



2023

BOOKHIGHLIGHT

HIGHLIGHTS

BROOKLYN | NEW YORK

+ WE BELIEVE

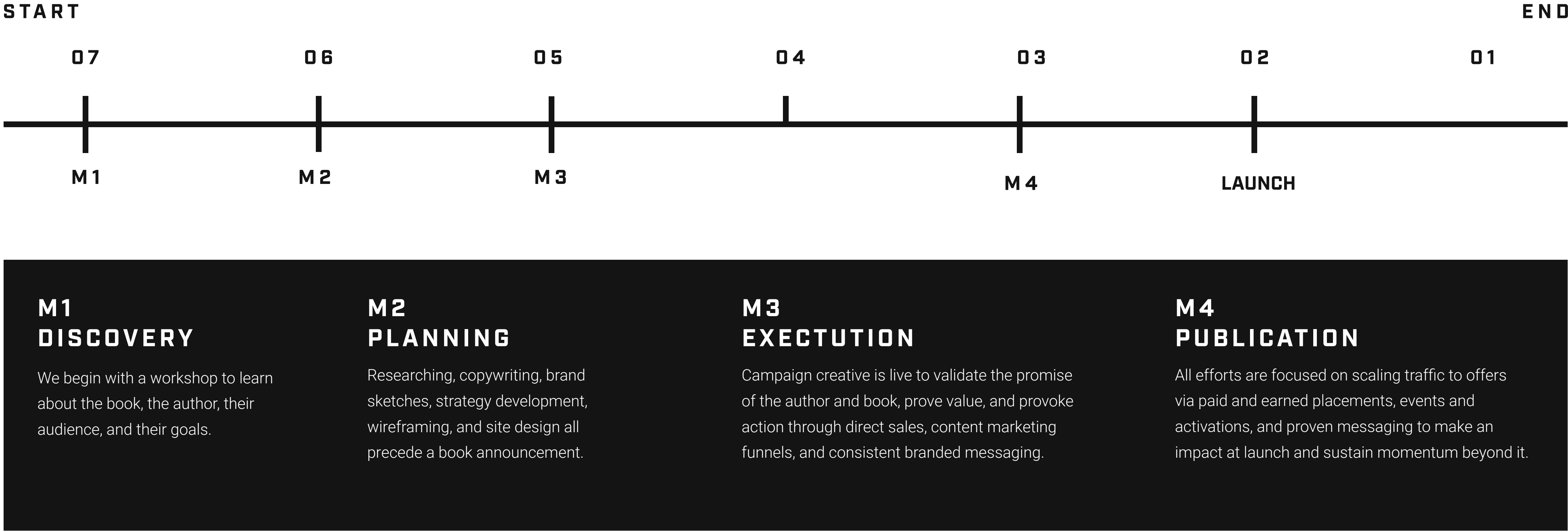
BH IS AN ALL-STAR CAST OF PUBLISHING
INDUSTRY VETERANS. WE WORK WITH THE
BRIGHTEST MINDS WITH THE BIGGEST IDEAS
AND CARE DEEPLY ABOUT THEIR MISSION.

STRATEGY | CREATIVE | EXECUTION

UP CLOSE,
WE'VE SEEN
**BOOKS BECOME
MOVEMENTS**
AND AUTHORS
BECOME ICONS.

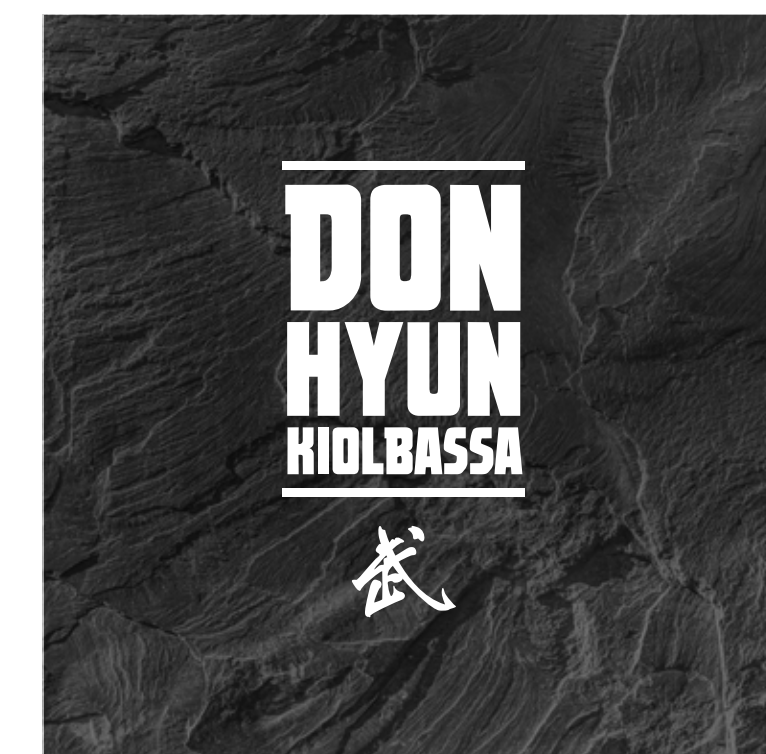
PROCESS

A smart approach to launching any new product is built around best using the time you have leading up to publication. Our first priority is designing a brand to represent the author and a plan to accomplish their goals. Long-term impact is found through developing their new brand of thought leadership, accelerated by creating high-volume demand for their book in the short-term pre-order window of opportunity. The cascading dependencies of a foundational and functional brand, the platform digital experience to establish it, a custom sales strategy for adding value bundled with book sales, the conversion in user-centric messaging across all owned channels, all building to a crescendo of disciplined book-driven earned attention around the publication date is a process tested and proven in hundreds of book launches over almost two successful decades in modern publishing.





+ WE ACTIVATE
OUR WORK IS INVENTIVE, CREATIVE,
AND FOCUSED ON OUTCOMES.
GREAT BOOK LAUNCHES BEGIN
WITH THE BRAND.



BRAND WORKSHOP

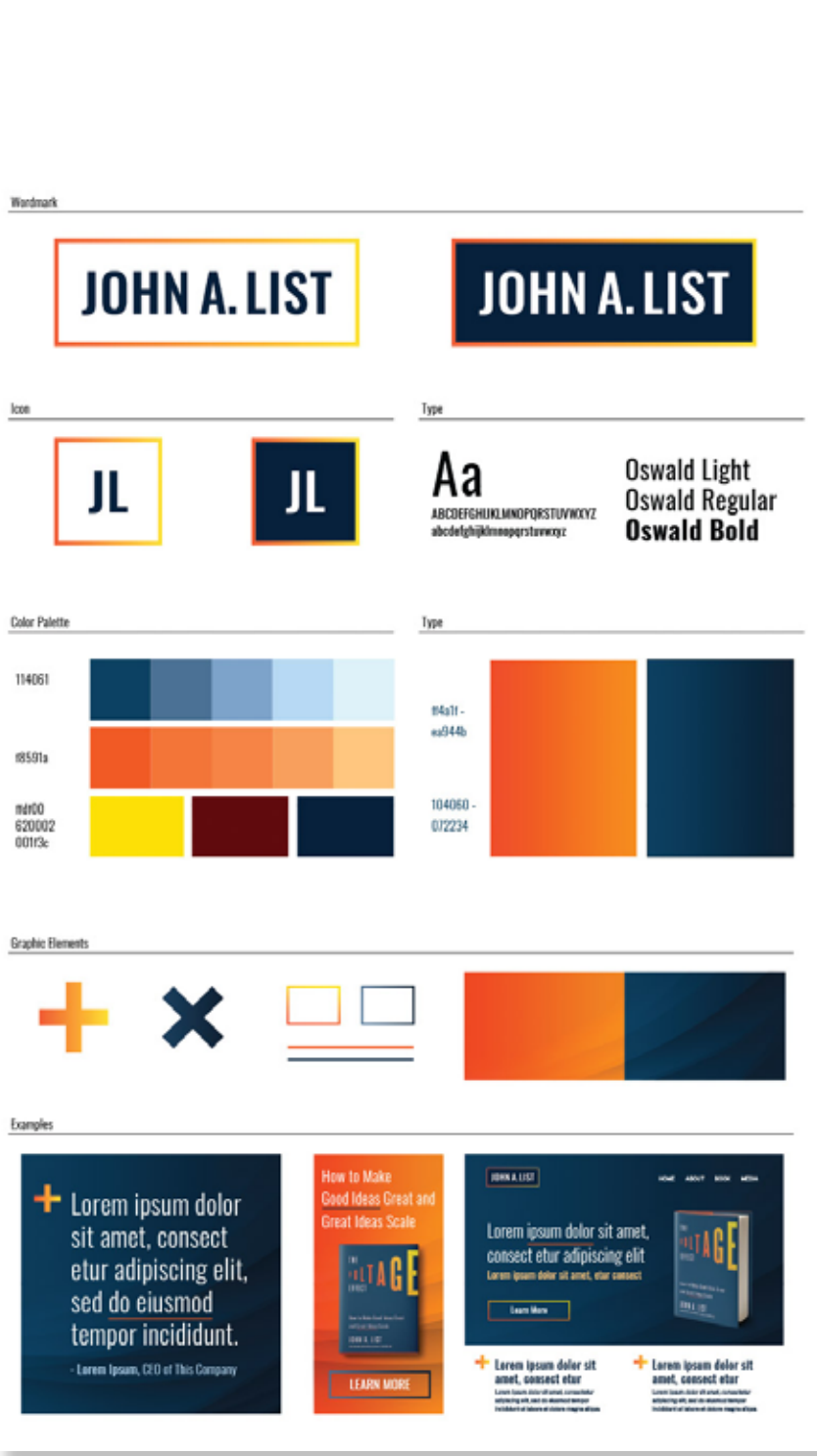
The best book launches are supported by a long-term approach to developing and establishing an author’s brand.

