



Raincoast Books

WINTER 2021

PAGE TWO

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To view updates, please see the Winter 2021 Raincoast eCatalogue or visit
www.raincoast.com



page two:

The 1-Page Marketing Plan

Get New Customers, Make More Money, And Stand out From The Crowd

by Allan Dib

WARNING: Do Not Read This Book If You Hate Money

To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done.

In *The 1-Page Marketing Plan*, serial entrepreneur and rebellious marketer Allan Dib reveals a marketing implementation breakthrough that makes creating a marketing plan simple and fast. It's literally a single page, divided up into nine squares. With it, you'll be able to map out your own sophisticated marketing plan and go from zero to marketing hero.

Whether you're just starting out or are an experienced entrepreneur, *The 1-Page Marketing Plan* is the easiest and fastest way to create a marketing plan that will propel your business growth.

In this groundbreaking new book you'll discover:

- How to get new customers, clients or patients and how to make more profit from existing ones.
- Why "big business" style marketing could kill your business and strategies that actually work for small and medium-sized businesses.
- How to close sales without being pushy, needy, or obnoxious while turning the tables and having prospects begging you to take their money.
- A simple step-by-step process for creating your own personalized marketing plan that is literally one page. Simply follow along and fill in each of the nine squares (...)

Author Bio

Allan Dib is a serial entrepreneur, rebellious marketer and technology expert. He has started, grown and successfully exited multiple businesses in various industries. His last business was in the hyper-competitive telecommunications industry. It went from startup to four years later being named by Business Review Weekly (BRW) as one of Australia's fastest growing companies - earning a spot in the coveted BRW Fast 100 list. Allan is passionate about helping businesses find new and innovative ways to leverage technology and marketing to facilitate rapid business growth. As a highly sought after business coach, consultant and public speaker, he frequently shares his proven strategies and cutting edge tactics with people all over the world.



Page Two

On Sale: Jan 25/21

6 x 9 • 240 pages

9781989603680 • \$34.95 • cl

Bus & Econ / General

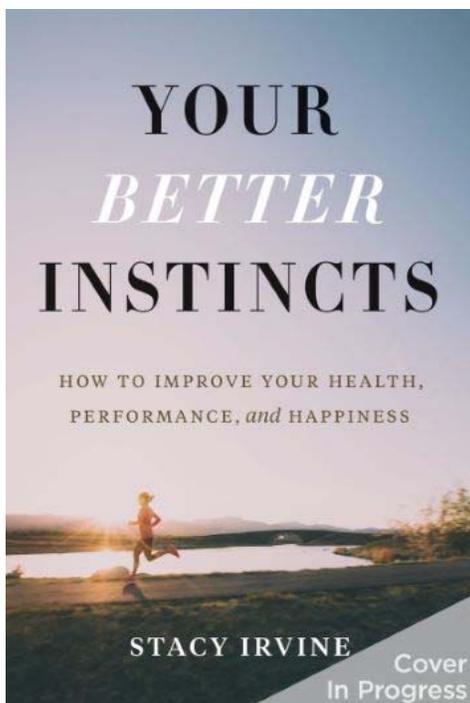
Notes

Promotion



Raincoast Books

Sales Rep



page two:



Your Better Instincts

How to Connect with Your Inner Drive to Improve Health, Performance, and Happiness
by Stacy Irvine

After a lifetime of working and coaching in the health and fitness industry, Dr. Stacy Irvine was puzzled that no one had been able to find a solution to successfully motivate our whole population to lead healthier lives. In North America, rates of many chronic diseases are increasing, obesity is still on the rise, our consumption of processed junk food continues, we're sleepless, and our mental health is suffering. We have all the science to understand what we need to do and clear ways to communicate it to a diverse population, but this does not seem to be enough.

Dr. Irvine believes that the reason lies in our extremely busy, highly connected lifestyles, in which we are ignoring our basic human instinctual patterns. These patterns are part of us from the moment we are born - think of a toddler who learns to crawl, then stand and eventually run, or our basic human need to communicate and connect. We develop our instincts as we age and as we navigate our environments. Instincts are responsible for our survival as a species, and they are the amazing attributes that separate us from machines.

Using personal reflection and scientific studies, Dr. Irvine demonstrates that our instincts are our superpower. Tapping into them in our daily lives leads to improvements in our overall health, performance, and happiness. In an increasingly technological world, relying on your better instincts is the counterintuitive way to get ahead.

Author Bio

Dr. Stacy Irvine has worked in the health and fitness industry for most of her life - first as a coach for many sports, where she was dedicated to training athletes competing for provincial and national teams throughout Saskatchewan, Manitoba, and Ontario. Today, as the founder and co-owner of Totum Life Science, a national leader in the sports medicine, fitness, and health care industry with five locations in Toronto, Dr. Irvine also works regularly in Canadian and US media as a health and fitness expert for Cityline and Breakfast Television along with various print publications throughout Ontario and associated public speaking engagements. Dr. Irvine's formal education includes a degree in Kinesiology, a master's degree in Exercise Physiology, and a doctorate of Chiropractic. She has spent many years acquiring specialized training related to high-performance coaching and her clinical practice. Her patients and clientele range from absolute beginners just starting out on a health and fitness journey, to elite young athletes, adult professional athletes, and even a few celebrities. Dr. Irvine is an outdoor enthusiast. Her favourite place on earth is her Airstream Trailer parked on a

Page Two

On Sale: Feb 23/21

5.25 x 8.5 • 176 pages

9781989603628 • \$29.95 • cl

Health & Fitness / Healthy Living

Notes

Promotion

Online advertising campaign
Influencer outreach
National PR campaign
Physical ARCs
Her business and personal social media and email reach is 22K+
She's a regular guest on CityLine and Zoomer radio, and also has relationships with Global News, Marilyn Dennis, and Breakfast Television
Has a Huffington Post column
From Saskatoon and would like to hold a launch event at the McNally Robinson there in Spring '21
Author lives in Toronto, ON
Works with TELUS Health and Great West Life for employee health and wellness and will be tapping into those networks

