Juhae Lee, author of *Starry Field: A Memoir of Lost History*

"Pamela Statz has weaved an intriguing novel with a cast of characters to love and root for, and those to love to hate! A complete immersion into the Portland culture, *Thorn City*, is a complex, and twisty ride that unveils its multiple layers of lies and secrets at a perfect pace, not letting go until the very last page. Bravo!" —Mary Keliioa, author of award-winning *Hidden Pieces* and *Deadly Tides*

"Statz delivers a sneaky and addictive gem by captivating readers in this cleverly written thriller. In *Thorn City*, appearances are not what they seem. Those holding corrupt power will kill to keep their secrets safe and maintain status in Portland's high society." —Erica Blaque, author of *Among Wolves*

# TRADE & READER REVIEWS





**IT'S A PART TIME JOB**

# SET A BUDGET

**MULTIPLY YOUR EFFORTS WITH  
MARKETING / PUBLICITY HELP**

**LAUNCH EVENTS  
BOOKSTORE EVENTS**

**ADVERTISING  
GOODREADS GIVEAWAYS**

**TRAVEL COSTS**

**WEBSITE DESIGN & HOSTING  
ASSET DESIGN, PRINTING**

**AWARD ENTRY FEES**

# **BUILD YOUR LAUNCH TEAM**

**Assemble friends & family, co-workers and former co-workers, social followers, old classmates, frenemies, people you haven't talked to in 10 years... you get the idea.**

**Be clear and earnest in your appeal for help.**

- **Read the ARC and write an early review**
- **Pitch it to libraries, bookstores, book clubs**
- **Pre-order your book**
- **Attend your launch event & book signings**
- **Write reviews and post them everywhere**
- **Sign up for your newsletter, Substack, social accounts**
- **Share photos of your book**

# AUTHOR EVENTS

Which are most effective?

## Individual

- **Book launch event**
- **Bookstore readings**
- **Bookstore signings**
- **Interviews: Podcasts, TV, blogs**
- **Guest blogging**

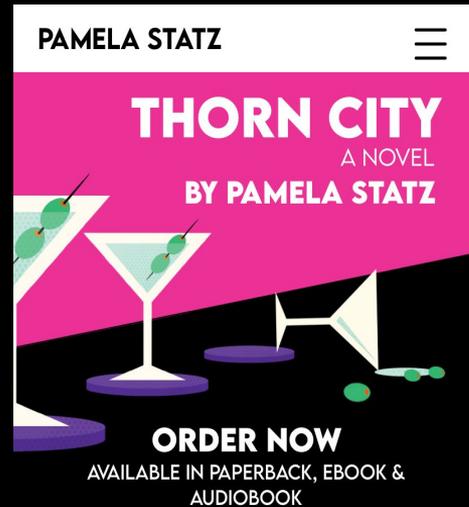
## Group

- **Conferences & conventions**
- **Author and bookseller events**
- **Genre-based author & fan events**
- **Library events, fairs & festivals**



# BUILD A CAMPAIGN

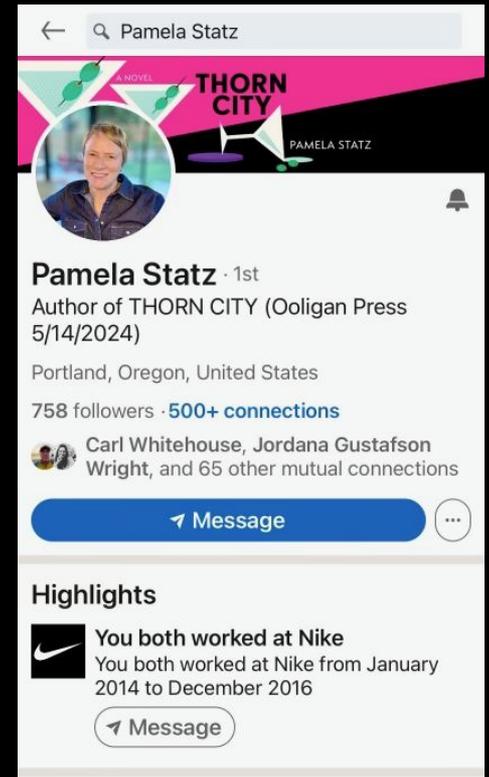
## Digital assets



AMAZON

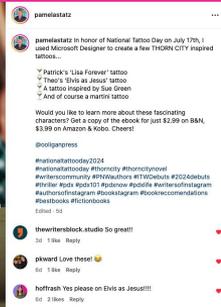
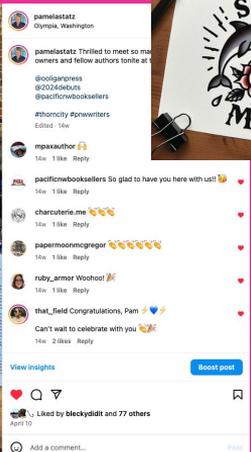
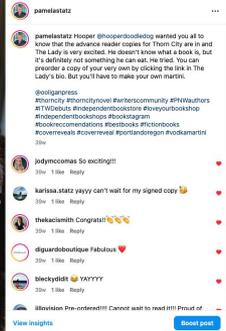
BOOKSHOP.ORG

