



# The Book Engineer

Crafting books that build your brand

# Why brands create books

## The Book Engineer

### What books can do for you

(a partial list)

- Build brand loyalty
- Expand your IP library
- Deepen audience engagement
- Reach new audiences
- Add new marketing collateral
- Extend your product lines
- Stand out from competitors
- Communicate your brand's story and values in a memorable, compelling, and genuine way

As a successful brand, you're not just offering products. You're selling a lifestyle, an aesthetic, an identity.

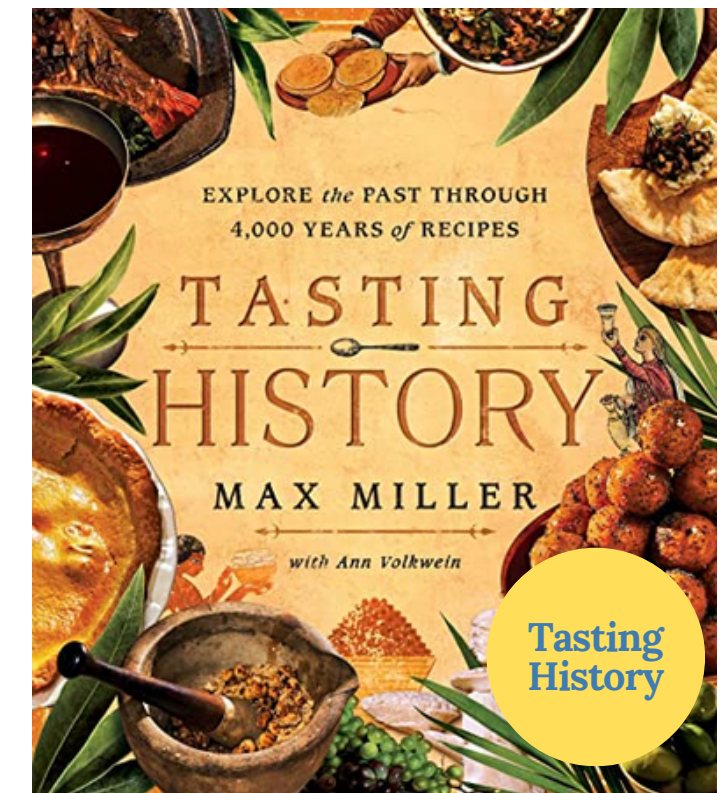
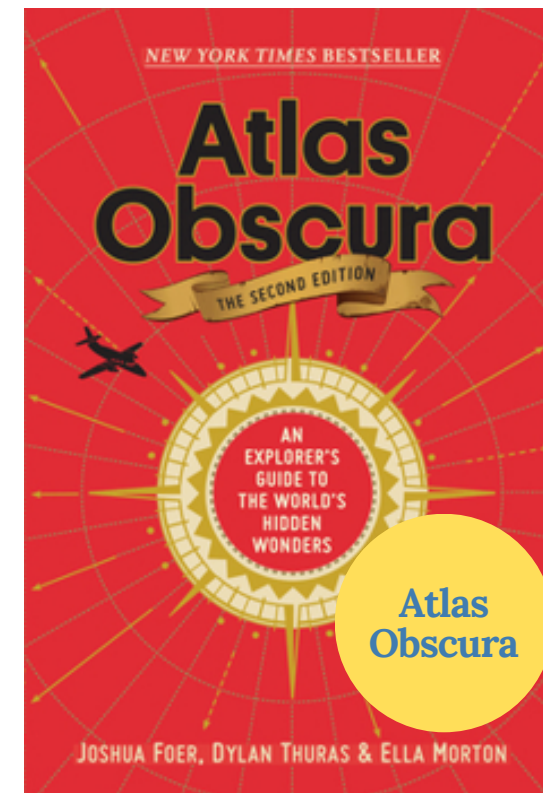
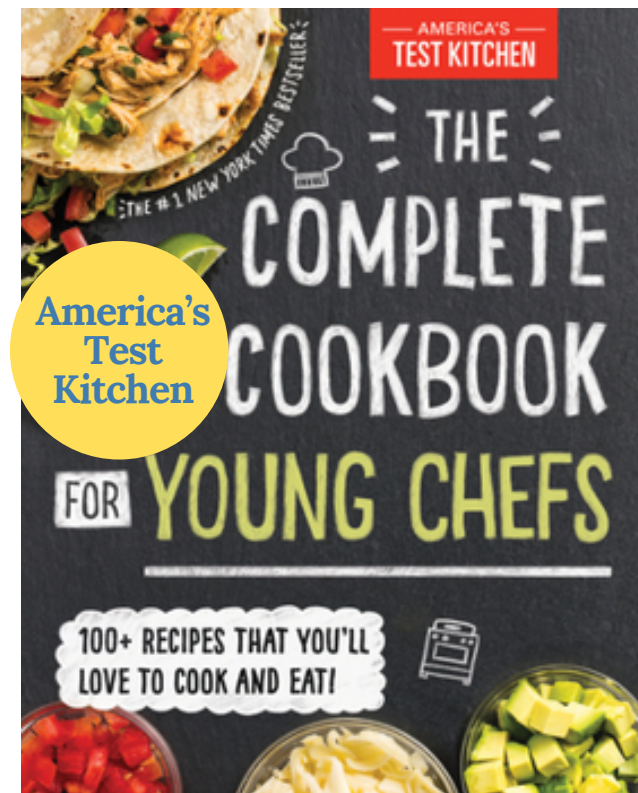
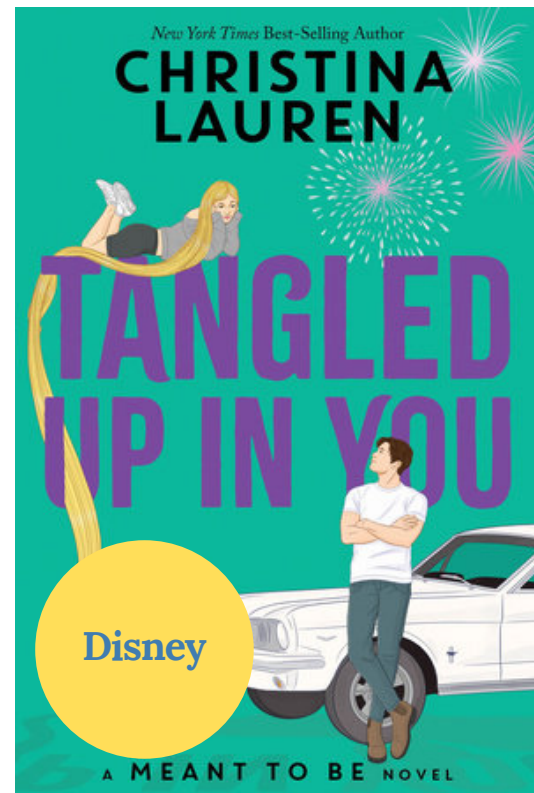
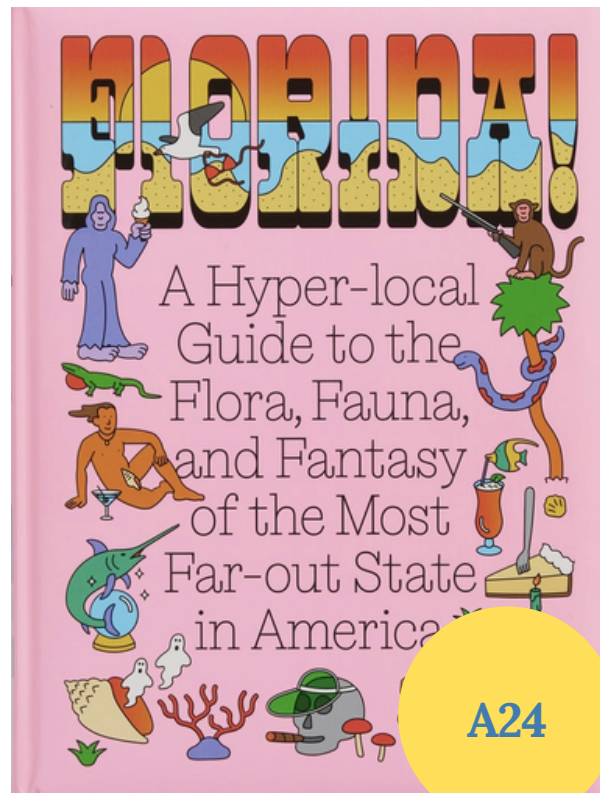
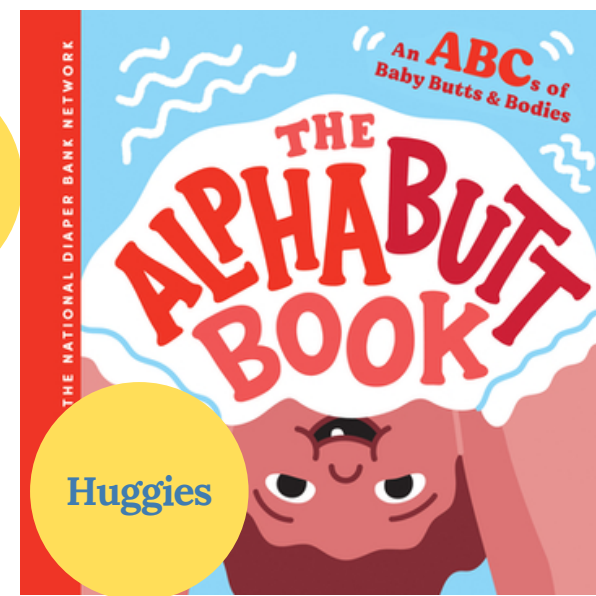
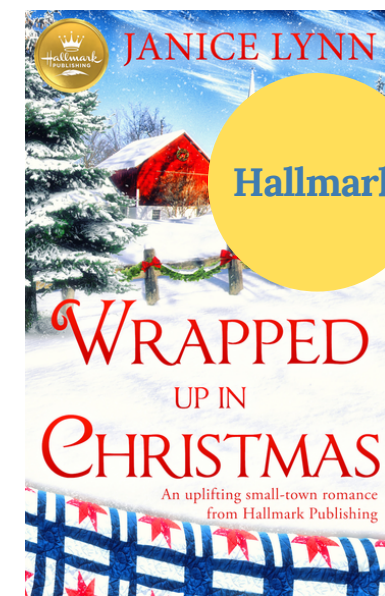
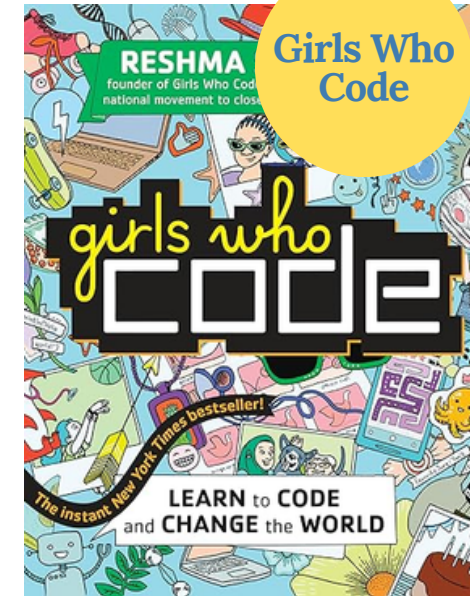
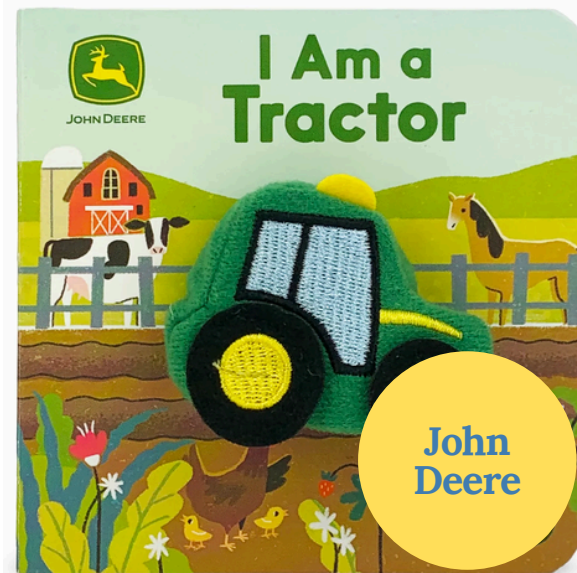
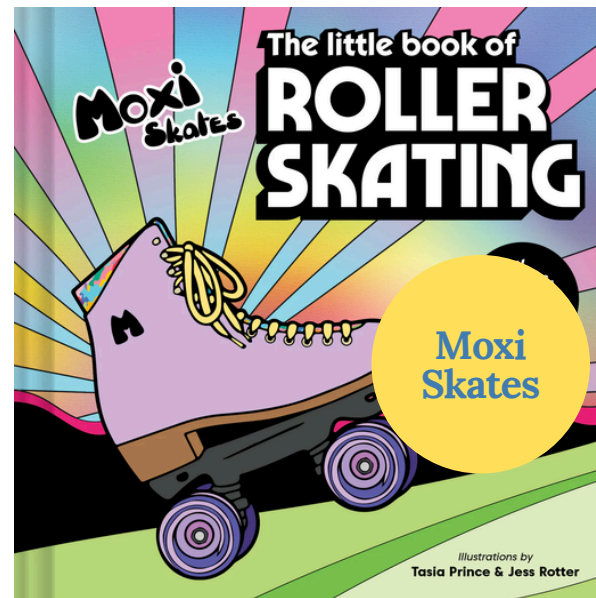
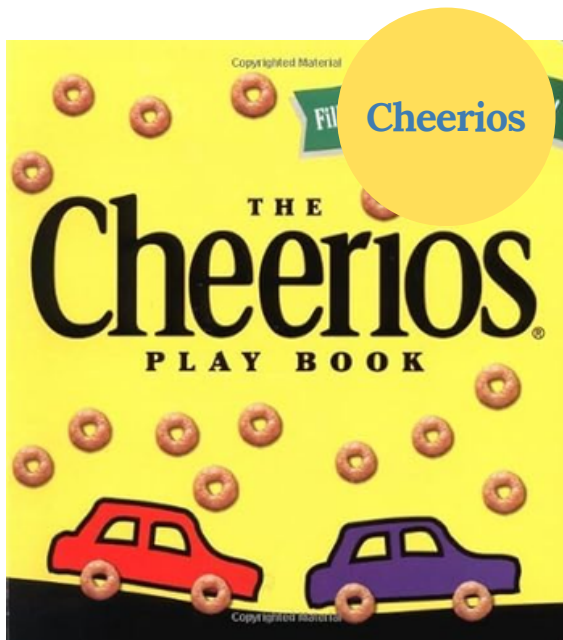
**Every brand is telling a story.**