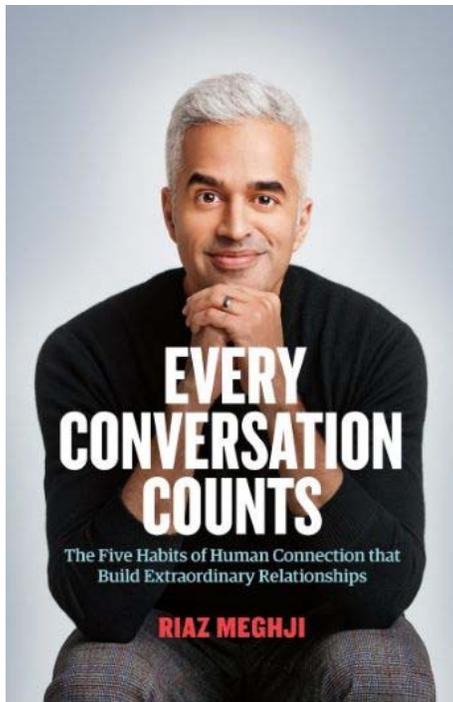


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Raincoast Books

Sales Rep



page two:



Every Conversation Counts

The Five Habits of Human Connection that Build Extraordinary Relationships

by Riaz Meghji

Every Conversation Counts tackles a central question of 21st-century life: why are we so connected, and yet so alone? This book digs deep into why millions of people find themselves more isolated than ever despite the many technologies that are supposed to make us constantly connected. It also examines how the danger of isolation was brought into sharp relief by the coronavirus pandemic. In this book, Riaz Meghji uncovers the enormous human cost of this pandemic of loneliness.

Meghji also offers a solution, drawn from his 17 years of on-camera experience as a broadcaster and interviewer: a simple 5-part framework for building extraordinary relationships in our increasingly disconnected world. Readers will learn how to make a connection quickly, combat distractions, get past small talk, put aside the pretense of perfection, and de-escalate conflict, in order to spark real, authentic conversations. By following Meghji's formula, readers will see how making people feel famous, leading with listening, demonstrating authentic curiosity, removing their masks, and practicing assertive empathy can help them in both their business and personal lives.

We all struggle to break through the noise and chaos of our always-on, over-scheduled lives and forge genuine connections, whether personal or professional. This book is an essential read for sales professionals, who need to quickly connect with customers; leaders, who need to strengthen their relationships with direct reports in order to deliver results; entrepreneurs, who need to build strong networks of supporters to bring their ideas to life; and professionals in any field who need to learn how to network better. But (...)

Author Bio

Riaz Meghji is an accomplished broadcaster with 17 years of on-camera experience interviewing experts on current affairs, sports, entertainment, politics and business. This experience taught him how to create genuine connections with people from all walks of life. During this time, Riaz also founded *Every Conversation Counts*: a platform that shares insights from leaders, celebrities, athletes, and philanthropists with one common thread - memorable conversations that forever altered the course of their life.

Riaz has hosted and produced for Citytv's Breakfast Television, TEDxVancouver, MTV Canada, CTV News, and the Toronto International Film Festival. He is an accomplished storyteller with a proven ability to conduct engaging, in-depth conversations across various disciplines, making him a

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On Sale: Feb 9/21

5.5 x 8.5 • 216 pages

9781989603727 • \$19.95 • pb

Self-Help / Communication & Social Skills

Notes

Promotion

National media campaign
 Online advertising campaign
 Influencer outreach
 National publicity campaign
 Expecting high profile endorsements (Jim Treiving)
 Physical ARCs
 Former host of Breakfast Television in Vancouver (10 years)
 Incredibly strong national media connections with former colleagues
 22,000+ social media followers
 Author lives in Vancouver, BC

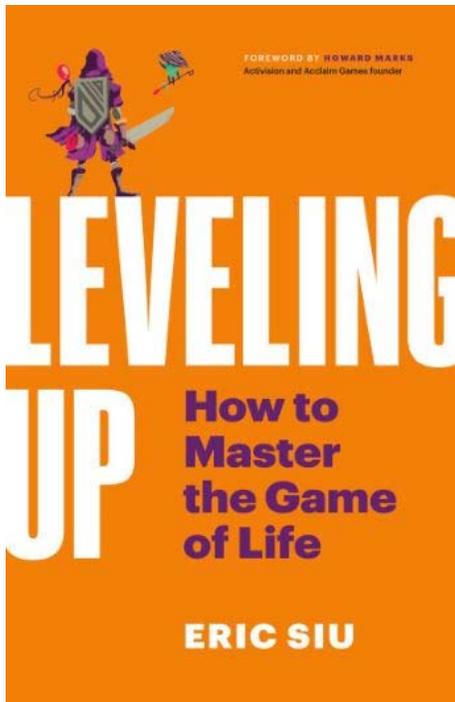


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Raincoast Books

Sales Rep



page two:

Leveling Up

How To Master The Game of Life

by Eric Siu, foreword by Howard Marks

What happens when you approach the real world like a video game? You start winning - at life.

In this radical new perspective on achieving success, marketing leader and eSports player Eric Siu outlines 15 personal power-ups that will help you unlock your passion and level up your life.

You'll follow the same steps that Siu used to transform himself from academic and social failure to wildly successful marketing entrepreneur and podcaster - by applying his mindset as a competitive eSports gamer to real-life situations. Siu didn't stop playing video games; he just started gaming in his real life, setting himself quests, goals, and rewards at each level. Now, he's passing the torch to you.

In *Leveling Up*, Siu challenges you to conquer the real world by accumulating 15 personal power-ups that will help you focus on your passion and develop it into a winning career. Every chapter brings insights and stories, advice from others who have succeeded, and a quest that you must undertake. Master all 15 levels, and you'll even unlock a special bonus to help you build the life of your dreams.

Are you ready to test your might?

