



page two :

Big Enough

Building a Business that Scales with Your Lifestyle

by Lee LeFever

An eye-opening antidote to the endless-growth mindset, *Big Enough* offers an alternative path to career success.

In this illuminating book, entrepreneur Lee LeFever gives an inside view of building a scalable, product-focused business, while never compromising on quality of life. Lee and his wife, Sachi, responded to the promise of the internet by building a home-based business, Common Craft, that was profitable yet small enough to pivot and innovate. Lee takes you through the multiple business models they pursued - marketplace, digital product licensing, subscription services, distribution partnerships, and more - and offers his best tips for how you, too, can build a lightweight business that supports a life you love. A must-read for anyone interested in entrepreneurship, business strategy, and e-commerce, *Big Enough* arms you with insights into how technology and innovation are changing the face of business - and how the science of happiness and the pursuit of values can help redefine what it means to be successful.

"In *Big Enough*, Lee LeFever uses his finely honed explainer skills to provide a refreshing, personal guide to designing a business around the values that matter most to you. *Big Enough* offers plenty of tactics and tips, but more importantly it gives readers a chance to rethink their definitions of success and adjust their working lives accordingly. As the sole proprietor of a 'big enough' business myself, I found a lot to steal here, and I think you will, too."

- **Austin Kleon**, *New York Times* –bestselling author of *Steal Like An Artist*

"A practical business autobiography, approachable and useful. . . Lee helps (...)

Author Bio

Lee LeFever is the co-founder of Common Craft and author of *The Art of Explanation*. Since 2007, Common Craft has won numerous awards, worked with respected brands like LEGO, Google, Intel and Ford, and created original explainer videos that have earned over 50 million online video views. Today, Common Craft produces educational guides, ready-made videos and digital visuals that are used by educators in over 50 countries. Lee and his partner Sachi are Common Craft's only employees and work from their home off the coast of Washington State. www.leelefever.com

Page Two

On Sale: Sep 15/20

5.87 x 8.54 • 176 pages

9781989603185 • \$19.95 • pb

Bus & Econ / Entrepreneurship

Notes

Mar 2020: moving from S20 to 09/15/20

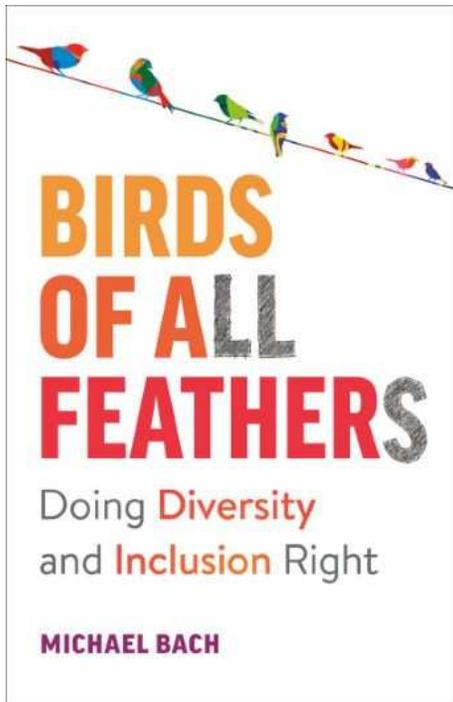
Promotion

North American PR campaign
Social media campaign leveraging author's audience: 13k+ newsletter subscribers, 48k+ subscribers on YouTube, 17k+ followers on Twitter, 4.4k followers on Facebook, Over 50 million online video views
Online advertising campaign
Influencer outreach
Excellent endorsements
Physical ARCs



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page two:



Birds of All Feathers

Doing Diversity and Inclusion Right

by Michael Bach

A fun, feisty case for the business advantage of diversity and inclusion in the workplace that presents practical steps to get there. "Diversity" and "inclusion" have become buzz words. They're used in casual conversation by CEOs and world leaders alike. But what do these words mean, why do they matter . . . and why did you just pick up a book about them?