And many brands are doing so through one of our oldest storytelling mediums: **books.**



# Some brands with books

## The Book Engineer



# The value of expertise

## The Book Engineer

Book publishing is an arcane industry.

**The Book Engineer is your publishing expert.**

We bring years of specialized experience, personal connections, and a deep knowledge of the publishing landscape.

**We know how to make books that work.**

The Book Engineer collaborates with your marketing team to build books that achieve your goals.

# One example of our work

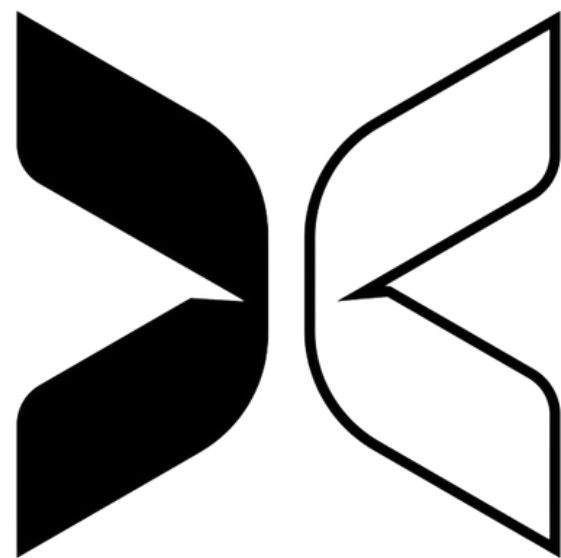
## The Book Engineer

**BRAND:** TOGETHXR

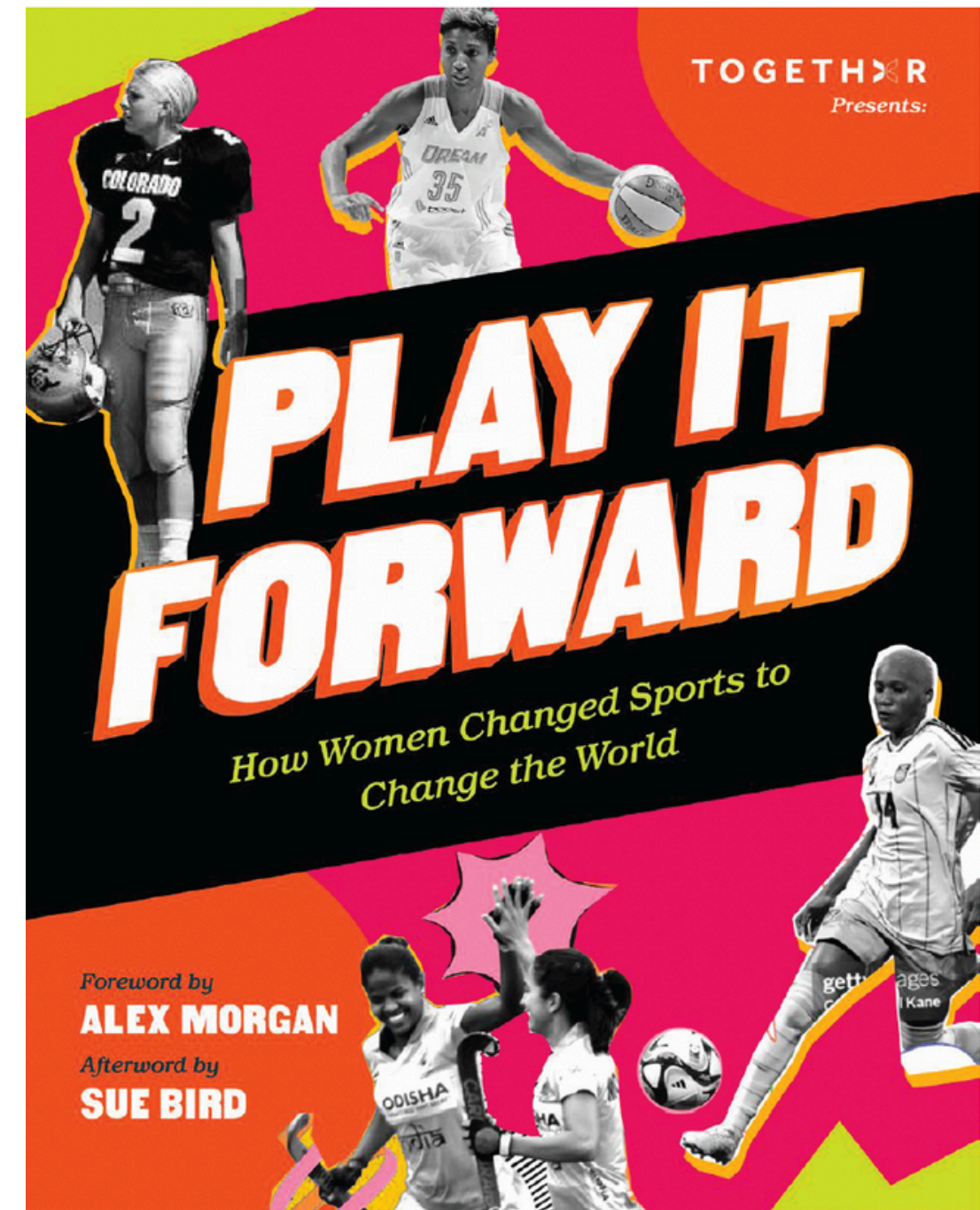
**TARGET AUDIENCE:** Young, media-savvy women