Author Bio

Eric Siu is the CEO of digital marketing agency Single Grain, which has worked with companies such as Amazon, Uber, and Salesforce. He also hosts two podcasts: Marketing School with Neil Patel and Leveling Up, an entrepreneurial podcast where he dissects growth levers that help businesses scale. In his youth, Eric was not academically or socially successful, but he was a serious high-level eSports and poker player. He ultimately found how to convert his focus and success in gaming into a very successful career in marketing. He lives in Los Angeles. www.levelingup.com

Page Two

On Sale: Feb 24/21

5.5 x 8.5 • 176 pages

15-20 illustrations

9781989603536 • \$24.95 • cl

Bus & Econ / Personal Success

Notes

Promotion

Owns his own ad agency, which is fully behind launch
International PR campaign and podcast tour
National online campaign
Host of 2 podcasts with 1.3m downloads/month
Blog has 250,000 visits/month
Combined 105,000 social media reach, between personal & businesses
40,000 newsletter subscribers
Will be creating book club materials/incentives
Physical ARCs
Influencer outreach
Expecting excellent endorsements



9 781989 603536



page two:

Nine Lives of Women

Embracing Freedom and Joy at Any Age

by Christine Mason

Famed tech CEO, founder of Rosebud Woman, and expert on women's sexuality and sensuality brings us an intimate look at the nine stages women pass through.

Following the lives of women as they move from birth to menarche to motherhood and after, Christine Mason enriches the narrative with interviews with women from all walks of life, as well as research from leading experts in psychology and women's health.

Author Bio

Christine Mason is currently the founder and CEO of Rosebud Woman, an intimate wellness line that invites a new conversation about women, women's bodies, self-care and power. She's also the cofounder of New Earth Mandala, a meditation retreat, farm and garden on Hawai'i. Her previous work as a tech CEO and technology futurist has given way to a more organic look at the future of our species. She holds a MBA from the J.L. Kellogg School at Northwestern University and is a Phi Beta Kappa graduate of Northwestern, with a senior thesis in Arab Nationalism. She is a devotional singer, an enthusiastic adventurer, and a science nerd who studies plant medicine, cryptocurrency and biohacking. Her social service work is focused on yoga in action: women's equity, restorative justice and internet freedom. She has lived and traveled all over the world, and speaks French and German. She is a mother of 4 and grandmother. xtinem.com

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On Sale: Mar 2/21

5.5 x 8.5 • 260 pages

9781774580066 • \$29.95 • cl

Social Science / Women's Studies

Notes

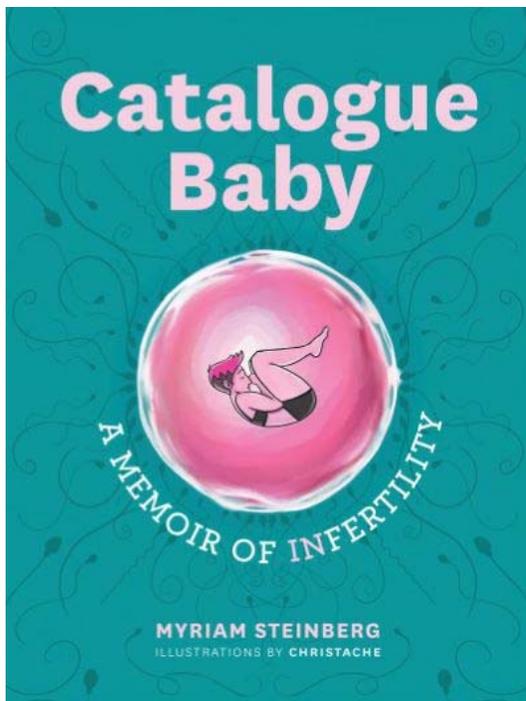
Promotion

North American wide podcast
campaign
Experienced author and interviewee on
podcasts, radio, and television
Social media and
influencer campaign
Online advertising
campaign
Physical ARCs



9 781774 580066





page two:



Catalogue Baby

A Memoir of (In)fertility

by Myriam Steinberg, illustrated by Christache

A few months after Myriam Steinberg turned forty, she decided she couldn't wait any longer to become a mother. She made the difficult decision to begin the process of conceiving a child without a partner. With her family and friends to support her, she picked a sperm donor and was on her way.

But Myriam's journey was far from straightforward. She experienced the soaring highs and devastating lows of becoming pregnant and then losing her babies. She grappled with the best decision to make when choosing donors or opting for a medical procedure. She experienced first-hand the silences, loneliness, and taboos that come with experiences of fetal loss. Unafraid to publicize her experiences, though, she found that, in return, friends and strangers alike started sharing their own fertility stories with her. Although the lack of understanding and language around fetal loss and grief often made it very hard to navigate everyday life, she nonetheless found solace in the community around her who rallied to support her through her journey.

Through it all, Myriam remained hopeful and here she unflinchingly shares her story with wry humour, honesty, and courage. Beautifully illustrated by Christache Ross, *Catalogue Baby* is one woman's story of tragedy and beating the odds, and is a resource for all women and couples who are trying to conceive. *Catalogue Baby* is a compassionate portrait of fertility and infertility that hasn't been seen before.

Author Bio

Myriam Steinberg is currently a writer. In her past life, she was a visual artist, and event organizer. For 11 years, she was the brains and brawn of the In the House Festival, which brought live performances of all kinds into people's living rooms and backyards throughout her hometown of Vancouver, Canada. Myriam was nominated for the YWCA Women of Distinction Award for her work on the festival. Her first book, *Catalogue Baby*, chronicles her years spent trying to conceive a child, as a single woman in her forties.
@catalogue_baby www.cataloguebabynovel.com

Page Two

On Sale: Mar 2/21

10 x 7.5 • 272 pages

9781989603642 • \$23.95 • pb

Comics & Graphic Novels / NonFic / Biography & Memoir

Notes

Promotion

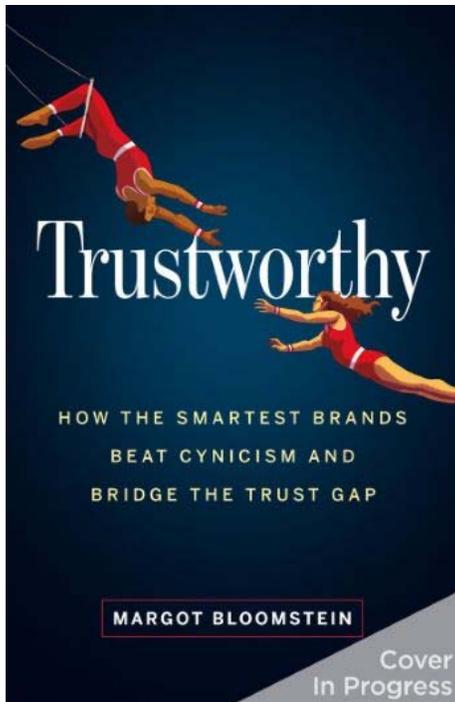


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Raincoast Books

Sales Rep



Page Two

On Sale: Mar 2/21

5.5 x 8.5 • 216 pages

9781989603925 • \$29.95 • cl

Bus & Econ / Bus Communication / General

Notes

Promotion

- North American media campaign targeting business and marketing outlets, including podcast where design and marketing mesh, such as <I>Design Matters</I> with Debbie Millman and <I>The Big Web Show</I> with Jeffrey Zeldman
- Author webinars delivered through organizations such as The American Institute of Graphic Arts (AIGA) and the American Marketing Association (dates TBC)
- Endorsements expected from authors such as Laura Gassner Otting (Limitless) and industry leads, such as Adobe head of design Khoi Vinh

page two :