During our brand workshop, we partner with each client to develop goals, a tone of voice, brand associations, and a creative direction that will integrate the book and the author’s platform to maximize its impact.



DESIGN SYSTEM

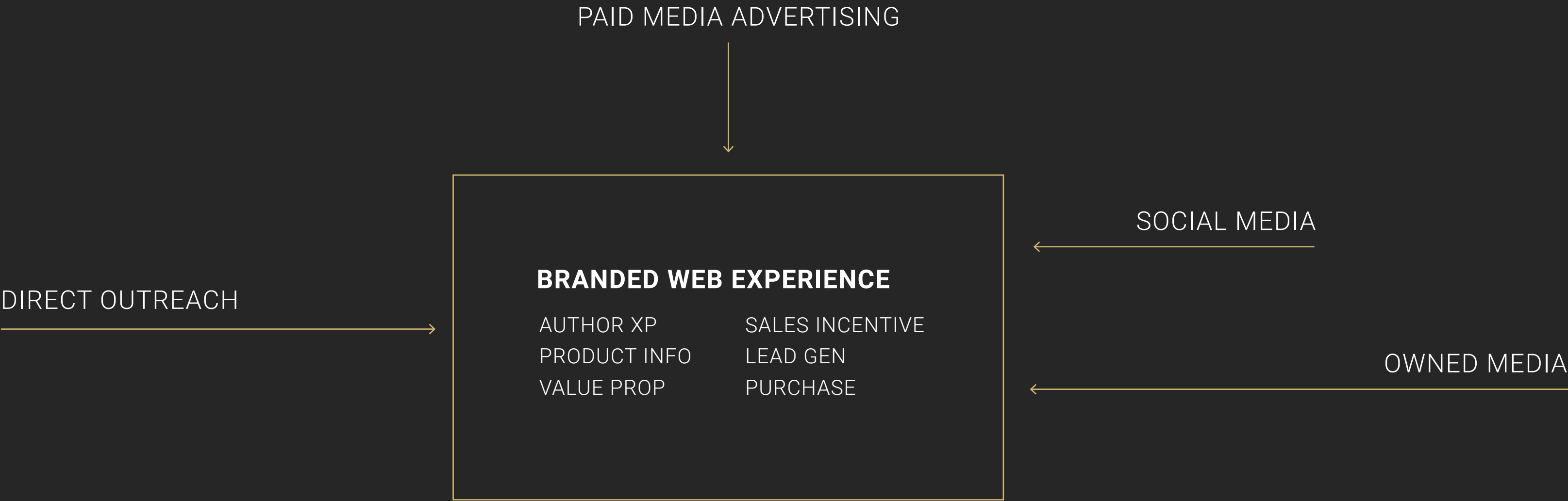
Maintaining a consistent brand look and feel across the landscape of an author’s marketing material is essential to building a professional platform, increasing awareness, and meeting their goals. A design system ensures that all work designed by us, an author’s team, or a partner has the professional-level creative required to elevate their book and brand.



DIGITAL STRATEGY

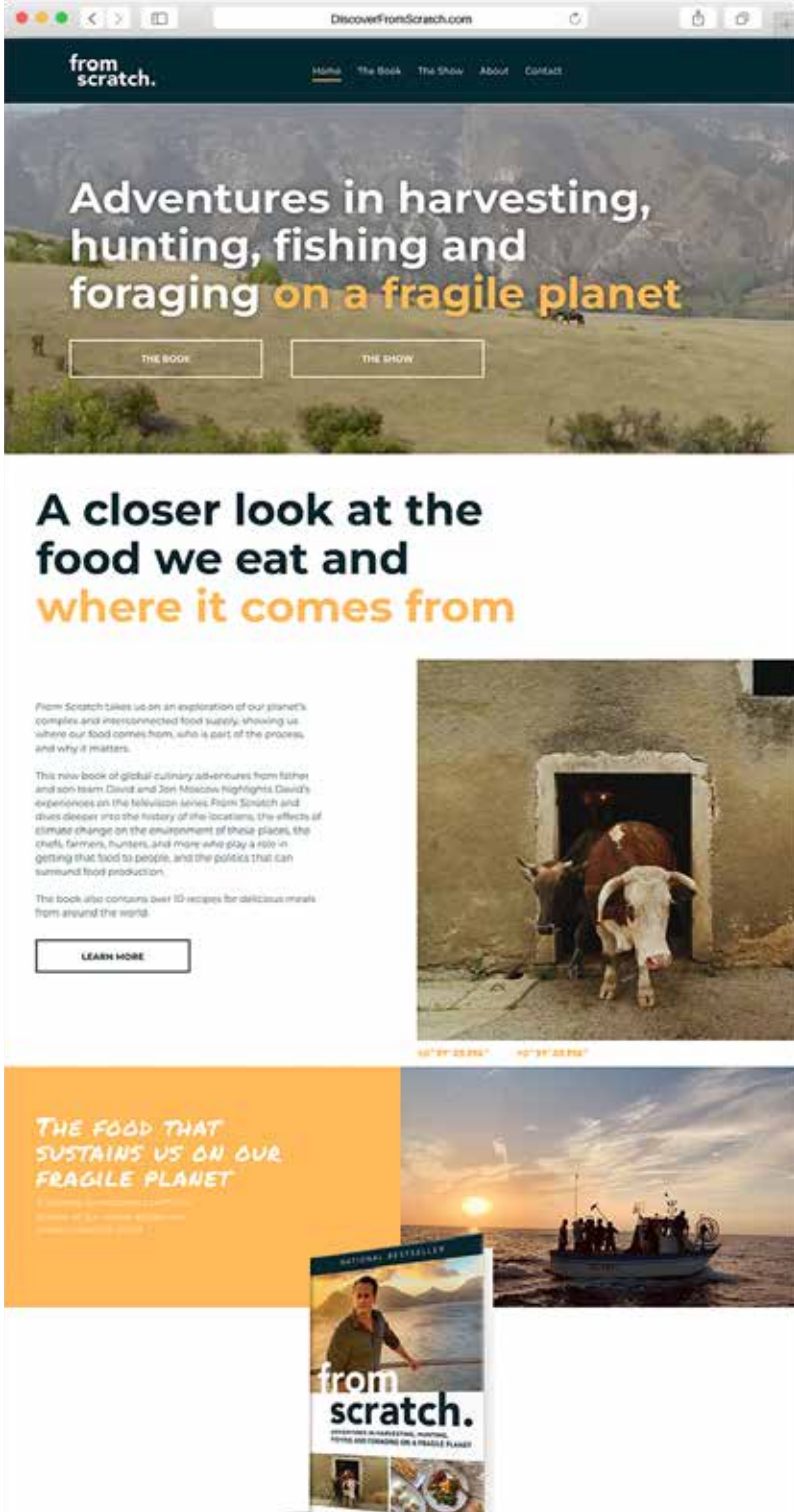
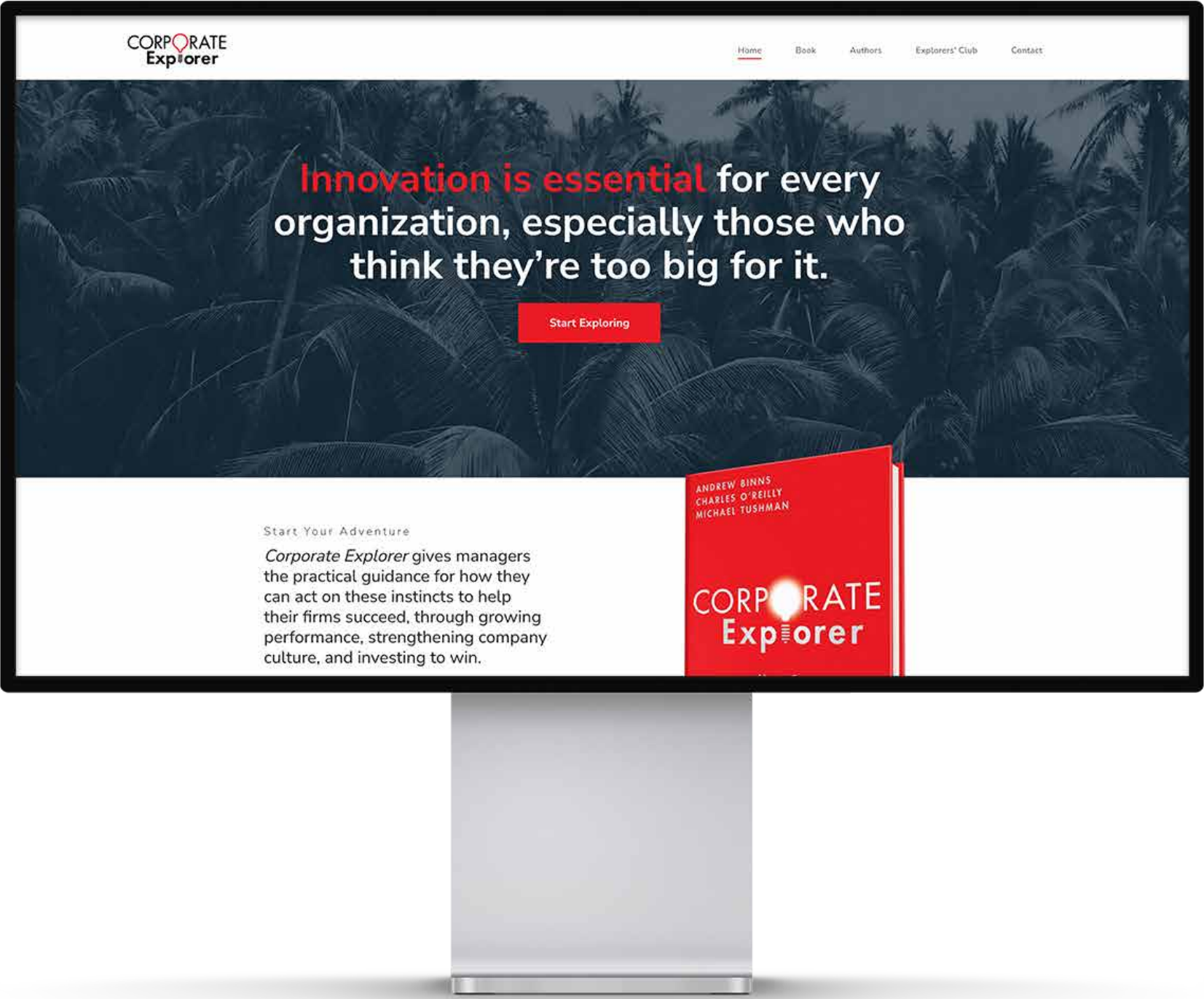
Effective strategy begins with a blueprint, but is able to react and evolve during its lifecycle—building data, learning, and responding to changes in audience, content, or marketing goals.