**BRAND VALUES:** Promoting women's sports

**GOAL:** To expand audience, engagement, and IP library with a book publishing line

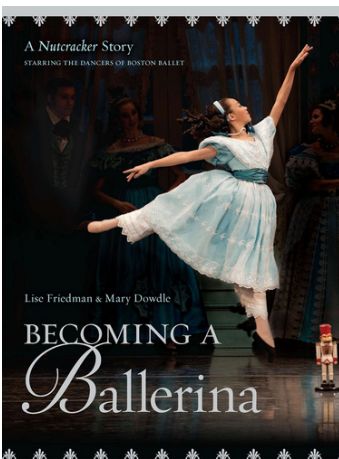


**WHAT WE MADE:**



# Meet the founder

## The Book Engineer



## Leila Sales

- **15+** years in the publishing industry
- Author of **eight** critically acclaimed novels
- **10+** years as an acquiring editor at Penguin Random House, editing **hundreds** of books
- Developed books with **renowned actors and celebrities**, including Viola Davis and Bob Balaban
- Creator of award-winning books representing **consumer-facing brands, arts organizations, and nonprofits**



# Our process

## The Book Engineer

### 1 goal setting

We familiarize ourselves with your brand story, values, and audience and learn what you want to accomplish with your books.

### 2 brainstorming

We conceptualize book ideas that achieve your goals, then refine & expand them based on your feedback.

### 3 creating

Our team brings your chosen concept to life: we draft & revise the manuscript, design the pages, and incorporate your notes.

### 4 publishing

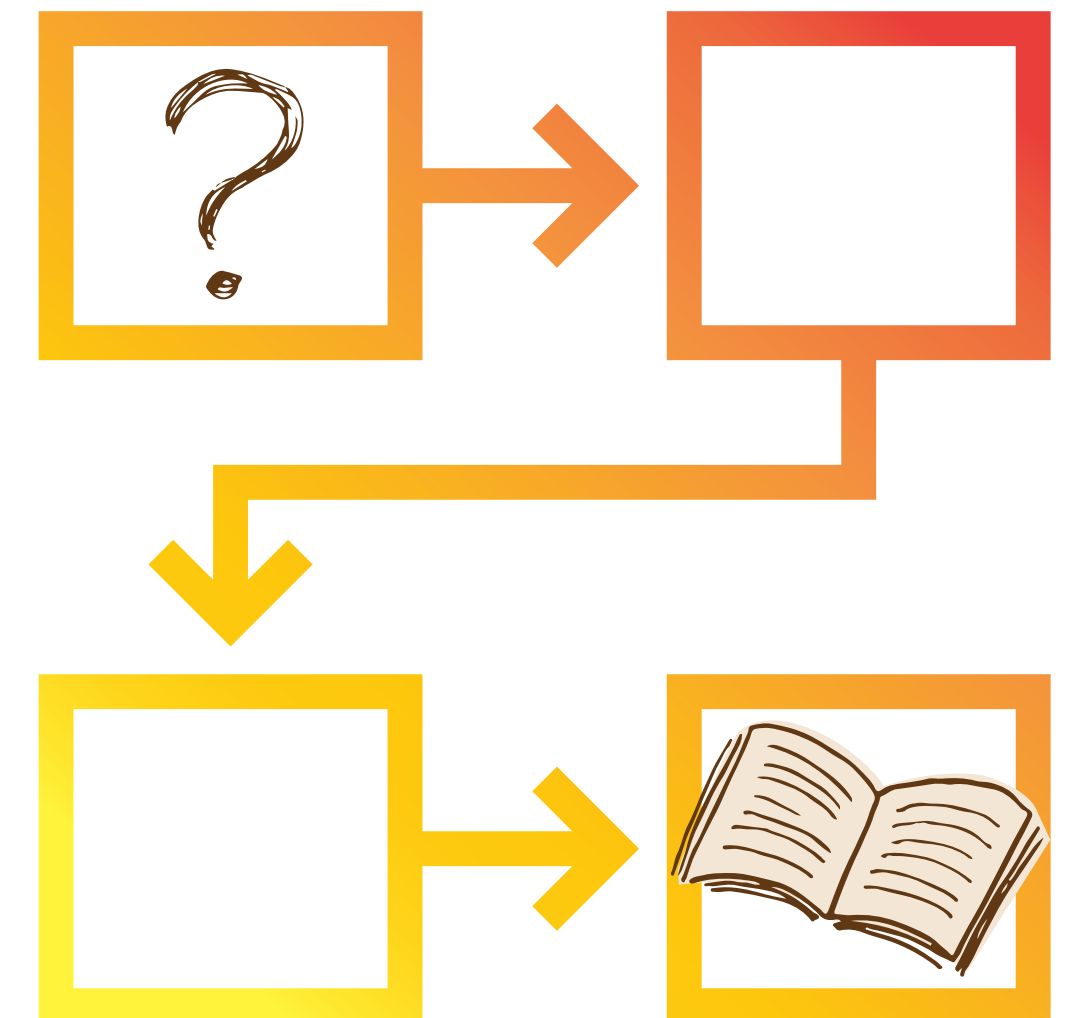
Depending on the book and your goals, we work with a traditional publisher or with a printing company to produce the book.

# Services we offer

## The Book Engineer

### End-to-end services

- Concept generation
- Story development
- Talent sourcing
- Ghostwriting & co-writing
- Developmental & line editing
- Creating illustrations & cover art
- Coordinating with literary agents, traditional publishing houses, and/or self-publishing platforms to bring books to market





# How we make it happen

## The Book Engineer

A **hand-picked team** of experienced publishing professionals work together to bring your brand's books to life.