Trustworthy

How the Smartest Brands Beat Cynicism and Bridge the Trust Gap

by Margot Bloomstein

In today's economy, marketers need a new strategy to earn trust, act with transparency, and help consumers and citizens make confident decisions. But undermining confidence is cynicism: it erodes trust in the media, government, public institutions, and consumer brands. To regain the trust of consumers and citizens, marketers talk about empathy and authenticity. But how do you get beyond those buzzwords? Give more control to your audience - and they'll put more trust in you.

It might be a scary proposition, but trading control for confidence fuels a surprising range of high-performing organizations. Airbnb, Zoom, the FBI, TED, the United Kingdom Government Digital Service, *The New York Times*, America's Test Kitchen, local election commissions, and other organizations have all embraced strategies of content and design that transform their audiences into empowered decision-makers. Smart organizations teach their audiences to evaluate product options, engage in continuous self-education, and make more informed choices.

Examining what works among these teams of all stripes and sizes, content strategy expert Margot Bloomstein casts a broad net to capture the experiences of copywriters, designers, creative directors, and CMOs - people who work to build trust through imagery, editorial style, storytelling, and retail design.

In an actionable framework focused on voice, volume, and vulnerability, this book will teach you how to employ concrete tactics to help your brand regain trust, respect, and customer loyalty. Lead your organization and audience from cynicism toward something far more productive: hope.

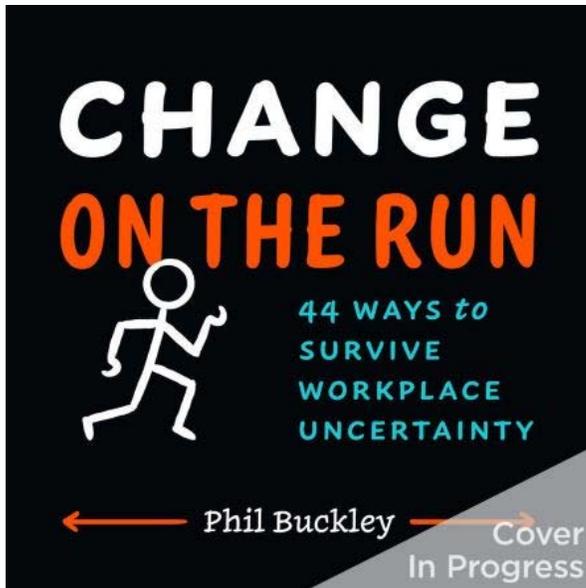
Author Bio

Margot Bloomstein is one of the leading voices in the content strategy industry. She's the author of *Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project* and the principal of Appropriate, Inc., a brand and content strategy consultancy based in Boston. For more than twenty years, Bloomstein has led workshops, keynoted conferences, and advised marketing teams around the world. She developed the popular message architecture-driven approach to content strategy and created BrandSort, a tool embraced by consultancies to help their clients clarify their communication goals. Bloomstein shaped the communication of corporate social responsibility at Timberland, crisis response at Harvard University, and



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page two:

**Change on the Run**

44 Ways to Survive Workplace Uncertainty

by Phil Buckley

Mergers and acquisitions, layoffs and team shuffles, pandemics and recessions. . . it seems that the workplace is changing by the day. How can the time-strapped manager cope when the nature of work is constantly shifting?

In *Change on the Run*, change management expert Phil Buckley gives 44 tried and true tips and tools for all managers who need to respond to transitions and uncertainty as quickly as they can. Phil leads Change with Confidence, a change management consulting firm that enables companies to succeed through transformation.

It is possible to come through change and emerge stronger. Phil Buckley is your guide to mastering speedy innovation without losing the confidence of your team in the process.

Author Bio

Phil Buckley is a senior change management professional with over 25 years of experience enabling leaders and their teams to drive performance through change across global businesses in the United States, Canada and the United Kingdom. He has managed 32 large scale change projects, including co-leading global change management for the \$19.6 billion Kraft Foods acquisition of Cadbury, which included a team of 40 change leads across 60 countries.

Phil's change assignments include operating model transformations, mergers, divestitures, organization restructurings, change capability building, culture initiatives, efficiency drives and systems implementations. His practical experience working on change initiatives around the world and in multiple industries has taught him how to enable people to make changes within their local environments that generate sustained results.

Phil has held senior leadership positions, including Global Organizational Change Director, Global HR Director Commercial, Americas VP Organization Change, Vice President HR Canada and Americas Director Organizational Development throughout his career.

Phil holds a Bachelor of Commerce from the University of Toronto and a Diploma in Adult Education from St. Francis Xavier University. He is the author of the award-winning *Change with Confidence: Answers to the 50 Biggest Questions that Keep Change Leaders Up at Night* (Jossey-Bass), providing complete, actionable answers to the burning questions that leaders routinely ask about how to manage change successfully. His work also has been featured in *Forbes*, *Businessweek*, *Globe and Mail* and many other business

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On Sale: Mar 2/21

6.5 x 6.5 • 200 pages

9781989603987 • \$19.95 • pb

Bus & Econ / Mgmt

Notes**Promotion**

North American podcast campaign, building relationships through his podcast
Virtual launch event
Audiobook campaign planned
Influencer Outreach
Online advertising campaign
Pursuing prominent endorsements
Physical ARCs