At Book Highlight, we craft and deploy persona-based digital strategies that maximize the potential of their brand, content, and value proposition. We generate awareness, traffic, leads, and sales using a suite of tools and tactics custom to the needs and goals of each client.



WEB EXPERIENCES

Every brand needs a platform to stand on and stand out. The best are custom-branded web experiences that visualize the authority of the author and the benefit of their work. We realize this full potential through refined, professional design, creative content and copywriting, and engaging user experiences that convert potential customers and build a community in the process. With domain research, competitive analysis, wireframing, sandbox testing, and continuous iterations, we build a firm foundation for authors to connect to their audience.



VIDEO

Video is an extremely engaging way for authors to share their book with audiences. The Book Highlight team is able to produce videos starting from scratch or with a wide variety of author footage.


Beginning with scripts, then in-studio or on-site filming, our team will edit, animate, and create effective custom video that introduces a brand, shares an idea, or teaches a concept. These book-centric videos lead to speaking engagements, media inquiries, book sales, and interaction/shares on social.



A+ CONTENT

More product searches start at Amazon than anywhere else. Authors that don't take advantage of the opportunity to add A+ Content to their page look flat by comparison and fail to engage distracted shoppers scrolling by. Book Highlight maximizes the real estate afforded by Amazon's established modules to design visually dynamic and engaging content that makes any book stand out in its category.

A closer look at the food we eat and where it comes from



David Moscow set off to reconnect with the food that makes up our meals across our interconnected world. He's just spent four years traveling the globe, sourcing ingredients for award-winning chefs, learning about climate change's impact on a precarious food chain, and meeting the people who farm, fish, forage, and hunt for your next meal.

Travel the world with David on adventures to collect ingredients for delicious meals and engage with the people responsible for producing them—and then replicate these special meals in your own home with step-by-step recipes included!

Cod, Scallops, and Salt in Iceland Porcini and Chanterelle in Finland and Whistler Island, Washington Roast Duck and Patis in the Philippines	Oysters in New York and Istria, Croatia Dine Spinach and Avocados in Cape Town and Johannesburg Beer, Octopus, and Snails in Malta and Sardinia	Wild Game in Texas and Wyoming Pasta on the Amalfi Coast and New York City Goat, Barley, and Honey in Kenya Potatoes in Peru and Utah
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An all-out adventure of food exploration and education. The Moscos bring the ancient human art of feeding ourselves back into consciousness.
— **CHEF DAN BARBER**, Blue Hill at Stone Barns

The Moscos have a very engaging voice—readable, informative, and capable of weaving complex information into a captivating narrative, sprinkling sugar on the hard-core information of the story.
— **LYNNELL HANCOCK**, Professor, Columbia Graduate School of Journalism and Director, Spencer Education Fellowship

From Scratch is a fascinating and necessary book making the connection between global food production, climate and environmental devastation, and disease...
— **ADDA JONES DE ALMEIDA**, Deputy Director for Learning & Social Impact, Brooklyn Museum

See yourself and others as worthy of love, particularly at work



1 out of 2 people struggle to feel worthy

Elevating the Human Experience shows how to close the **Worthiness Gap**, which is the gap between how much it matters to feel worthy, and how hard we struggle to do so.

People who believe that their employer rates high in humanity, genuinely caring about their experience, are **2.5 times** more likely to be motivated at work, and **1.5 times** more likely to take on extra responsibility or “go above and beyond” than their peers.

We must embrace elevating the human experience for the advancement and success of ourselves and our organizations.

Amelia offers a roadmap for bringing our whole selves through the door at work to forge richer relationships and to create more affirming work environments.
— *Emilia Anderson, Global Head of Brand Strategy at Google Cloud*

“This is an outrageously intelligent and heartfelt book.”
— *Thomas Moore, bestselling author of Care of the Soul and Soul Therapy*

Personal, insightful, and exactly what is needed right now as many of us reckon with how to reconcile our humanity and our careers.
— *Dan Jensen, CEO at Thirt Factor and author of The Power of Pressure*

“Brilliant and brave. Amelia Dunlop bridges the most human of all emotions with the desire for worth and purpose in a new and profound way. One of the most original books of its kind in years.”
— *Daniel Baum, Ph.D., D.M., author of Listening to a Stranger and The Abandon Principles*

Connecting investment in the human experience at work with individual and organizational performance, *Elevating the Human Experience* is a refreshing and inspiring work.
— *Tim McCann, President & CEO of Erie Insurance Group*

While most business leaders walk on eggshells trying to describe the humanity and emotional wellbeing of their workforce, Amelia Dunlop, simply and satisfyingly, asks us to ‘love.’
— *Bonnie Mazzocco, Vice President, Experience and Innovation at Thrivent*

“Precisely what we need to cultivate curiosity, empathy, and open-mindedness in our world.”

— Daniel H. Pink, #1 New York Times bestselling author

THE POWER OF WONDER STUDIES THE 5 ELEMENTS THAT CREATE “WONDER” IN OUR LIVES:

WATCH
Observing the world and seeing the familiar in unfamiliar ways.

WANDER
A meandering of the mind and a meandering of the body and soul, too.

WHITTLE
The paring down of the mental aperture from broad to focused.

WOW
Our anticipation of something so vast that our mind struggles to make sense of it.

WHOA
This is the moment when we let out a long sigh and say, “OMG—mind blown.”

Wonder makes us more creative and more desirous of studying the world around us. It makes us more humble, less materialistic, more generous, and better community members. Wonder makes us less stressed and feel like we have more time. Wonder quite simply makes us want to be better, more tolerant people.

— Monica C. Parker, *The Power of Wonder*

“I am in wonder reading this book! Wow! Monica makes the convincing case that wonder is a mindset we can bring to anything to enrich our lives and the lives of those around us. This is a must read book for our times!”
— *Dr. Scott Barry Kaufman, author of Transcend and Host of The Psychology Podcast*

“Wonder means seeing the artistry in the everyday, and in *The Power of Wonder*, Monica shares that unique vision with others. Her enlightening exploration of wonder will have you rediscovering the world with fresh eyes and a full heart.”
— *Nathan Sawaya, artist and creator of The Art of the Brick*

“Few emotions offer as much potency and meaning making as our sense of wonder. Monica offers a whirlwind of science and stories about wonder and its cousins—curiosity, openness, absorption, and awe. An enthralling read.”
— *Dr. Todd B. Kashdan, author of The Art of Insubordination and Professor of Psychology at George Mason University*

CONVERSATIONAL AI IS CHANGING THE NATURE OF EVERY JOB AT EVERY COMPANY



Robb Wilson is the Founder, Lead Designer, and Chief Technologist behind OneReach.ai. He spent more than two decades applying his deep understanding of user-centric design to unlocking hyperautomation. In addition to growing UX Magazine into the experience design community's largest publication and creating a full-service UX firm that competed with IDEO and Frog, Robb has collected over 130 awards across the fields of design and technology, and held executive roles at several publicly traded companies.

INSIDE AGE OF INVISIBLE MACHINES:

Strategies behind creating an ecosystem for hyperautomation that any company can begin implementing immediately.

Actionable insights and patterns for success and failure in conversational AI, gleaned through observing over 10,000 AI applications.

Access to continued discussion and additional resources for exploring and succeeding with conversational AI.