Our network of **writers, editors, designers, illustrators, and project managers** is the best in the field. Each member of **your personalized publishing team** is invested in making your books a success.

# The end result

## The Book Engineer

Whether you want to publish a single book or a series,  
or to launch a whole publishing line...

to give away your books as marketing materials,  
or to sell them as a revenue stream...

to work with a traditional publisher,  
or to maintain complete control...

**The Book Engineer is here.**

**[leila@thebookengineer.com](mailto:leila@thebookengineer.com)**

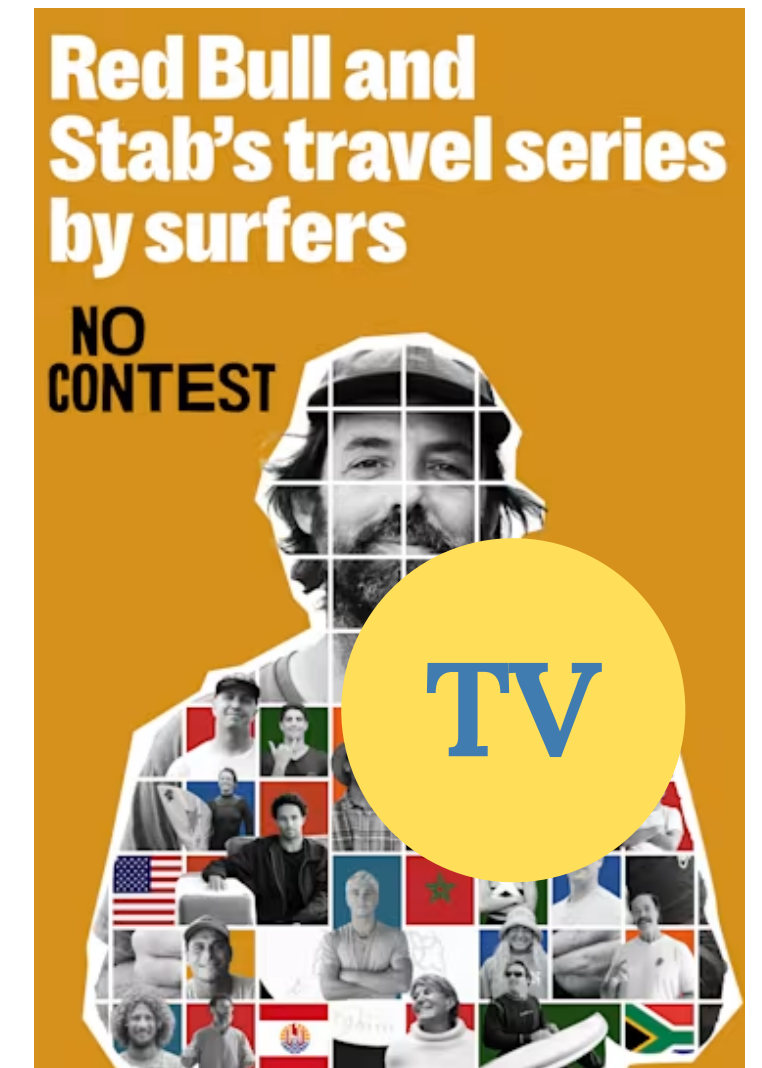
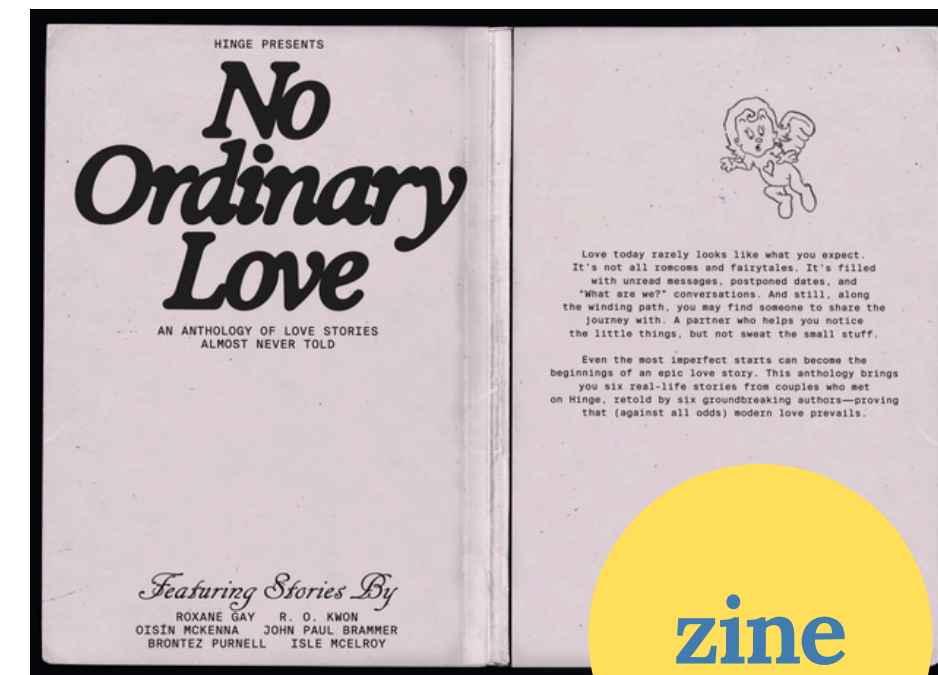
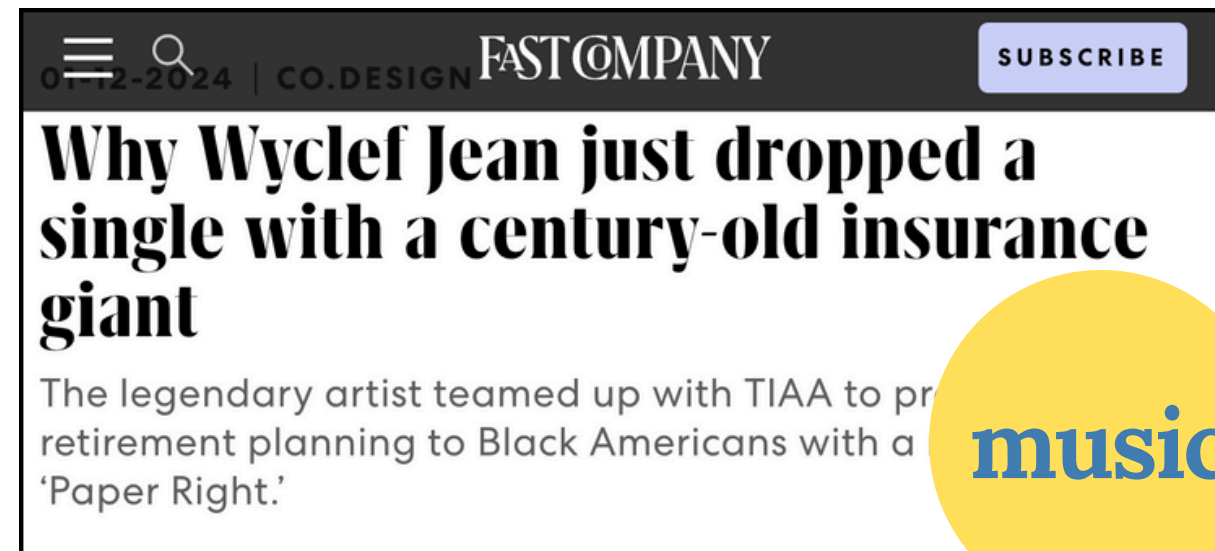
**[thebookengineer.com](http://thebookengineer.com)**