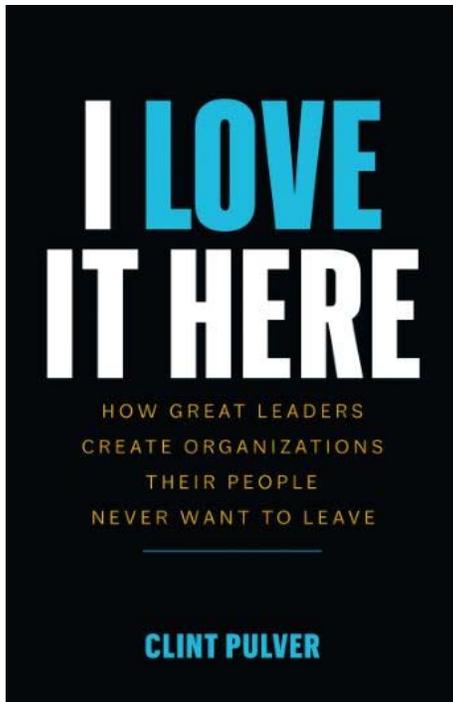


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Raincoast Books

Sales Rep



page two:

I Love It Here

How Great Leaders Create Organizations Their People Never Want to Leave

by Clint Pulver

In his new book, *I Love It Here*, retention and generational workforce expert Clint Pulver pulls back the curtain to reveal the research and unscripted truths of the 10,000+ employees he has interviewed as the Undercover Millennial—which unveils the reasons for their lasting loyalty—and what triggers them to head for the exit door. Full of actionable strategies and proven methods to diminish employee turnover and skyrocket retention. *I Love It Here* shares the magic behind how extraordinary leaders create companies their people never want to leave.

Author Bio

Clint Pulver is an in-demand motivational keynote speaker, author, musician, and workforce expert. Known as the leading authority on employee retention, Clint has transformed how corporations like Keller Williams, AT&T, and Hewlett Packard create lasting loyalty through his work and research as "The Undercover Millennial". Clint helps organizations retain, engage, and inspire their team members from the front desk to the board rooms and everyone in between. He expertly helps readers navigate generational complexities, communication challenges, leadership missteps, and cultural cues. Recently featured in Business Q Magazine as one of their "Top 40 under 40" Clint has spent the past decade creating teachable relationships and business strategies based on trust, service, support, connection, and consistent follow-through.

Page Two

On Sale: Apr 13/21

5.5 x 8.5 • 192 pages

9781989603376 • \$19.95 • pb

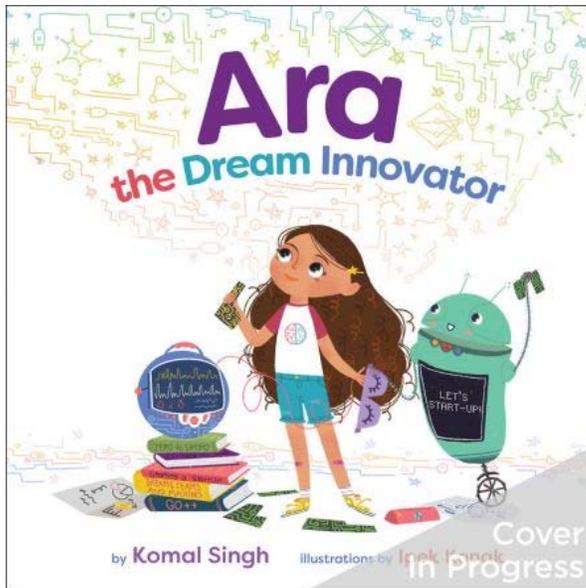
Bus & Econ / Leadership

Notes

Promotion

National Media Campaign with Smith PR
Physical ARCs
Influencer Outreach
Extensive online advertising campaign
Over 17,000 followers on social media
Author lives in Utah





page two:



Ara the Dream Innovator

by Komal Singh, illustrated by Ipek Konak

A STEM book for young innovators everywhere, for you are never too small to dream big! This much-anticipated sequel to *Ara The Star Engineer* spotlights the innovation journey, introducing readers to what it takes to turn ideas into reality, from a scrappy start-up to a scale-up to a unicorn success.

Ara is a young girl who loves to dream BIG. Many of her amazing ideas come to her in her dreams. So Ara builds a Dream Decoder to capture them. But other kids have big dreams too. What about them? With help from her entrepreneur-mentors and her droid DeeDee (who dreams of - beep! beep! - BIG ice creams), Ara embarks on a quest to make her Dream Decoder FTW - For The World! First stop: a Hackathon to find a diverse team of fellow thinkers and tinkerers. Then - fingers crossed - they'll earn a spot at an Accelerator where, with tweaks and testing, they can make the Dream Decoder work for *all* kids.

A story about **inclusive innovation**, and making your dreams come true!

A chance to introduce kids to inspiring real-life founders and entrepreneurs featured in the book; of diverse backgrounds and innovating in tech and social good.

Praise for the Ara Series:

"We've always said 'If she can see it, she can be it'. With this story, girls can see leaders and be inspired to become one. A book for all ages and genders!" - **Geena Davis**, founder and chair of Geena Davis Institute on Gender in Media

"Ara and her friends are (more than just) characters; they are models for (...)"

Author Bio

Komal Singh is a techie by day and a storyteller mom by night - one who loves coding and cupcakes, data crunching and day dreaming, pottery making and program planning. This is her second book about Ara's STEM adventures. The first, *Ara the Star Engineer* was inspired by her 4-year-old daughter's hypothesis that "engineers are boys". Singh is passionate about using technology as an enabler and an equalizer for all. Komal grew up in India and studied Computer Science at Delhi University and later moved to Canada to complete her Masters' degree in C.S from Simon Fraser University. She has worked as a software engineer with tech consulting firms and is currently an Engineering Program Manager at Google. Komal lives in Waterloo, Canada,

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On Sale: Mar 9/21

10 x 10 • 44 pages

Fully illustrated

9781989603598 • \$19.95 • cl

Juvenile Fiction / Computers

Notes

Promotion

- North American media campaign targeting outlets covering children's books, parenting, technology, and business
- High-profile endorsements expected. Endorsements for book 1 in the series came from notable people like Eric Schmidt, the former head of Google; and Linda Liukas, author of the <I>Hello Ruby</I> series
- Google will support the project. The author is a Google engineer and will be receiving some support from the company through the book's launch (e.g. Google will publish an article about the book on the The Keyword, the company's official public blog, and it will create a virtual reality edition of the book)
- Social media campaign: The author will reach out to all Google employees, asking them to post about the book on their personal social media accounts; they are hoping to get the book mentioned on Google's corporate Twitter, FB, G+ accounts (19 million+ followers)
- Author events: Komal Singh has shared the stage with such notable figures as



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Raincoast Books

Sales Rep

page two:

**Building a Legacy**

The History of UBC's Faculty of Medicine

by John Cairns, Gavin Stuart and David Ostrow

This lavishly illustrated history tells the remarkable story of the UBC Faculty of Medicine's history, and its expansion against all odds.