In *Birds of All Feathers*, speaker, author and D&I expert Michael Bach argues that creating diverse, inclusive workplaces is not just the right thing to do - it is the *smart* thing to do. It embraces an ethos of innovation and creativity. It's good for you and your employees, it strengthens your organization, and it benefits the people you serve. Whether you are in the arts, health, non-profit, for-profit, or another sector, there is a business case for making your organization a space of true inclusion. *Birds of All Feathers* shows you how to discover your organization's "why," how to implement and sustain beneficial changes, and how to measure its success.

With more than twenty years of experience in the field, Michael Bach, founder of the Canadian Centre for Diversity and Inclusion (CCDI), lays out what can be a complex topic in expertly accessible terms and teaches you how to do D&I right.

Author Bio

Michael Bach is nationally and internationally recognized as a thought leader in the fields of diversity, equity and inclusion. He is the CEO of the Canadian Centre for Diversity and Inclusion, which he founded in 2012 to help educate Canadians on the value of diversity and inclusion. Bach has received repeated recognition for his work, including being named as one of the Women of Influence's Canadian Diversity Champions in 2011 and 2012, and receiving the 2011 Inspire Award as LGBTQ Person of the Year and the 2011 Out on Bay Street, Leaders to be Proud of LGBT Advocate Workplace Award.

Page Two

On Sale: Sep 29/20

5.5 x 8.5 • 208 pages

9781989603406 • \$19.95 • pb

Bus & Econ / HR & Personnel Mgmt

Notes

Promotion

National Media Campaign
Physical ARCs
Influencer Outreach
Online advertising campaign
Author lives in Toronto
Founder & CEO of the Canadian Center for Diversity & Inclusion which has 11K Twitter followers & 9K FB followers, not all of whom are Canadian

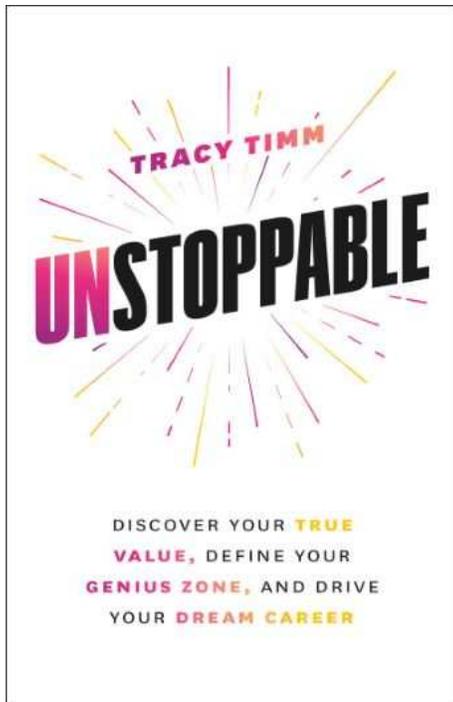


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Raincoast Books

Sales Rep



page two:

Unstoppable

Discover Your True Value, Define Your Genius Zone, and Drive Your Career

by Tracy Timm

At twenty-five, Tracy Timm experienced a crisis of identity. She had a life that many would envy, but was plagued by the guilt that she was deeply unhappy with her career. Trapped on a Wall Street trading floor for more hours than she cared to add up in a week, and unfulfilled by her daily activities, Timm knew that there had to be more to life than this. But, much to her disappointment, she could not find a proven system that would help her identify her ideal career. That's when Tracy did the unthinkable: she quit her six-figure job, joined the undergraduate program Semester at Sea, and set out to discover her dream job. After two years of soul-searching, three years of human capital advisory work, and countless career and mentor conversations, Tracy made an incredible breakthrough.

Not only is it *possible* to find work you love and get paid well in the process, but there is a proven formula to help you discover a super career that fits you perfectly.