# Appendix #1

Where books sit in the branded content ecosystem

# Branded content across media

## The Book Engineer



# Some brands with books

## The Book Engineer

- The Smithsonian
- Atlas Obscura
- Magnolia
- American Girl
- The Home Edit
- HGTV
- The History Channel
- John Deere
- Lonely Planet
- Mindy Kaling
- Queer Eye
- Hot Wheels
- Girl Scouts
- America's Test Kitchen
- SXSW
- Barbie
- MUBI
- Girls Who Code
- Huggies
- Kate Spade
- Roblox
- Hallmark
- Sesame Street
- The Knot
- A24
- ... and many more



# Appendix #2

The Book Engineer case studies:  
more of the books we've created

# Brand case study

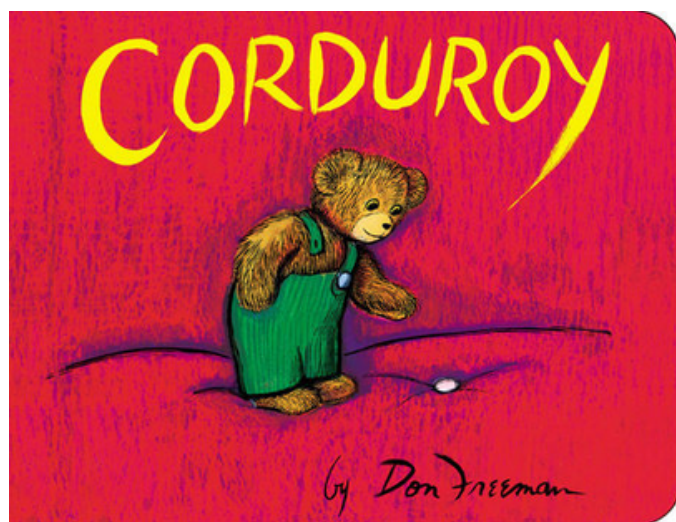
## The Book Engineer

**BRAND:** Corduroy

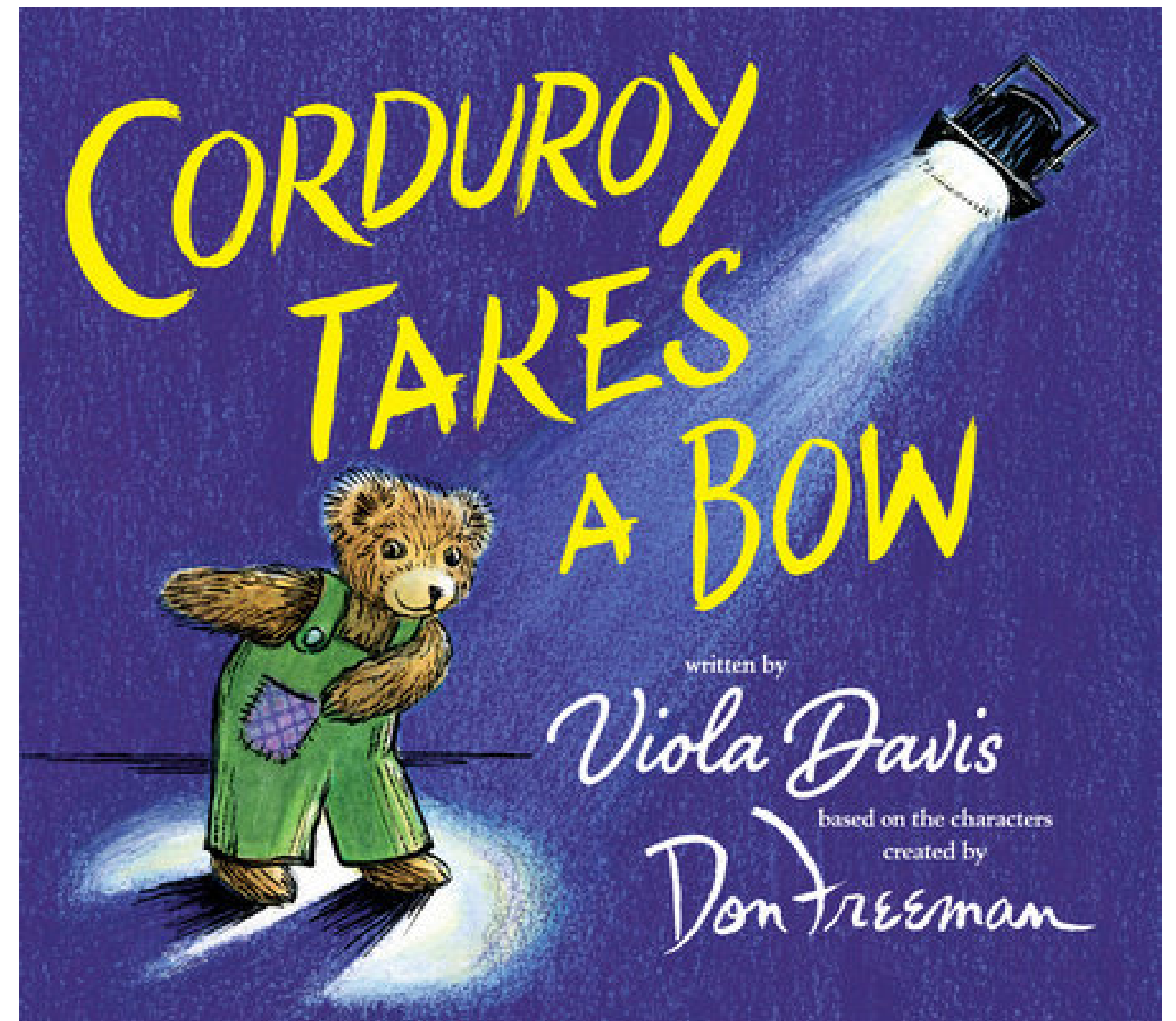
**TARGET AUDIENCE:** Children and parents, especially those who grew up with Corduroy