When the UBC Faculty of Medicine's first cohort of students arrived in Vancouver in 1950 they discovered a campus located far from the city on the Traditional Territory of the Musqueam people and a medical school composed of four primitive huts. Today, the faculty's undergraduate program is the fourth largest in North America; it has nineteen departments, three schools, and twenty-one research institutes and centres; and its training and residency programs branch out to over eighty campuses, hospitals, and clinics in the province. The faculty has distinguished itself as a world leader in both the science and practice of medicine.

This lavishly illustrated history tells the remarkable story of the school's expansion against all odds. From the moment British Columbia entered Confederation in 1871, visions of a campus-based medical school and hospital for the province ran up against fierce resistance from physicians in town and apathy from politicians in the legislature, ensuring that the province would wait eight decades for a school of its own. And once the school was established, dean after dean struggled to push the boundaries of medical research and education while grappling with limited budgets and resources.

Despite these obstacles, the Faculty of Medicine has distinguished itself in countless areas - including cancer, heart and lung, chronic diseases, and population health research - and its members have garnered numerous awards and prizes, including the Nobel, awarded to Michael Smith in 1993. The school's province-wide distributed undergraduate program, launched (...)

Author Bio

John Cairns, one of Canada's most distinguished health researchers, was dean of the UBC Faculty of Medicine from 1996 to 2003.

David Ostrow is a professor of medicine at UBC and was president and CEO of Vancouver Coastal Health Authority from 2009 to 2014.

Gavin Stuart is a professor in the Department of Ob/Gyn at UBC and was dean of the Faculty of Medicine from 2003 to 2015.

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On Sale: Mar 9/21

10 x 8 • 192 pages

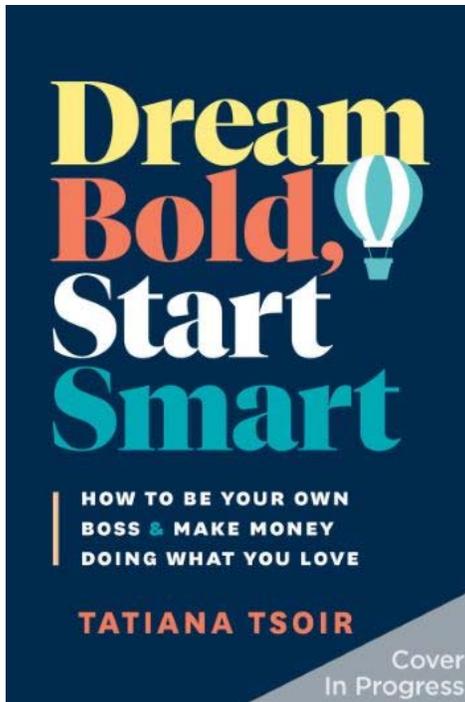
9781989603895 • \$50.00 • cl

Medical / History

Notes**Promotion**

- Regional media campaign targeting print and broadcast outlets in Vancouver and British Columbia
- Support from the Faculty and alumni association will include hosting an event and email blasts to their lists
- Event potential; annual student gala at the end of March; graduation at the end of May 2021; Launch event to be held in spring 2021, COVID depending





page two :

Dream Bold, Start Smart

Be Your Own Boss and Make Money Doing What You Love

by Tatiana Tsoir

You've got a great business idea. Now it's time to execute.

Whether it's a brick-and-mortar shopfront or an online social network, launching a successful venture takes more than creativity, energy, and passion. You also need a sound game plan and a solid understanding of business fundamentals to make it fly.

In *Dream Bold, Start Smart*, Certified Public Accountant, business advisor, and tax expert Tatiana Tsoir gives almost-preneurs the skills, tools, and confidence to successfully pursue their dreams. Drawing from her 15 years of working with small businesses, she shows you exactly how to assess your plan, set up your business and finances, and maximize your profits.

In plain language - no "accountant-speak" here - Tsoir shows you how to bullet-proof your idea, and arms you with a framework that will enable you to run a sustainable and profitable business. You'll learn how to understand your numbers, proactively reduce your tax bill, and know when to ask for help. With specific checkpoints and milestones laid out, you'll address any potential stumbling blocks before they arise, and set yourself up for success right out of the gate.

Filled with stories, insights, facts, and tips, *Start Smart* takes the anxiety and guesswork out of building a business - from an idea to opening day and beyond. With clear advice and detailed instructions, you'll have everything you need to turn your entrepreneurial dream into a reality.

For business owners to do the (...)

Author Bio

Tatiana Tsoir is a Certified Public Accountant with more than 15 years of experience, and she is the CEO and founder of Linza Advisors Inc. Over the past 15 years, she's helped small businesses become more profitable, stabilize cash flow, and pay less taxes. She has an MBA, she is a Profit First Professional, and she is trained in proactive tax planning and trained in Price Psychology. She brings this full skill set to the table for her business clients, for students of her online courses, and now for readers of her book. She lives in New York.

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On Sale: Mar 16/21

5.5 x 8.5 • 260 pages

9781774580035 • \$21.00 • cl

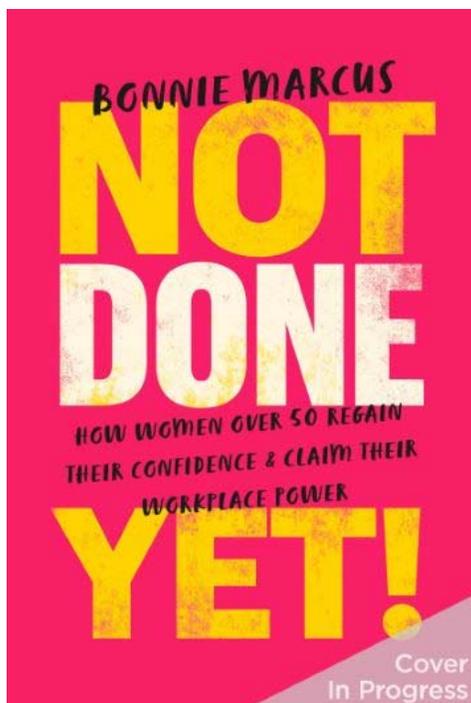
Bus & Econ / Entrepreneurship

Notes

Promotion

Confirmed national podcast campaign with PR firm
Working with book marketing expert Amber Vilhauer
Influencer Outreach
Online advertising campaign
Physical ARCs
Excellent endorsements
Will be creating book club materials/incentives
Author lives in New York





page two :

Not Done Yet!