“I agreed more and more as I read it. This made my ‘must-read list’ for anyone who cares about technology.”
— *Sherry Comes, former CTO and Distinguished Engineer at IBM, IBM Watson*

“Language is the most natural user interface. This book not only makes this future obvious, but shows how to embrace it now.”
— *Daniel Lometti, Psychology Professor and Psycholinguist, Acadia University*

“A clear path for the inevitable work of leveraging conversational AI and making complex business operations autonomous. I can't recommend it enough!”
— *Rebecca Flavin, Global Experience Strategy Officer, Ogilvy*

A lifeline to those seeking direction and tranquility in turbulent times



Born in Birmingham, AL, M. Andrew McConnell graduated from Harvard College, Harvard Law School, and the University of Cambridge with honors. As a member of the USA Open Water Swimming National Team, he earned a bronze medal. Andrew is the founder and CEO of Rented, Inc., and sits on a number of charity boards. He lives in Atlanta, GA, with his family and wrote *Get Out of My Head* to inspire others to take ownership of their minds and lives.

WHO CAN BENEFIT FROM GET OUT OF MY HEAD AND STOICISM:

Early career professionals interested in setting boundaries between their work and home lives

Life-hackers and tech workers interested in optimizing their inner life in the same way they seek outside efficiency in their day-to-day

College students and interns feeling the pressure to build a perfect life plan

Experienced professionals having difficulty logging off from work anxiety

Executives, CEOs, and start-up founders struggling to manage a team or company

Anyone currently sleepwalking through an anxious life and in need of an owner's manual to stop renting and start owning their own headsapce

“McConnell knows what it takes to keep your cool under pressure. Thanks to his engaging stories and practical advice, you won't have any trouble getting out of your head and into this book.”
— *Dr. Bernice A. King, CEO of the Martin Luther King, Jr. Center for Nonviolent Social Change*

“If you follow the ideas in this book, your life will become substantially better. A fantastic read that will make you more focused and productive—I highly recommend it.”
— *Chris Bailey, international bestselling author of Hyperfocus and The Productivity Project*

INCENTIVE CONTENT

Our team of content specialists work with clients to develop materials to support book sales pre-publication and build systems and platforms that generate opportunities beyond the printed book.

Whether it is a companion workbook, assessment, checklist, case study, masterclass, interview, or live interaction, Book Highlight partners with authors to create custom content solutions that add value and longevity to their book and brand.

Download a free
*Brain Friendly Workplace
Workbook*

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Companion Workbook

Helps explorers apply the framework from the book to their own role and guides their journey




Insightful Videos

View a discussion between authors Andrew Binns and Michael Tushman regarding the research and takeaways from the book.



Inspiring Case Studies

Exclusive case studies and video profiles of successful Corporate Explorers featured in the book to help inspire and lead others



License to Explore

Documentation for explorers to know their innovative work is supported within the organization



Office Posters

Artwork to celebrate innovation and exploration in your company or personal office space.



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BOOKHIGHLIGHT

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SALES

If the same sales approach worked for every book, then every book would be a bestseller. While we know there’s no shortcut to success in book selling, we do believe there’s a buyer for every book.

Our collaborative and custom process begins by identifying qualified audiences, developing the value-added packages, and creating beyond-the-book content. Whether it’s online or through direct outreach, that engaged audience is delivered to our sales fulfillment team to close and process sales.