Unstoppable shares this proven process with you. In this book, Timm, now living her dream as a sought-after career clarity expert, organizational advisor, speaker, and author, leads you through The Nth Degree® process: a proven, step-by-step strategy to achieve total career clarity. You will learn:

- The proven secret to sustainable career success
- The three types of "fit" that companies are looking for
- A no-fail method for defining your unique professional genius zone
- The two ways to maximize the value you provide
- How to tap into the hidden career marketplace
- Proven methods for creating more wealth in your life and career

Whether you're miserably employed, looking to level-up in your (...)

Author Bio

Tracy Timm is the founder of The Nth Degree® Career Academy, the proven career clarity system that helps high-potential professionals discover, define, and drive careers they love. She has a degree in behavioral psychology from Yale University and studied design thinking with the founder of the d.school at Stanford University. Tracy left a successful but unsatisfying career in finance, traveled once around the world on Semester at Sea, and discovered her ideal career. For more than five years, she has applied these lessons in her career advisory work with hundreds of individuals and over one hundred fast-growing



9 781989 603451

Page Two

On Sale: Sep 29/20

5.5 x 8.5 • 224 pages

9781989603451 • \$21.00 • pb

Bus & Econ / Careers / Job Hunting

Notes

Promotion

National Media Campaign
Physical

ARCs
Influencer Outreach
Online advertising campaign



Raincoast Books

Sales Rep

page two:

The Working Out Loud Journal

by John Stepper

A beautifully designed companion journal for Working Out Loud circles, now in hundreds of companies and 60+ countries worldwide.

Working Out Loud is a wildly popular, twelve-week mastery program for personal and professional transformation that guides you to set goals and build relationships to help you achieve them. Thousands of groups have embraced the Working Out Loud method (now in more than 10 languages) and experienced how it opens them up to new people and new possibilities.

The Working Out Loud Journal I, a beautifully bound hardcover with ribbon marker, includes exercises, activities, and discussion questions to help you put the approach into practice yourself and turn that practice into a sustainable habit. You can use it to record your individual goals, thoughts, and progress in between your Working Out Loud Circle meetings, and to guide your circle through the process outlined in *Working Out Loud* the book.

Working Out Loud is a life-changing practice that has brought the joy of accomplishment and connection to those who have adopted it.

Author Bio

John Stepper helps organizations create more open, collaborative cultures – and helps individuals access a better career and life – by spreading the practice of Working Out Loud, a peer support method that rehumanizes work. Individuals learn to build relationships that make them more effective and give them access to more possibilities. Companies get intrinsically motivated behavior change – new skills, habits, and mindset – at scale. The WOL movement has spread to over 60 countries and to a wide range of organizations. John has delivered a TEDx talk about the movement and writes about making work better at workingoutloud.com. He lives in New York City.

Page Two

On Sale: Oct 23/20

10 x 8 • 192 pages

9781989603710 • \$29.95 • cl

Bus & Econ / Personal Success

Notes

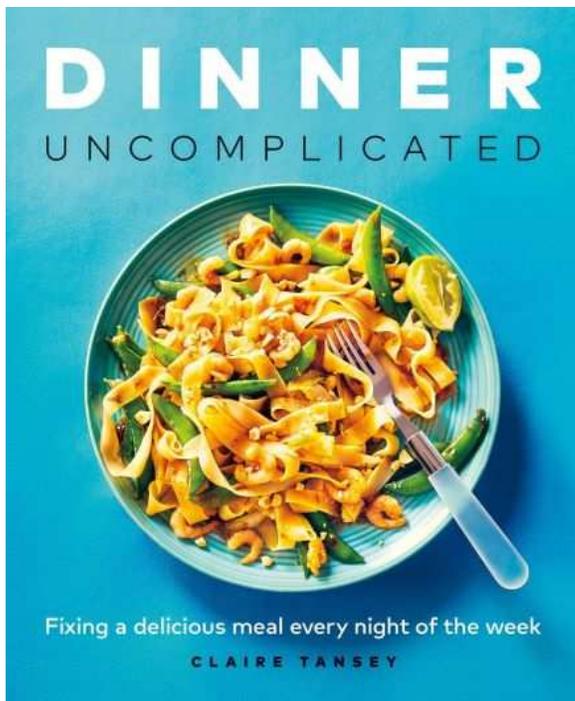
Promotion

Influencer campaign to drive early buzz
Social media campaign targeting the Working Out Loud community
Email announcements to Working Out Loud participants
Author promotions and giveaways to drive early sales