**BRAND VALUES:** Nostalgia, creativity, and independence

**GOAL:** To generate new attention for this beloved book on the occasion of its 50th anniversary



## WHAT WE MADE:



# Brand case study

## The Book Engineer

**BRAND:** The Women's March

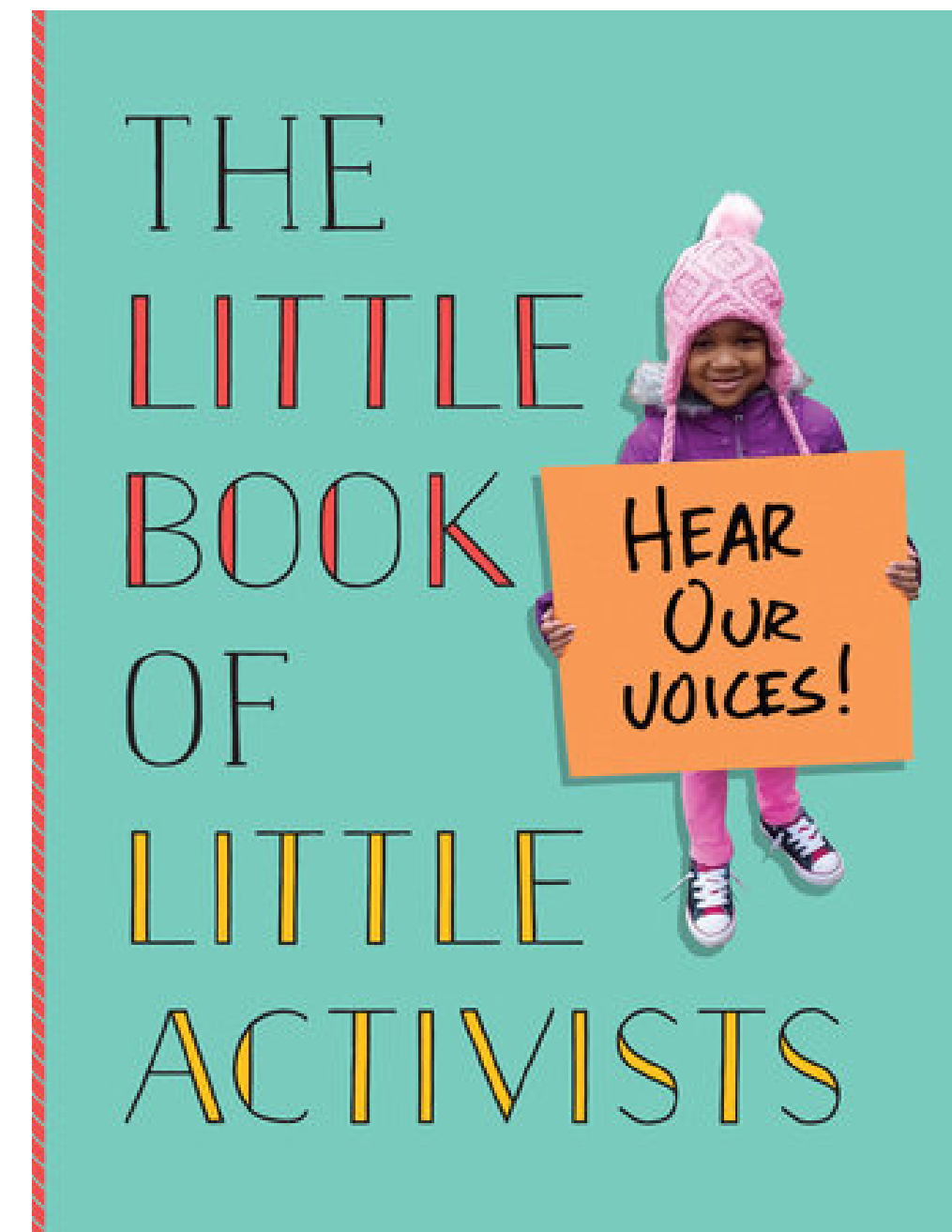
**TARGET AUDIENCE:** Politically engaged progressives