BUYERS
+ INFLUENCERS

PERSONAS
+ SEGMENTS

MESSAGING
+ SCRIPTS

SALES
+ PROCESSING

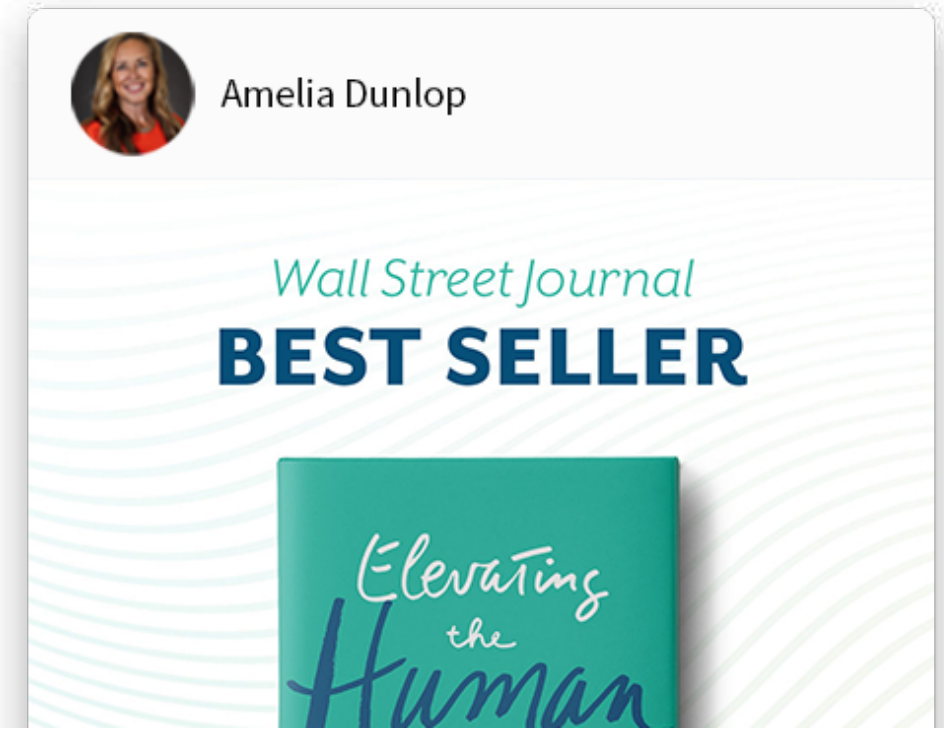
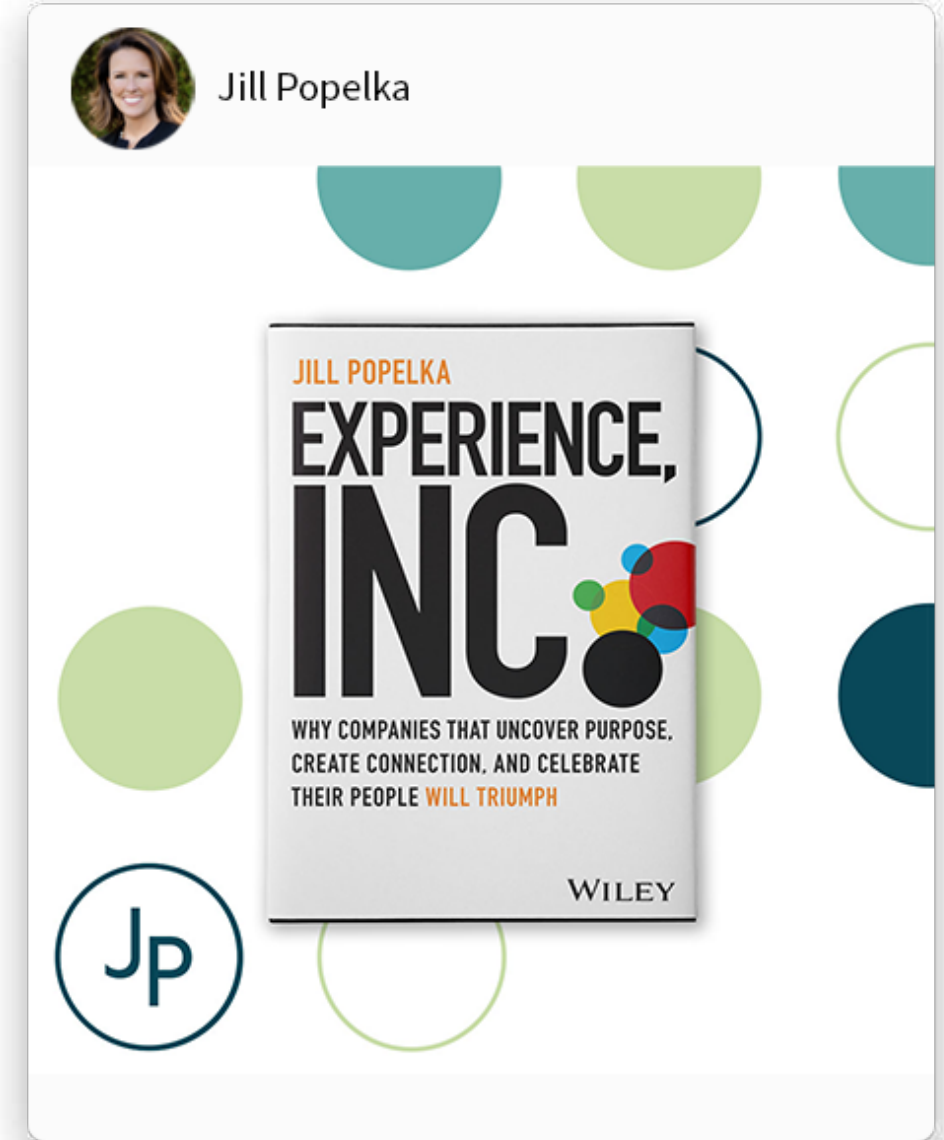
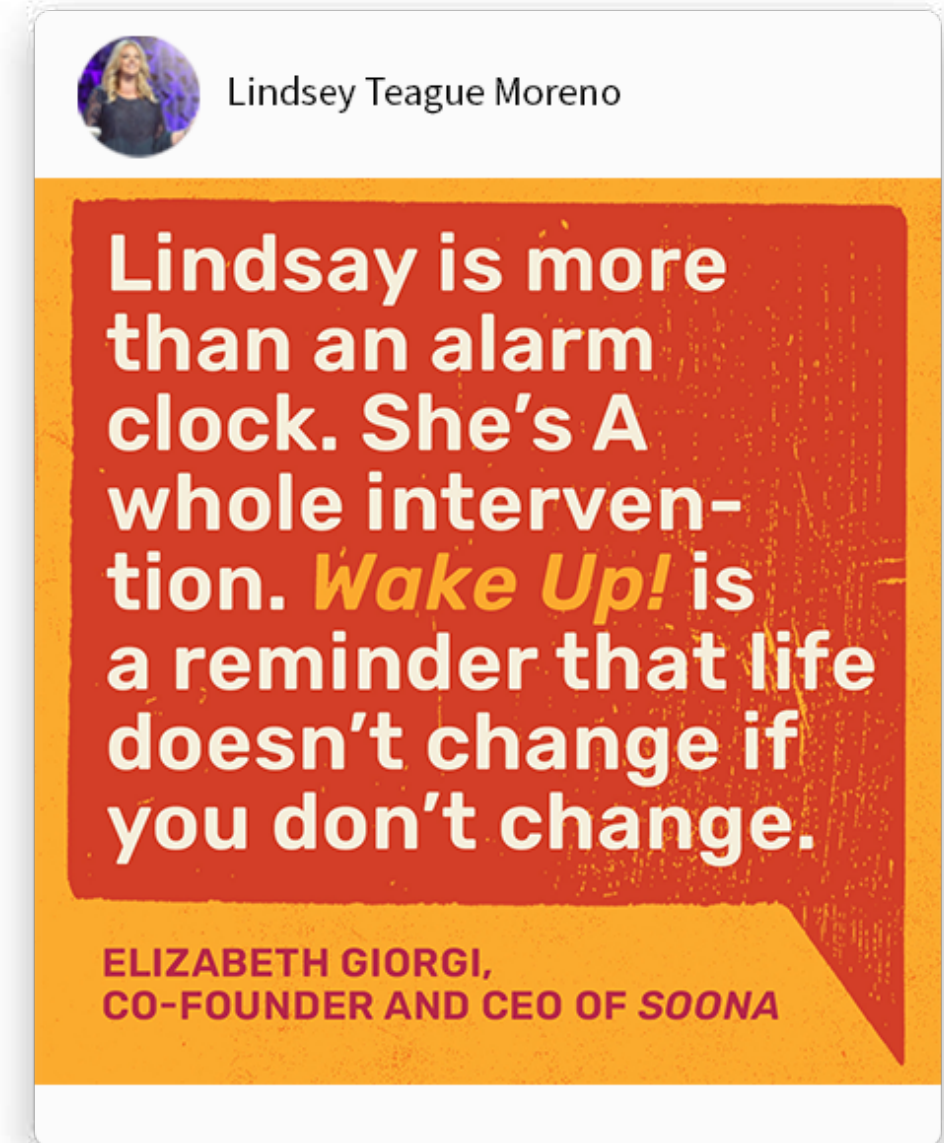