POWELLS BOOKS



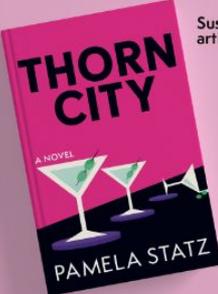
# BUILD A CAMPAIGN

## Social assets



# BUILD A CAMPAIGN

## Physical assets



Suspected murder, eclectic food trucks, and artisanal cocaine: just another day in Thorn City...

### THORN CITY

A NOVEL BY PAMELA STATZ

ON SALE MAY 14, 2024

"Every page of this fast-paced, hilarious debut sparkles!"  
— Emily Raymond, bestselling co-author, with James Patterson, of *Expelled*, *The Girl in the Castle* & *Tell Me Your Best Story*



\$18 · TRADE PAPERBACK · 9781947845497  
ARC AVAILABLE ON EDELWEISS  
FICTION / THRILLER / MYSTERY / HUMOR



LISA & JAMIE'S  
PERFECT DRY  
MARTINI

QOLIGAN  
P.E.S.S.

### THORN CITY

A NOVEL  
PAMELA STATZ

- 2 1/2 ounces Vodka (or Gin, if you must)
- A drop of dry vermouth, such as Nolly Prut
- Green olive or lemon twist for garnish
- Cracked ice

1. Pour a drop of vermouth into a chilled martini glass.
2. Swirl to coat and dump excess.
3. Pour vodka into a cocktail shaker filled with ice.
4. Shake until your hand is freezing cold, then strain into coated glass.
5. Garnish with olive or lemon twist and serve.

PAMELASTATZ.COM



A NOVEL

### THORN CITY

PAMELA STATZ



### THORN CITY

PAMELA STATZ



pamelastatz.com

# ADVERTISING

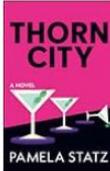
## GOODREADS GIVEAWAYS

**RAN 2 GIVEAWAYS**  
**\$119 EACH**  
**10 ARCS**  
**10 FINAL COPIES**

**EYEBALLS? 6,702**

**REVIEWS? A few**

### Book Giveaway For Thorn City



**Thorn City**  
by  
Pamela Statz (Goodreads  
Author)

Release date: May 14, 2024

Enter for a chance to win a copy of  
THORN CITY by Pamela Statz!  
Suspected murder, eclectic food trucks,  
and artisanal cocaine: just another day  
in Thorn City.

It's the night of the Rose City Ripe for  
Disruption gala ...more

Winners have been selected

Format:  
Print book

Availability:  
10 copies available, 5860 people  
requesting

Giveaway dates:  
Apr 16 - May 14, 2024

Countries available:  
U.S.

Click below to let us know when you  
have sent copies to the winners.

Copies are in the mail!

### Pamela Statz's Stats

★★★★★ 4.37 avg rating – 52 ratings

number of works	1	added by unique users	6,702
total books added	6,738	followers	57
total ratings	52	friends	14
total reviews	26	books I've added	150
on-to-read shelf	6,608	books I've reviewed	3

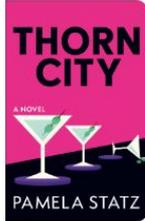
Goodreads <n... Tue, May 14, 6:00 AM ☆ ☺ ↶ ⋮  
to me ▾

The book you've been  
waiting for.

goodreads

Hi Pamela,

A book on your Want to Read shelf is now  
available!