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page two:



Dinner, Uncomplicated

Fixing a Delicious Meal Every Night of the Week

by Claire Tansey

It's 2 p.m. - do you know what you're making for dinner? That's the struggle most of us face every day, and the more complicated life gets, the more stressful the simple act of deciding what to feed your family can feel. But if you love food and eating well, you're more than up for the challenge! And Claire Tansey's latest book is here to make it easy, fast, delicious and fun.

Dinner, Uncomplicated frees you from the pressure of the evening meal with simple and satisfying recipes for every night of the week: the ones with the luxury of 45 minutes and the ones when the whole family needs to eat right now. These 90 inspired and easy-to-follow recipes are simple to shop for, efficient to prep and quick to clean up, and the dinners they make are flavourful, nourishing and always crowd-pleasing. What's more, the recipes and techniques in this invaluable book are designed to suit every type of meal planner, whether you like to schedule your week, batch and freeze, fly by the seat of your pants or discover some perfect place of your own in between.

Building on her celebrated first book, *Uncomplicated: Taking the Stress Out of Home Cooking* - which showed the world that food can be spectacular without being difficult, and special without being expensive - Claire Tansey's follow-up release keeps a laser focus on dinner, with wall-to-wall meals and no filler, desserts or sides to wade through. With unfussy ingredients and simple approaches, this intuitive guide to dinner is organized in a way (...)

Author Bio

Location: Toronto

Claire Tansey is a chef, writer, teacher and former food director at *Chatelaine*. As the author of *Uncomplicated: Taking the Stress Out of Home Cooking* and the founder of *Claire Tansey's Kitchen*, she inspires home cooks with easy, fun and delicious recipes, and entertains them with her genius tips, irreverent style and the natural joy she brings to the simple process of preparing and sharing food.

Page Two

On Sale: Sep 29/20

10 x 8 • 256 pages

full colour photographs

9781989603390 • \$32.00 • pb

Cooking / Courses & Dishes / General

Notes

Promotion

National Media Campaign
Physical ARCs
Influencer Outreach
Online advertising campaign
Author lives in Toronto, Ontario
Author is a food expert for Cityline chatshow & CBC radio
Instagram reach: 12.5K+ followers



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Raincoast Books

Sales Rep

page two:



No Safe Harbor

The Inside Truth About Cybercrime - and How To Protect Your Business

by Mark Sangster

What is your information worth?

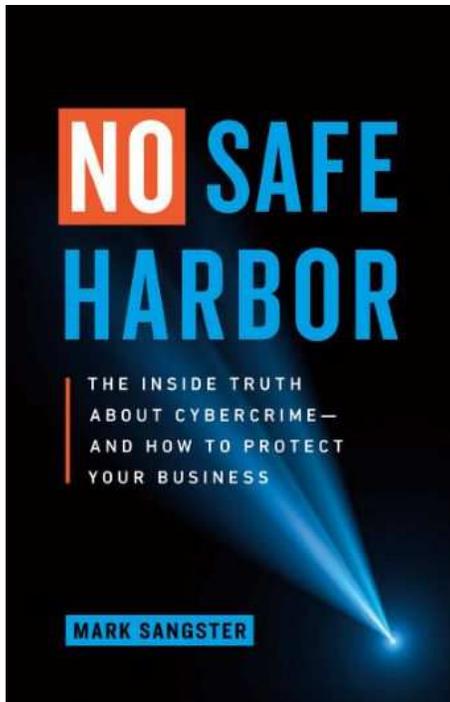
Stories of massive data breaches litter the 24-hour newsday headlines. A who's who of banks, retailers, law firms, and healthcare organizations are affected by hackers and cybercrime syndicates. These companies, however, are often those with the most sophisticated technological systems in place, designed to stop crime before it starts. So how and why do cybercriminals continue to breach their ranks? And how can smaller companies with fewer resources at hand protect themselves?