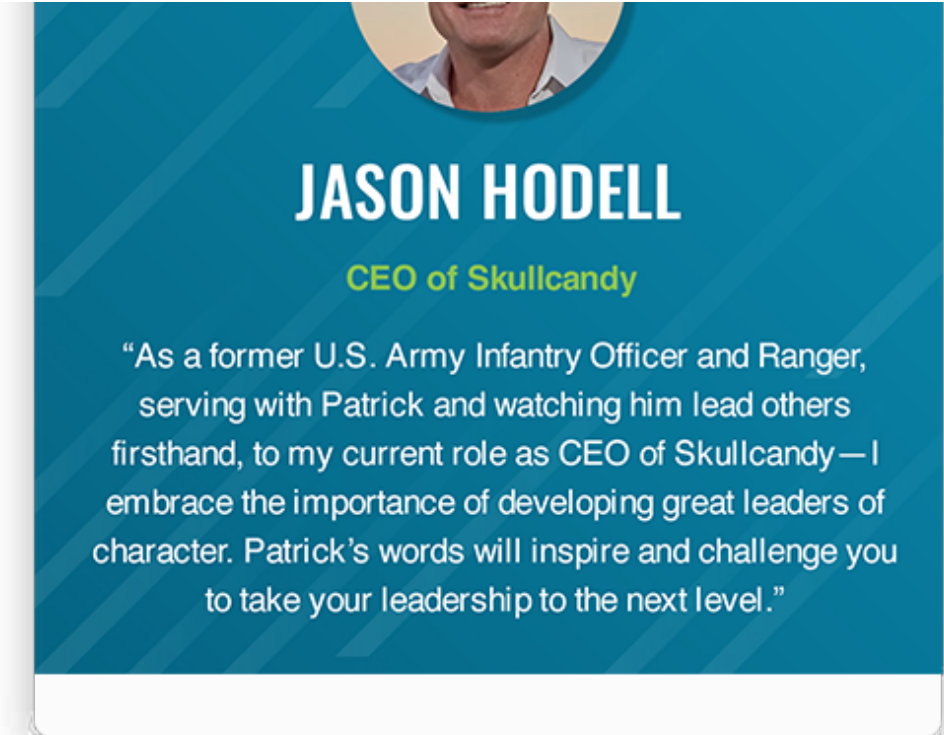
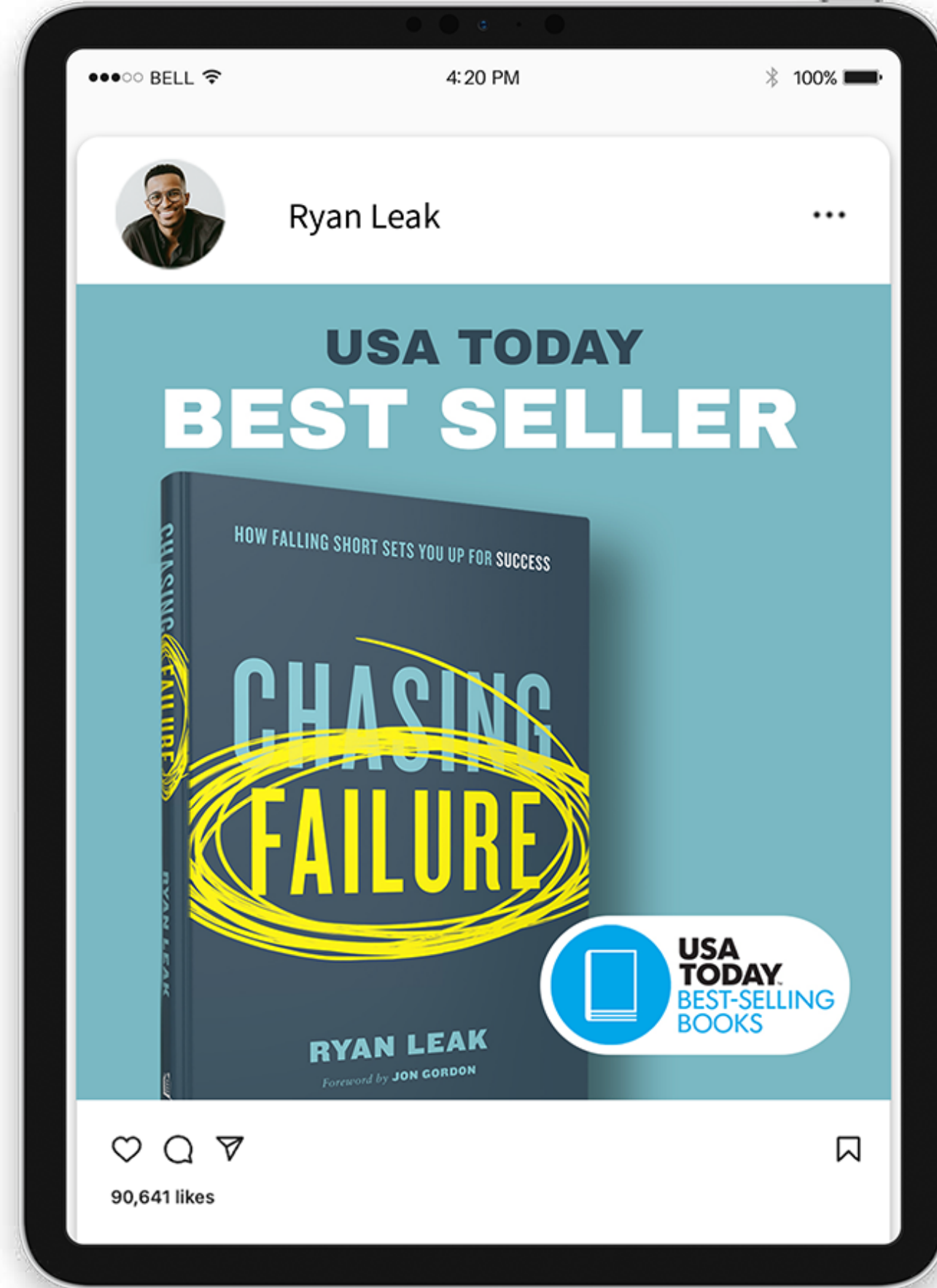
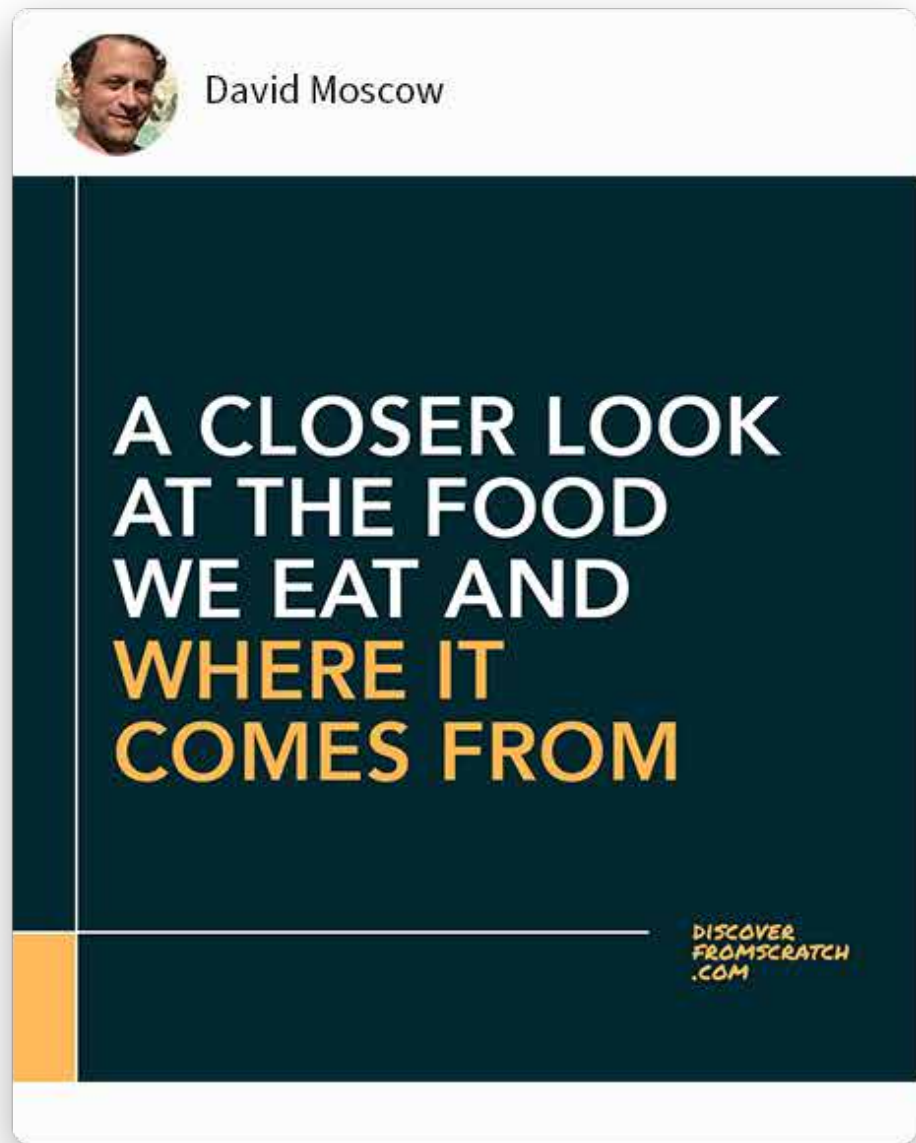
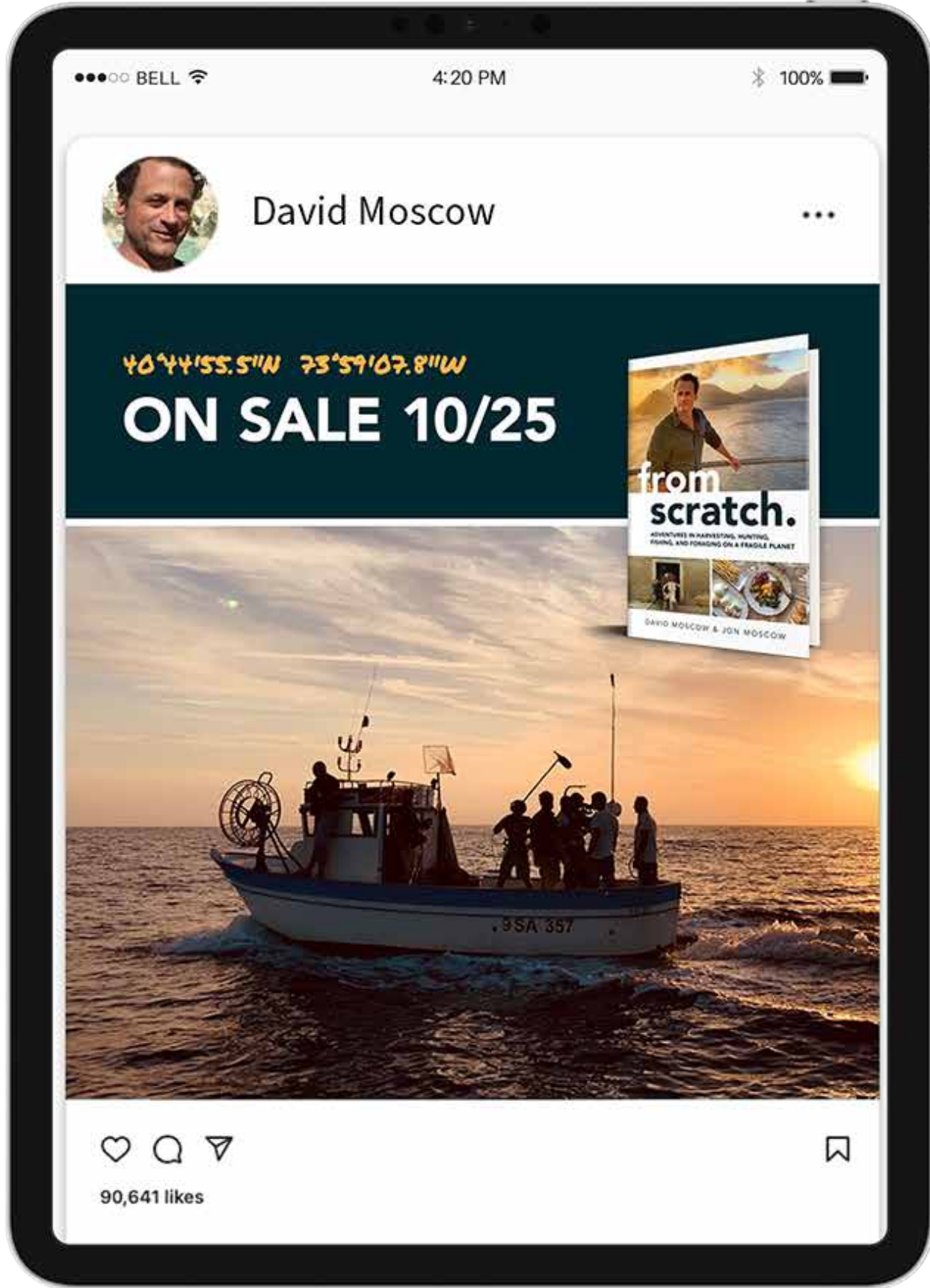
IMPACT