How Women Over 50 Regain Their Confidence and Claim Their Workplace Power
by Bonnie Marcus

Despite advances made by women in the workplace, pay inequity and underrepresentation in top positions are still a reality. And, unfortunately, the situation looks worse for older women, who face what acclaimed author, podcast host, and sought-after coach Bonnie Marcus calls "the double whammy of gendered ageism." As a woman over fifty, you may be wondering if there is anything you can do as you face down diminished responsibilities, decreasing visibility, and the looming specter of being "aged out."

In this revelatory, inspiring, and savvy new book, Marcus is out to convince you that, in fact, you can do a whole lot. You can keep your job, advance your career, do the work you love and need to do - and defy all the ageist assumptions that suggest otherwise.

In *Not Done Yet!* the realities of ageing in the workplace are not sugar-coated. Straight-talking and savvy, Marcus tells it like it is, and doing so, empowers you to navigate the challenges. She begins by laying out the fears and assumptions that hold women back. Then she shares tips and exercises to stop staying small and stay in the game. Finally, she teaches you how to move from being a sadass to a badass, with practical advice about caring for yourself and fueling your confidence to flourish at work.

You are a woman over fifty, and you deserve a seat at the table. You have a wealth of wisdom and experience to offer your workplace. It may feel like the odds are stacked against you, but Bonnie Marcus is here to show you (...)

Author Bio

Award winning entrepreneur, Forbes contributing writer, and executive coach, Bonnie Marcus, M.Ed., assists professional women to successfully navigate the workplace and position and promote themselves to advance their careers.

With 20+ years of sales and management experience, Bonnie's extensive business background includes CEO of a ServiceMaster company and VP of Sales at Medical Staffing Network and other national companies in the healthcare and software industries. She has held executive positions in startups as well as Fortune 500 companies.

A certified coach, Bonnie has been honored by Global Gurus as one of the world's top 30 coaches in 2015-2020.. Her acclaimed first book, *The Politics of Promotion: How High-Achieving Women Get Ahead and Stay Ahead*, was



Page Two

On Sale: Mar 16/21

6 x 9 • 216 pages

9781989603789 • \$29.95 • cl

Bus & Econ / Women In Business

Notes

Promotion

- Extensive North American media campaign run by business book specialists Smith Publicity in New York City
- Author's in-person and virtual events. Bonnie does keynotes and workshops for audiences of professional women who want to learn how to navigate highly charged political environments to get ahead, including for example the Harvard Business School Dynamic Women in Business Conference and the Lean In Leadership Summit (events in spring 2021 TBC)
- Author has a popular podcast called "Badass Women at Any Age" that she will leverage to promote the book
- Author lives in Santa Monica, California



page two:

Driven Not Drained

Discover Your Path to Career Happiness, Effectiveness, and Influence

by Christopher Coultas

Everyone deserves a career they enjoy, where they can be authentic and feel energized about the days ahead.

Recent statistics suggest that, worldwide, more than 85 percent of people are disengaged from their jobs, and yet we spend almost half of our waking hours at work. Many of us start out feeling like we have made good choices for our careers, but over time, our energy flags. We want success. We want to achieve. What is it, then, that keeps us from engaging wholeheartedly? What can we do to optimize our happiness, effectiveness, and influence in our careers?

From makers of the revolutionary personality assessment DRiV, *Driven Not Drained* offers a path to greater career fulfillment. It describes twenty-eight qualities that motivate behavior - both what drives you and what drains you. Through the personalized online DRiV assessment that comes with this book, you will learn your high and low drivers. *Driven Not Drained* describes these in depth, offering incisive development tips for each driver so that you can create more job satisfaction and improve your performance. You will also discover several tips for how to work with and lead people through the lens of their own drivers and drainers.

Based on extensive, in depth research, *Driven Not Drained* offers powerful tools for enhancing your self-awareness and capacity to work with and lead others. For ambitious people who want not only to stay engaged but to thrive, *Driven Not* (...)

Author Bio

As the director of science and research, and senior consultant, at Leadership Worth Following, LLC, Christopher Coultas focuses on cutting-edge research in the fields of leadership, assessment, development, coaching, and talent management. A PhD in the field of industrial and organizational psychology, Christopher has authored several peer-reviewed publications on coaching, leadership, and teams. He has bachelor of science degrees in religion and counseling psychology, and is affiliated with the Society for Industrial Organizational Psychology, the Society of Consulting Psychology, and Quantitative and Qualitative Methods, all divisions of the American Psychological Association.

Established in January 2004, by founder and CEO A. Dale Thompson,



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On Sale: Mar 23/21

6 x 9 • 240 pages

9781774580073 • \$29.95 • cl

Bus & Econ / Personal Success

Notes

Promotion

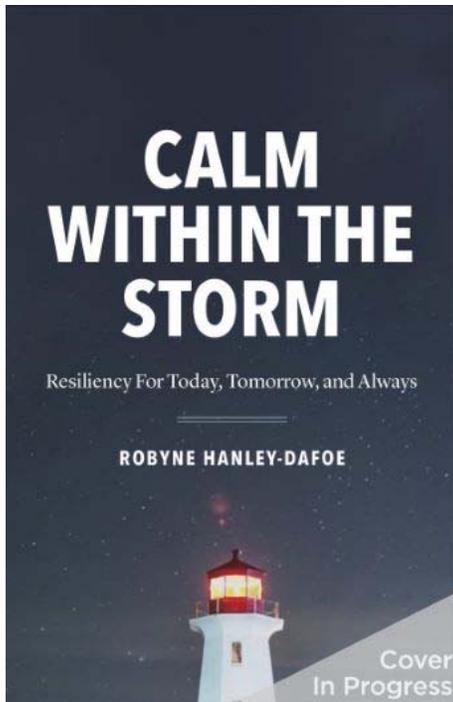
Social media and influencer campaign
Promotional support by parent corporation to all business relationships

Pursuing a celebrity

Forward
Online advertising campaign

Physical ARCs
Author lives in Irving, Texas





page two:



Calm Within the Storm

Resiliency For Today, Tomorrow, and Always

by Robyne Hanley-Dafoe

An inspiring new voice in the field of resiliency gives a tender, powerful and achievable path to rise from adversities through self-acceptance and self-alignment - always based on being enough in the here and now rather than the untenable quest to be more.