The story of digital crime told by cybersecurity expert Mark Sangster is one that hasn't been told before, one in which the key to changing the locks isn't in our computers, but in our corporate culture. Sangster deftly weaves together real-life criminal cases in a thrilling narrative that illustrates the human complexities behind the scenes that can directly result in an open door to threats. Within a security context, deep social engineering is the newest and biggest means of breaching our systems. Sangster shows readers that, in a world where the notion of truth is evaporating, organizations need to shift the security discussion away from technology gates alone toward a focus on leadership, team behaviors, and mutual support.

Author Bio

Stories of massive data breaches litter the 24-hour newsday headlines. Hackers and cybercrime syndicates are hitting a who's who of banks, retailers, law firms, and healthcare organizations: companies with sophisticated security systems designed to stop crime before it starts. They're also hitting companies that thought they were too small to matter. So how do cybercriminals continue to breach the defenses of the big companies - and why do they go after the small ones? And, most importantly, how can companies of all sizes protect themselves?

Cybersecurity expert Mark Sangster deftly weaves together real-life cases in a thrilling narrative that illustrates the human complexities behind the scenes that can lead to companies throwing their digital front doors open to criminals. Within a security context, deep social engineering is the newest and biggest means of breaching our systems. Sangster shows readers that cybersecurity is not an IT problem to solve - it is a business risk to manage. Organizations need to shift the security discussion away from technology gates alone toward a focus on leadership, team behaviors, and mutual support. Sangster punctuates his eye-opening narratives with sets of questions businesspeople



Page Two

On Sale: Oct 27/20

5.5 x 8.5 • 240 pages

9781989603420 • \$29.95 • cl

Computers / Internet / Security

Notes

Promotion

National Media Campaign
Influencer Outreach
Extensive online advertising campaign
His company, Esentire, will support the book's launch.
They have 6K+ Twitter followers, and 7K+ followers on LinkedIn
Physical ARCs

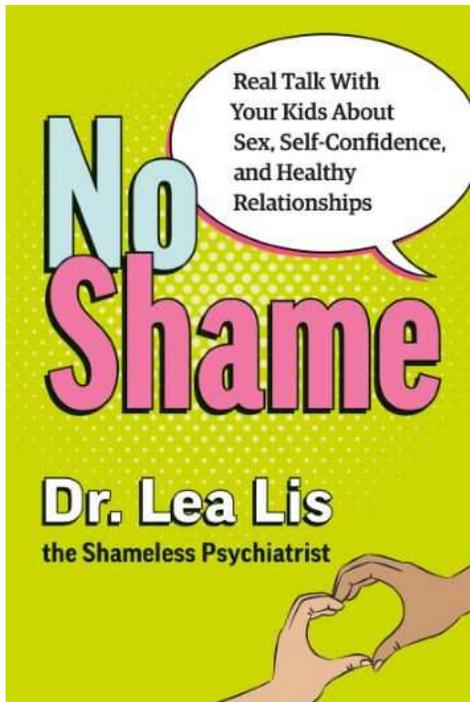


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Raincoast Books

Sales Rep



page two:

No Shame

Real Talk With Your Kids About Sex, Self-Confidence, and Healthy Relationships
by Lea Lis

Sex-positive parenting begins before your child starts talking. In *No Shame: Real Talk With Your Kids About Sex, Self-Confidence, and Healthy Relationships*, New York City Psychiatrist Dr. Lea Lis offers a guide to parents as they seek to help their children through the maze of sexuality and intimate relationships in the 21st century. In clear, straightforward terms, she lays out the groundwork on which parents can help their kids grow up to enjoy positive sexual experiences, and backs up her arguments with data from the most recent surveys and studies of teen sexual behavior.

