

TAZ TRIES FOR THE TOP

Written by Peri Sheinin
Illustrated by Ned Delaney



THE TEAM

- Peri Sheinin: Author
- Ned Delaney: Illustrator
- Megan Molina: Animator
- Tapocketa Studio: Animator

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Now, how do I get down?

-Taz



MARKETING STRATEGY





SOCIAL MEDIA

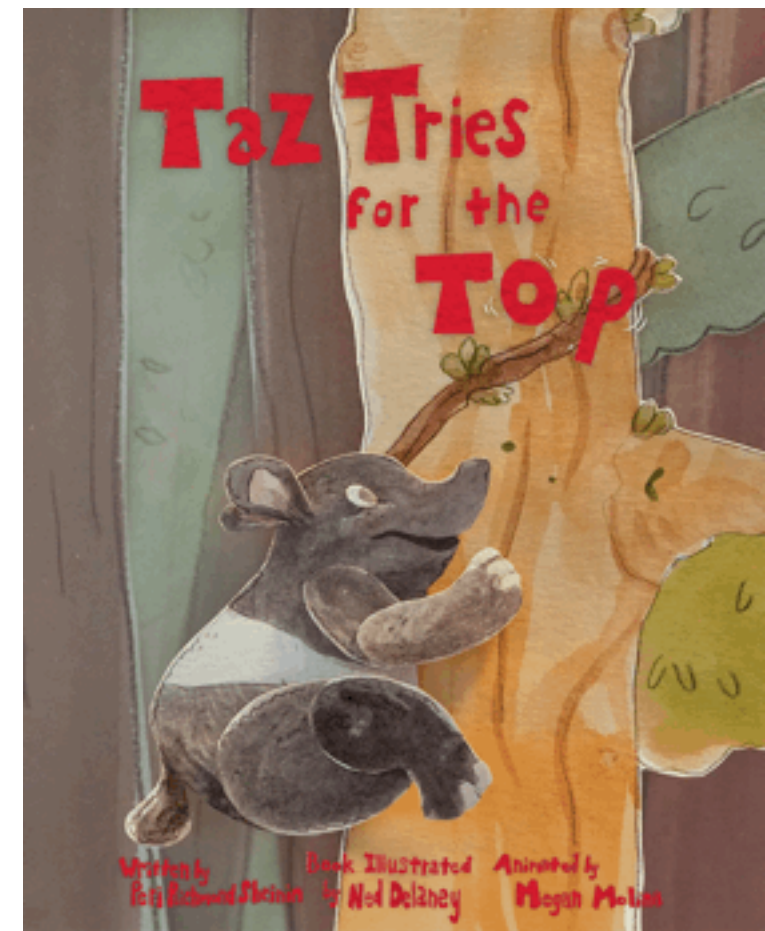
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- A Twitter account **@tazthetapir** will be created for Taz the Tapir to Tweet his thoughts, reactions, and promotional content for the book
- A Facebook account **Taz Tries for the Top** will be created for the book and will be updated with upcoming release dates and other information
- An Instagram account **@taztriesforthetop** will be created to showcase the writing and illustrating process

ANIMATED TEASER

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- Megan Molina who is a RISD trained animator has created a short, animated promotional video for use on social media channels





AGENT

- The team of Peri Sheinin (Author) and Ned Delaney (Illustrator) will pitch their manuscript to agents in hopes of signing a contract to facilitate the publication process



PUBLISHER

- The team of Peri Sheinin (Author) and Ned Delaney (Illustrator) will bring the manuscript to publishers in Boston and New York in hopes of signing a contract



EXPOSURE





SAMPLE PAGES

- Sample pages from the manuscript have been sent to friends, family, and over 80 Nike employees
- The recipients have offered positive feedback and many assume that the book has already been published



READ ALOUD DAYS

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- The manuscript has been warmly received by elementary students in Rhode Island
- An early form of the manuscript was presented to editors at SCBWI Agent/Editor Day in 2020 and received positive feedback



ILLUSTRATION DAYS

- Peri and Ned will continue to visit elementary schools in Rhode Island and Massachusetts and Peri will engage the children while Ned provides live illustration on an easel in front of the classroom



AWARDS

- The manuscript won the 2019 Beth Lisa Feldman Prize for English Composition which is an annual award presented to one Brown University student



OTHER MANUSCRIPTS





PERFECT PERI

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- An illustrated children's book exploring the pitfalls of trying to be perfect
- Engaging illustrations make the manuscript an appealing journey that resonates with the reader long after the last word



KAZOO

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- The heartwarming tale of a keel-billed toucan in captivity named Kazoo
- Readers will be touched by this colorful personification of hope through the effervescence of a small bird with a big personality
- They will laugh at the rhyme schemes detailing Kazoo's quirky neighbors and artificial rainforest

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Sometimes hope looks like a rainbow
and flies.

-Kazoo



PERI

- A memoir about building a career in sports business written in the form of a journal as Peri explores different paths in sports communications through seven internships during her first three years at Brown University



PORTFOLIO





AUTHOR AND ILLUSTRATOR PORTFOLIO

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- Peri Sheinin Online Portfolio:
perisheinin.journoportfolio.com
 - Ned Delaney Online Portfolio:
https://www.goodreads.com/author/list/35687.Ned_Delaney
 - Ned Delaney Personal Website:
<http://neddelaney.weebly.com>

QUESTIONS?



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“At last,” he exhaled. “I’m at the top.”

-Taz

THANK YOU!