Book Highlight handles all qualified orders with proper invoicing, address collection, and shipping logistics. We place a premium on white glove client service and the detail-oriented processing of book sales as reported through retail channels for building an industry sales track record with eligibility for national bestseller lists.

Our custom mailing services can deploy surplus or donated books for shipping to several high-value lead lists that we’ve researched, tested, maintained, and own, along with a short message or branded mailer insert.

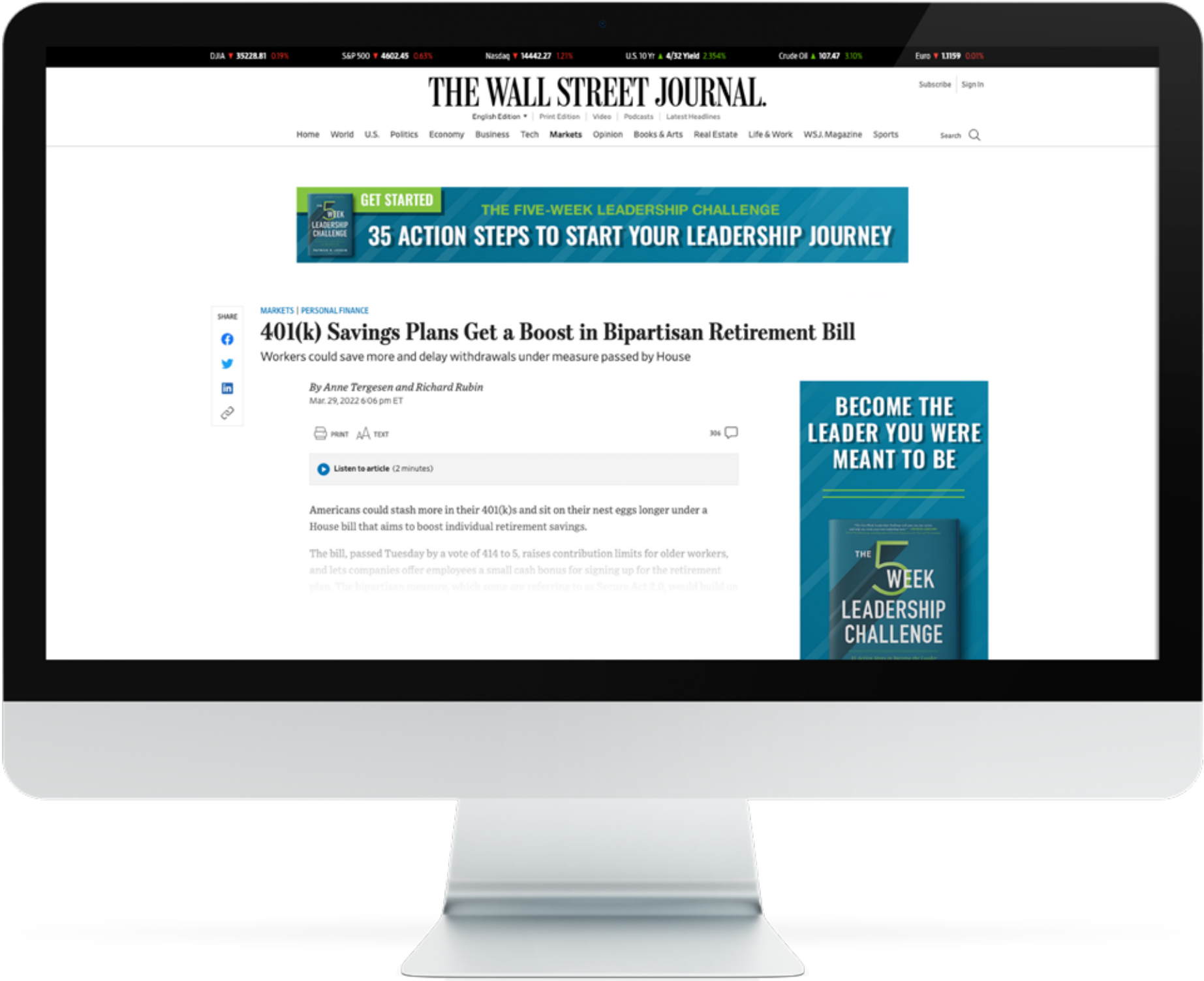
SOCIAL

We develop strategies for authors to integrate their brand and book into their social accounts. We then build out content calendars and creative elements to engage their audience and share information about their book. Audience development through consistent quality content will yield long-term gains in influence, trust, and engagement for any author.



ADVERTISING

Book Highlight develops holistic omni-channel campaigns that are effective and efficient. Our vast experience and expertise in traditional, digital, video, search, and programmatic advertising helps our authors dramatically grow their brand visibility and drives traffic to their book website and social media channels.



BEGIN TODAY

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MAKE YOUR FUTURE HAPPEN ON PURPOSE.
Get control of your life and your happiness.

WAKE UP! BEGIN TODAY

ORDER NOW

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STORIES FROM FISHERFOLK, FARMERS, SCIENTISTS, COMMUNITY ACTIVISTS, HISTORIANS, HUNTERS, AND MORE

ORDER NOW

WAKE UP!

TO THE LIFE YOU'VE ALWAYS WANTED.

WAKE UP!
THE POWERFUL GUIDE TO CHANGING YOUR STORY ABOUT WHAT IT MEANS TO REALLY LIVE
LINDSAY TEAGUE MORENO, MSP

The author of *Boss Up!* is here to help you build the life of your dreams.

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DISCOVER THE FOOD, PEOPLE, AND EXPERIENCES THAT MAKE THIS WORLD **INCREDIBLE**