Dr. Lis' unique Mindful Kid practice in New York is well recognized as an approach that emphasizes the mental healthcare of the child, exploring underlying issues to truly help children and their families move through and beyond their concerns to a place of healing and connection.

In *No Shame*, Dr. Lis covers the many issues that may arise as children grow: how to help young children understand personal physical boundaries; the importance of opposite-sex role models in children's lives, what to tell - and not tell - your kids about your own sexual history; and the role of rituals to mark a girl's first period or a boy's passage into manhood. Dr. Lis gives practical pointers on how to help your kids when their relationships run into trouble, how to encourage them to have good relationships with themselves, and how to teach them to flirt and to deal with rejection.

No Shame shows how talking to your kids about sex and encouraging them to keep a dialogue open with (...)

Author Bio

Lea Lis is the Shameless Psychiatrist. She is a double board certified adult and child psychiatrist who has been working with non-traditional family arrangements since the beginning of her psychiatric career. Dr Lis helps parents, children, and adolescents face challenges and develop healthy, sex-positive attitudes and practices in their lives. In her own private psychiatric practice (Mindful Kid) she has developed expertise in working with modern families of all types. She has appeared as an expert on parenting in programming by ABC, CBS, NBC, and other news outlets, as well as newspapers such as The Chicago Tribune and The Washington Post. She is active in the American Psychiatric Association, having served as a member of their National Ethics Committee and on the Board of Trustees, and her publications have appeared in the Journal of Psychiatric Practice and the

Page Two

On Sale: Sep 22/20

6 x 9 • 308 pages

9781989603352 • \$21.95 • pb

Family & Relationships / Adolescence

Notes

Promotion

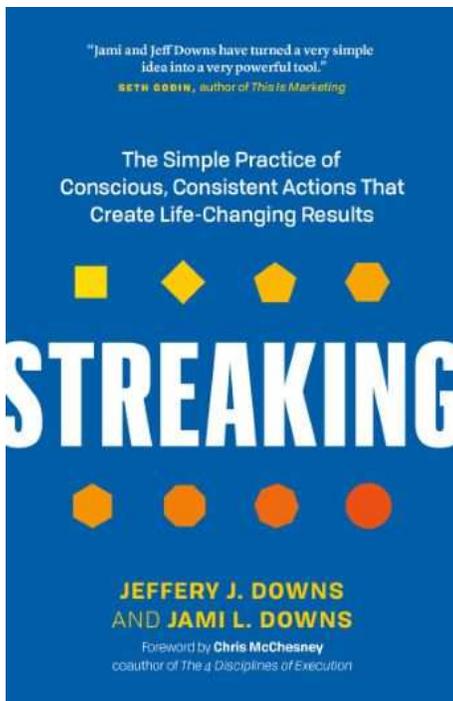
National Media Campaign with Finn Partners
Brand building campaign with Finn Partners already underway
Building a YouTube channel to support the book's content
Physical ARCs

Influencer Outreach
Online advertising campaign
Regular contributor to Psychology Today



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page two:

Streaking

The Simple Practice of Conscious, Consistent Actions That Create Life-Changing Results

by Jeffery J. Downs and Jami Downs, foreword by Chris McChesney

Greater Than Goals. More Powerful Than Habits. Discover Your Streaks!

Most of us have a vision for ourselves and who we want to be: a top-notch professional in our field; a fantastic parent and friend; a physically fit, healthy person; someone who sets and achieves goals in multiple areas of life. But, amid the busy-ness of our days and all the competing demands, we often fall short of our hopes for ourselves. How could we possibly fit in *another* activity to become the person we've always dreamed we could be?