**Thorn City**  
Pamela Statz

★★★★★  
**4.68**

Buy on Amazon

Barnes & Noble · Walmart ·  
IndieBound

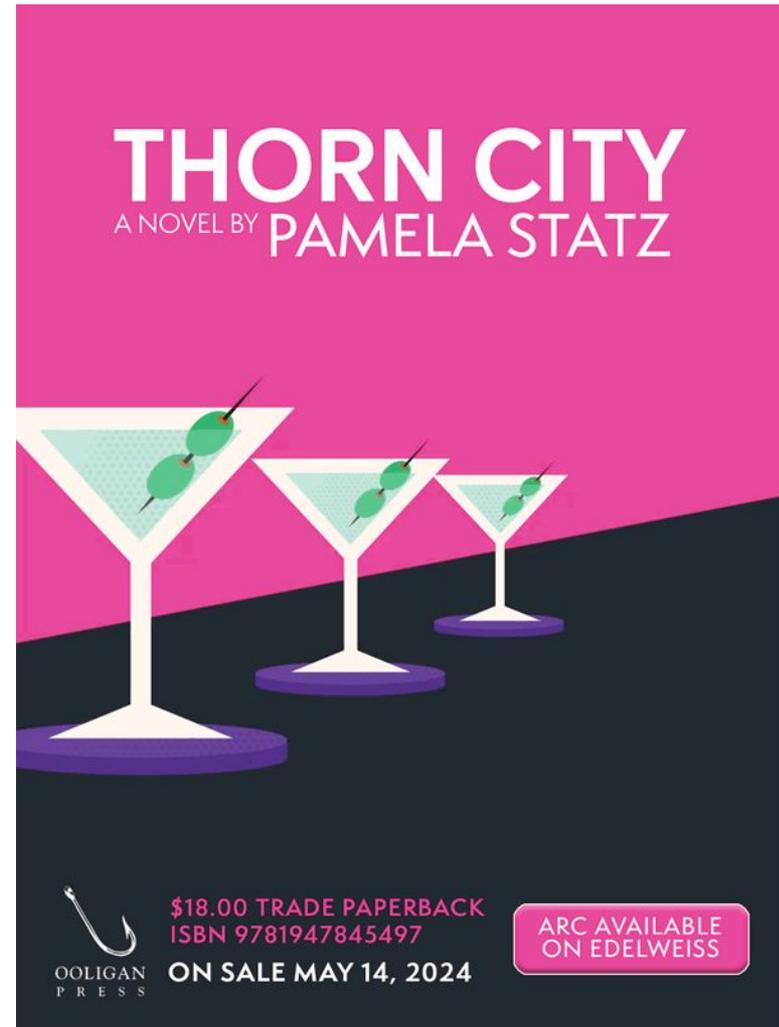
# ADVERTISING

## Indy Book Association Newsletters

**RAN 2 ADS  
\$250 & \$300**

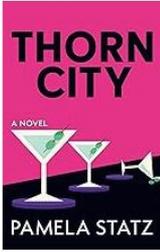
**EYEBALLS? 1,700 at  
40% open rate**

**DID IT HELP?  
Indirectly...**



# ADVERTISING

## Amazon, Bookbub, Facebook & Instagram



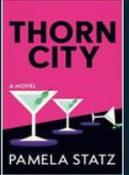
**Sponsored** ⓘ  
**Thorn City: A Novel** May 14, 2024  
by Pamela Statz

"Thorn City" whisked me through the streets of Portland and twist after twist of a perfectly plotted thriller! - Elle Marr, bestselling author of *The Alone Time* ★★★★★ 30

Paperback  
**\$17.64** to buy



@books.abound.with.a.hound recommends ★★★★★



"Fun & entertaining read that will keep you on your toes!"

**NOW \$3.99**



Take THORN CITY to the beach!  
Summer Ebook Special  
**\$3.99** through July 31

	AMAZON	BOOKBUB	INSTAGRAM/FACEBOOK
<b>Impressions</b>	<b>374,894</b>	<b>21,186</b>	<b>29,129</b>
<b>Clicks</b>	<b>214</b>	<b>18</b>	<b>680</b>
<b>Orders</b>	<b>10</b>	<b>?</b>	<b>?</b>
<b>Total Cost</b>	<b>\$160.00</b>	<b>\$54.00</b>	<b>\$265.00</b>
<b>Click Through Rate</b>	<b>0.06%</b>	<b>0.08%</b>	<b>2.33%</b>
<b>Cost Per Click</b>	<b>\$0.75</b>	<b>\$3.00</b>	<b>\$0.39</b>

# RESOURCES

[pamelastatz.com/ww](https://pamelastatz.com/ww)

[Author Questionnaire](#)

[Design Brief Sample](#)

[Ooligan's Recommended Books for Authors](#)

**Design Tools**

[CANVA](#), [Unsplash](#), [Microsoft Designer](#), [WIX](#), [Squarespace](#)

**Find a Freelance Designer or Developer**

[Reedsy](#), [Fiverr](#)

**Organizations**

[Willamette Writers](#), [Authors Guild](#), [Sisters in Crime](#),  
[International Thriller Writers](#), [2024Debuts](#)



# Q&A



# THANK YOU!

**Pamela Statz - [pamelastatz.com](http://pamelastatz.com)**

**Robyn Crummer - [ooliganpress.com](http://ooliganpress.com)**

**Claire Curry - [clairelcurry.wordpress.com](http://clairelcurry.wordpress.com)**