from scratch.
ADVENTURES IN HARVESTING, HUNTING, FISHING AND FORAGING ON A FRAGILE PLANET
DAVID MOSCOW & JON MOSCOW

#1 NEW TRAVEL BOOK

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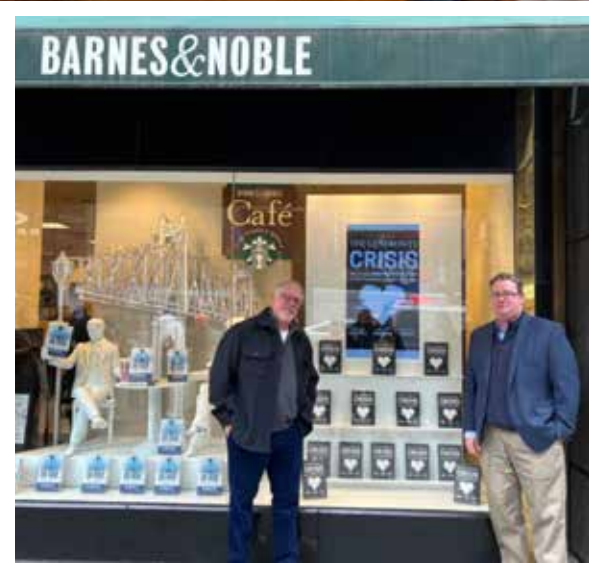
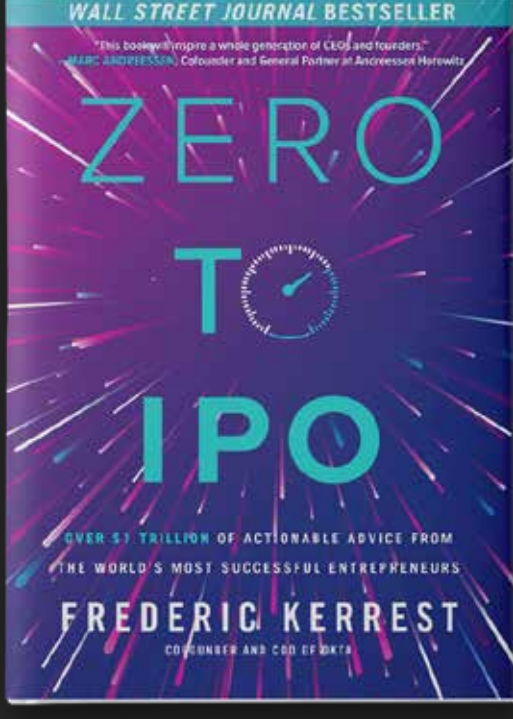
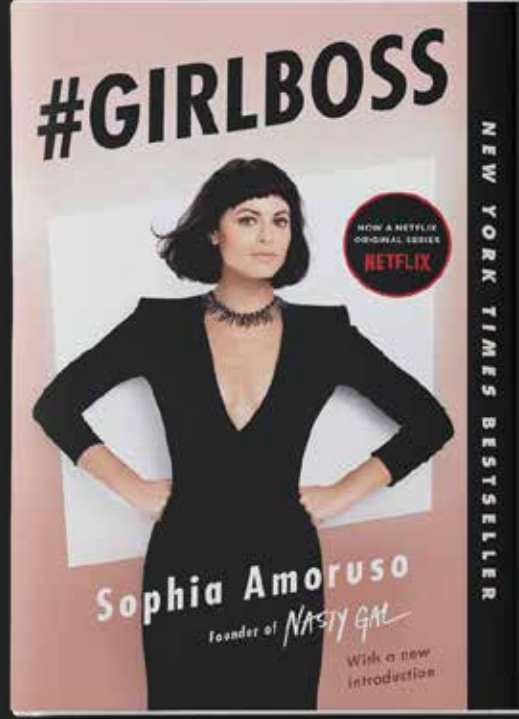
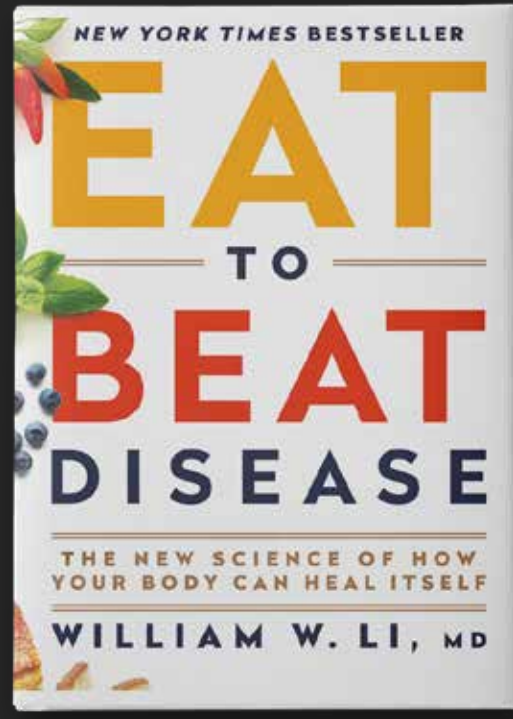
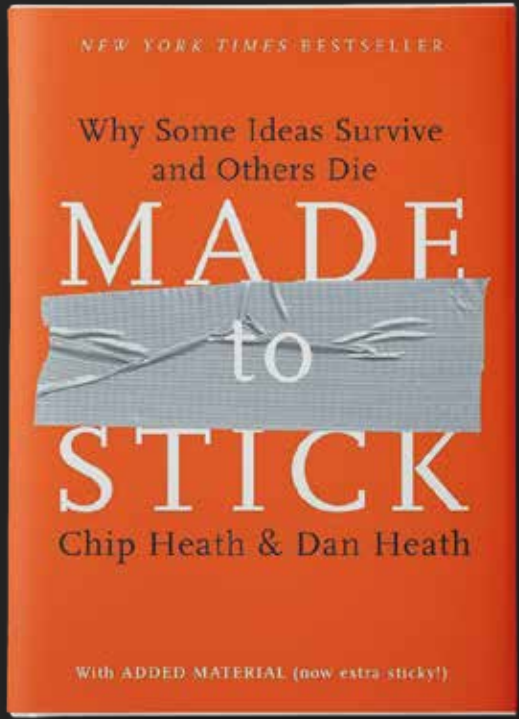
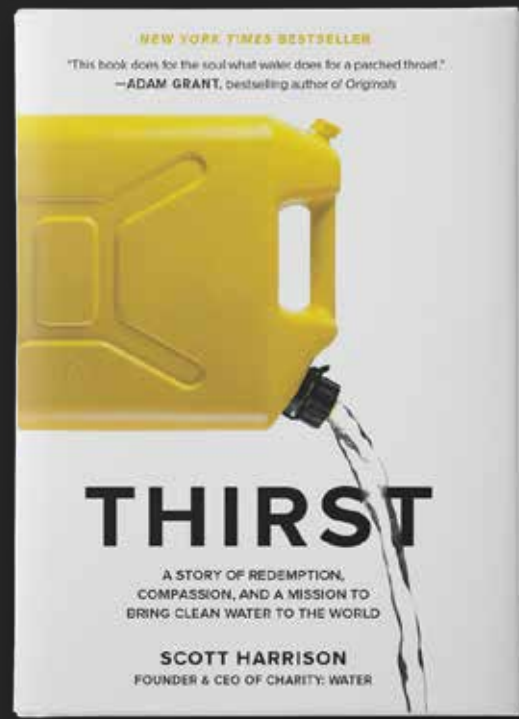
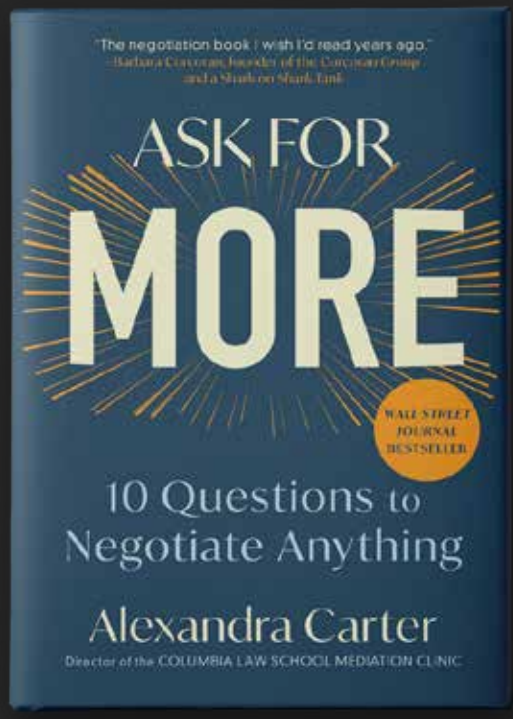
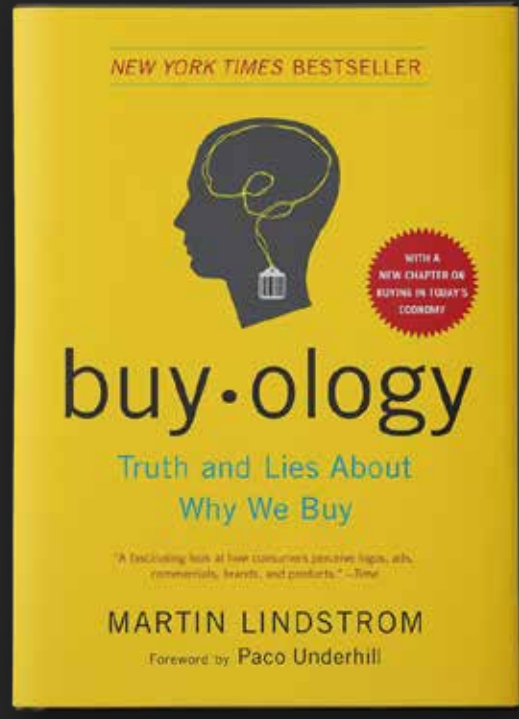
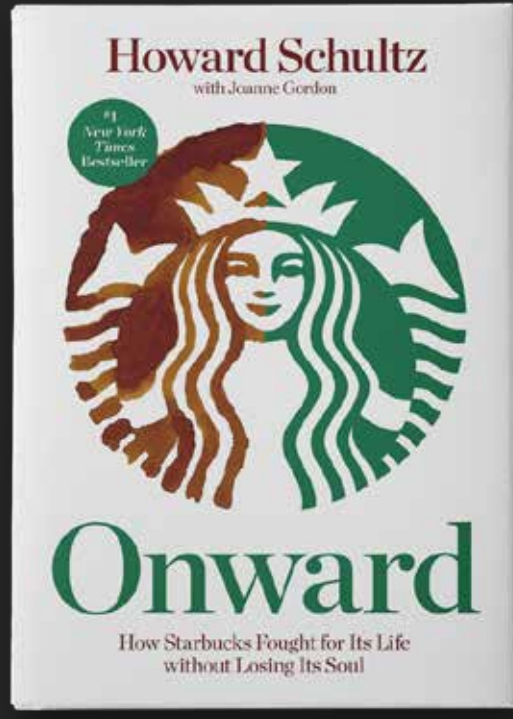
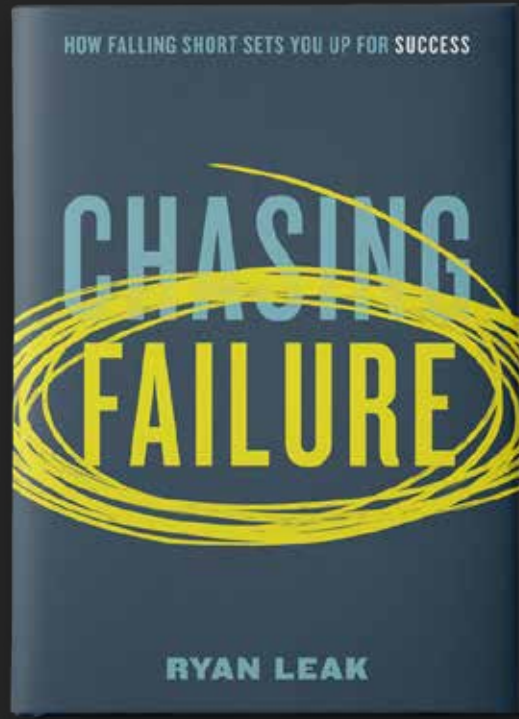
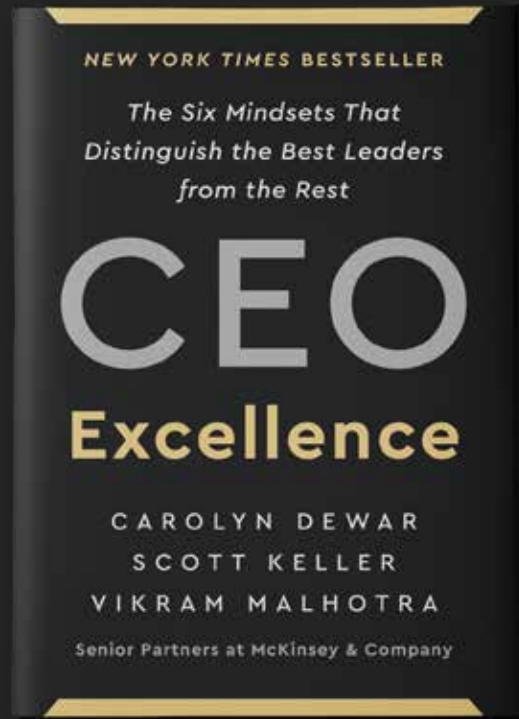
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OUTCOMES

Our clients have an industry-changing idea, a powerful world-shaking message, and something impactful to say. We help them be heard when too many other good books sit on the shelf.

Consisting of veteran publishing experts, our team of specialists works hard to connect authors to their audience to build awareness, convert sales, and drive momentum over the long-term. The brand, strategy, creative, and content we create together is designed to serve authors for years to follow their publication.

The Book Highlight process is engineered to turn campaign moments into “champagne moments” for our authors.

For some, that’s holding their book in their hands for the first time, with the copy and endorsements we helped them finalize. It happens for others when they’re finally paid to be on stage in front of a crowded room, or when receiving an unsolicited inquiry from a new client who discovered their book in an airport.

Bottles of bubbly are popped when bestseller lists publish and authors can add that new hard-earned credential to their professional resume: *National Bestselling Author*

BH LEADERSHIP



MAT
FOUNDER & CEO

Always the first and last touchpoint with every client, Mat stays at the helm of the company steering the ship in the spirit of total client support, and sets our culture.



PETER
VP, MARKETING

After serving almost fourteen years within a major publishing house, Peter has seen firsthand the power of an engaged author driving demand for their book.



BRIAN
CREATIVE & STRATEGY

An award-winning creative director and design-thinking expert, Brian led the digital advertising and corporate branding teams for a major publishing house.

CONTACT
MAT@BOOKHIGHLIGHT.COM