In this practical, step-by-step guide, authors Jeffery Downs and Jami Downs show you how, by introducing the art of streaking (not that kind!) to gain mastery in whatever area you choose to improve. To streak is to deliberately select a laughably simple activity - such as writing one sentence a day, doing seven push-ups a week, making one cold call a month - to repeat and record it over time, and to build a community around it as you do. As you create this structure for consistent wins, your actions align with your vision for yourself, and your confidence grows.

Drawing on examples from winning athletes and teams, businesses, and communities to demonstrate the laws of streaking, the authors reveal how to choose exactly the right activities that will propel you forward. *Streaking* reveals a tried and true methodology and the key strategies to progress in your (...)

Author Bio

Jeffery J. Downs is a consultant to individuals and executive teams, translating strategy into record-breaking, consistent revenue growth. As a FranklinCovey Business Results Practice Leader, he has worked with CISCO, Boston Scientific, Comcast, CNRL, Staples, Siemens and many more. Prior to FranklinCovey, he was a founder and chief revenue officer at Best Practice Systems, Inc., a SaaS eBill business, where he led the sales team to multi-million-dollar contracts with Blue Cross Blue Shield, Graybar Electric, GlaxoSmithKline, Davey Tree, State of Colorado, and many others.

Jami Downs is a mother, leader, teacher, and passionate volunteer. Her love of teenagers and desire to empower girls with confidence has inspired her organization of many retreats, conferences, workshops, and community service opportunities. She has a B.A. in advertising and a love of graphic and

Page Two

On Sale: Sep 22/20

5.5 x 8.5 • 208 pages

9781989603468 • \$24.95 • cl

Self-Help / Personal Growth / Success

Notes

Promotion

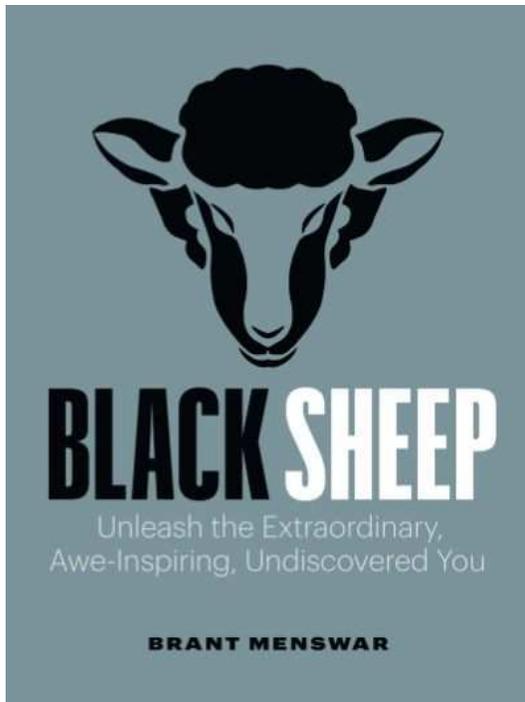
National Media Campaign
Physical

ARCs
Influencer Outreach
Online advertising campaign



Raincoast Books

Sales Rep



page two:

Black Sheep

Unleash the Extraordinary, Awe-Inspiring, Undiscovered You
by Brant Menswar

A black sheep's wool cannot be dyed.

A black sheep is 100 percent, authentically original. It cannot be influenced, changed or molded into something it isn't by outside forces. In this powerful new book, author Brant Menswar shows you how to unleash your own black sheep - the five core values that make you who you are - to empower your life.

As a motivational speaker, podcast host and founder and CEO of Rock Star Impact, Brant Menswar has inspired thousands of people to tap into their full potential for success by aligning with their black sheep values. Now, in this high-octane, entertaining how-to guide, he delivers one-of-a-kind wisdom for living the amazing life you were always meant to. You will find out how to identify the non-negotiables that are at your core, to live with deliberate intention and practically manifest what matters to you most. You will discover what makes you an extraordinary original and how being uniquely yourself is a power you can set free for success, every day.