Robyne Hanley-Dafoe learned resilience from the ground up - not just as an accomplished university researcher, but first by overcoming mental illness, the stigma of being a high-school dropout, and almost dying in a car crash at age sixteen. Here, she presents an attainable model for everyday resilience, which everyone can use to feel more grounded and capable - and not beat themselves up in the process for not being "tough enough" in the first place.

Robyne believes that the language around resilience as "fighting" or being "tougher" is misguided; learning happens when we feel safe and trust, and fear and shame do not promote growth or change. In *Awakened Resiliency*, Robyne maps out a kinder approach to taking on the challenges of life and developing authentic self-alignment.

Robyne focuses on personal development practices that are research informed, sustainable, and attainable. She identifies the obstacles that derail us and keep us stuck, wondering - *Why does life feel so hard? Why do so many of us seem to live in a constant state of strife and chaos?*

Robyne has identified five interconnected pillars that are universal across cultures and backgrounds: Belonging, Perspective, Acceptance, Hope and Humour. These pillars form a person's capacity for resilient behaviours, despite life's challenges. She then introduces you to the Resiliency Trajectory Model by showing you (...)

Author Bio

Dr. Robyne Hanley-Dafoe is a multi-award-winning psychology instructor who specializes in resiliency, navigating stress and change, and personal wellness in the workplace. Described as transformational, engaging, and thought-provoking, Hanley-Dafoe's keynotes provide practical strategies grounded in global research and case studies that help foster resiliency within ourselves and others. As the senior educational developer for the Centre for Teaching and Learning at Trent University, Hanley-Dafoe focuses on providing professional development for the teaching community and cultivating student engagement. She is committed to finding innovative solutions for creating positive learning relationships and environments for both students and



Page Two

On Sale: Mar 23/21

5.5 x 8.5 • 208 pages

9781989603871 • \$29.95 • cl

Self-Help / Personal Growth / General

Notes

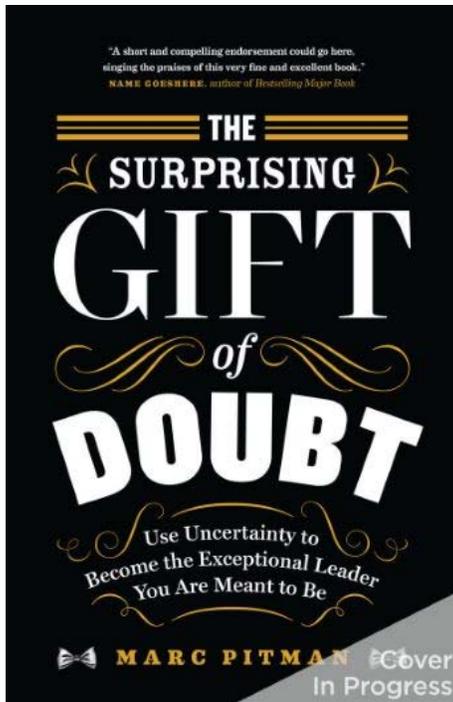
Promotion

National media campaign
Amazon advertising campaign
Author events: Author is one of Canada's most-booked keynote speakers on mental health and has successfully transitioned to virtual events during COVID



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Sales Rep



page two:

The Surprising Gift of Doubt

Use Uncertainty to Become the Exceptional Leader You Are Meant to Be

by Marc A. Pitman

You're a high-performing leader. It's time to shed the doubt.

You've hit milestone after milestone in your career. You've achieved stellar highs. People look to you for direction as a model of success. So where is all this doubt and insecurity about how to lead coming from? And is it even possible to shake these feelings of uncertainty?

In *The Surprising Gift of Doubt*, sought-after leadership and fundraising executive coach Marc A. Pitman not only shows you how to conquer your imposter syndrome, but actually harness these uncomfortable feelings to develop a rare level of leadership mastery. In fact, that inner doubt you're wrestling with is a signal that you are on the verge of greatness.

Through the same assessments, exercises and self-management tools Pitman uses to help his executive clients achieve their leadership dreams, you'll learn to:

- Identify your inherent and learned abilities, and apply them most effectively
- Use stories to amplify your natural leadership strengths
- Set career and life goals that fuel your leadership objectives
- Develop a unique style of leading to heighten your performance and the engagement of your team

You will emerge from this leader's journey of self-discovery more sure-footed, courageous, and self-assured. The challenges of leadership will remain, but you'll be able to meet them with an unshakeable inner confidence that matches the image others have had of you all along.

Author Bio

Concord Leadership Group founder Marc A. Pitman, CSP, coaches clients to lead their teams with more effectiveness and less stress. Marc speaks in person and online to audiences around the world, and his organizational and leadership trainings have helped countless nonprofits - including Georgetown University, Habitat for Humanity, Islamic Relief USA, and the Association of the U.S. Army - advance their missions, meet revenue goals, and improve the lives of their staff and supporters. Media such as *The Chronicle of Philanthropy*, *SUCCESS Magazine*, NBC, Al Jazeera, and Fox News has covered his work. His book *Ask Without Fear!* has been translated into multiple languages.

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On Sale: Mar 23/21

5.5 x 8.5 • 200 pages

9781989603994 • \$19.95 • pb

Bus & Econ / Leadership

Notes

Promotion

Previously covered by & relationships at Time, WaPo, Forbes, AlJazeera, The Guardian
23,000 social media followers
Significant established audience in fundraising world
Influencer

Outreach
Online advertising

campaign
Physical ARCS
Author lives in

Greenville, SC



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