

# THE BOOK of LONGINGS

SUE MONK KIDD

## Help Your Accounts Get Ready for One of the Most Highly Anticipated Books of the Year with THE BOOK OF LONGINGS LAUNCH KIT!

We're sending booksellers everything they need to make 2020 the year of Sue Monk Kidd!  
*The Book of Longings* Launch Kit will include monthly POP, digital downloads,  
social assets, and more, sent directly to booksellers, year-round.

### Participating stores will receive:

- February:** Bookmarks featuring *The Secret Life of Bees*, *The Invention of Wings*, and *The Mermaid Chair*
- March:** Pre-order Tear-off Easel + Digital Asset Kit, including designed quote images, videos from Sue Monk Kidd, and more social media assets
- April:** Customizable Write-in Shelftalker
- May:** Mother's Day Booktalker + Book Club Kit (digital and physical)
- June:** Summer Reading POP
- July-December:** Holiday POP + much more!

### How To Sign Up

Help your accounts sign up for the Launch Kit by:

- January 9: Sign up opens! You'll receive an ecard with the link to the registration form.  
**\*Forward the ecard to all your accounts!\***
- January 10: Sign up reminder blasted out via Shelf Awareness Pro  
**\*Look out for our Shelf Awareness Pro Ad!\***
- January 31: Deadline to participate.  
**\*Make sure your accounts have signed up!\***