Author Bio

Brant Menswar is one of the country's "Top 10 Motivational Speakers," a critically acclaimed author, podcast host, musician and the CEO and founder of Rock Star Impact, a boutique agency that teaches people and organizations how to cultivate values-based leadership. His work as a partner with the consulting firm, Banding People Together has changed what's possible for industry-leading organizations like Netflix, Verizon, SunTrust, Microsoft, ESPN, Hilton and dozens more.

Page Two

On Sale: Sep 29/20

6 x 8 • 160 pages

9781989603444 • \$29.95 • cl

Self-Help / Personal Growth / Success

Notes

Promotion

National PR campaign
Physical ARCs
Extensive network including 10K IG followers & 10K followers on LinkedIn
Social media and influencer campaign



page two:



The Art of Holding Space

A Practice of Love, Liberation, and Leadership

by Heather Plett

Holding space is the practice of compassionately witnessing, accepting, and supporting someone without judgement, while retaining your boundaries and sense of self.

The ability to "hold space" for yourself and for others has never been more urgent. Faced with global issues of climate change, political unrest, violence, and economic crises, more citizens of the world are experiencing disconnection, grief, and a deep sense of loneliness than at any other time.

But, with the right tools, you and your circle can become part of the solution. In this profound book, facilitator and speaker Heather Plett empowers you with constructive, actionable practices for transforming conflict, building boundaries, and increasing sovereignty in your own life - and the lives of those closest to you.

You'll learn:

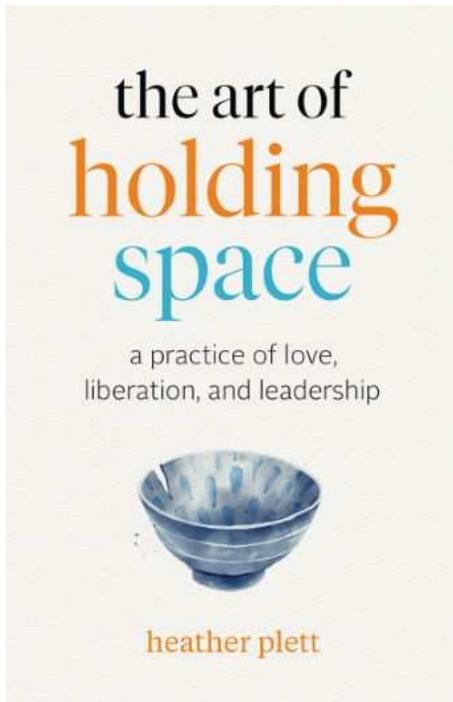
- How to create a non-judgmental space for yourself and others
- How to build trust and autonomy
- How to create and refine your circle of trust
- How to move through trauma
- How to reawaken your authentic identity
- How to work through conflict
- How to create "brave spaces" that allow for free expression

When we hold space for other people, we open our hearts, offer unconditional support, and let go of judgement and control. We show we are willing to walk alongside another person in whatever journey they're on without making them feel inadequate, needing to change them, or trying to impact the outcome.

By holding space, you create a container for liberation to occur in your life and (...)

Author Bio

Heather is an international speaker, facilitator, and writer who specializes in the art of holding space. Participants of her Holding Space Practitioner Program have come from six continents to join her online and at in-person workshops around the world. Her writing on the subject of holding space has appeared in publications such as *Harvard Business Review* and *Grist* magazine and has been quoted in multiple books as well as curriculum for nurses, hospice care workers, yoga teachers, facilitators, and military



Page Two

On Sale: Sep 29/20

6 x 9 • 272 pages

9781989603475 • \$21.00 • pb

Self-Help / Communication & Social Skills

Notes

Promotion

National Media Campaign

Physical ARCs
Influencer Outreach
Online advertising campaign



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