**BRAND VALUES:** Democracy, equality, diversity, and community engagement

**GOAL:** To commemorate the historic event with a feel-good gift for all ages



**WHAT WE MADE:**





# Brand case study

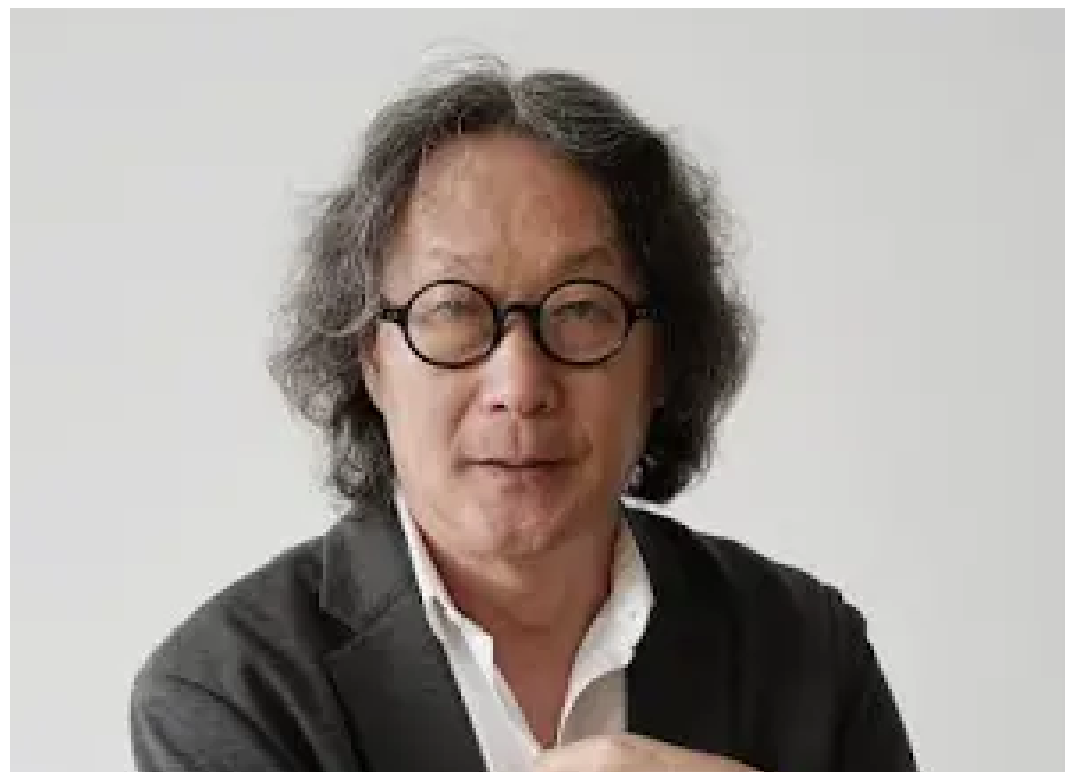
## The Book Engineer

**BRAND:** Xu Bing

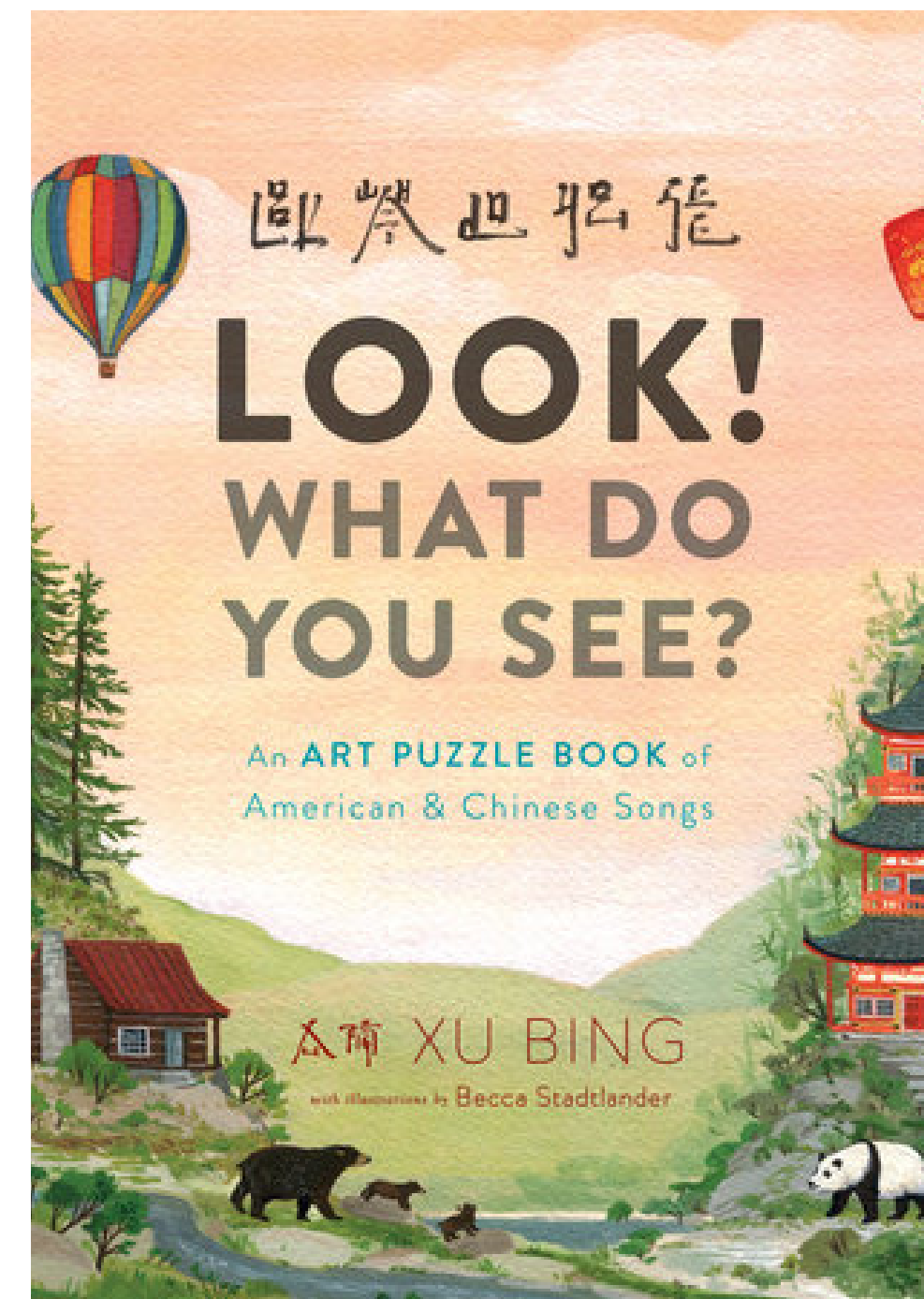
**TARGET AUDIENCE:** Contemporary art lovers

**BRAND VALUES:** Art, language, Chinese culture

**GOAL:** To share the acclaimed artist's "Square Word Calligraphy" in America



## WHAT WE MADE:



# Brand case study

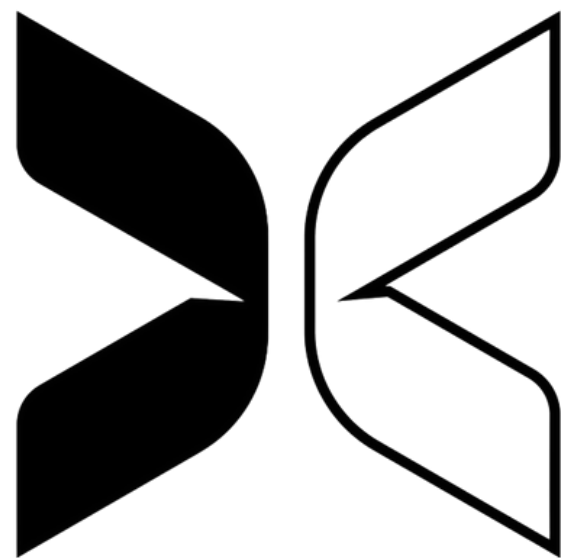
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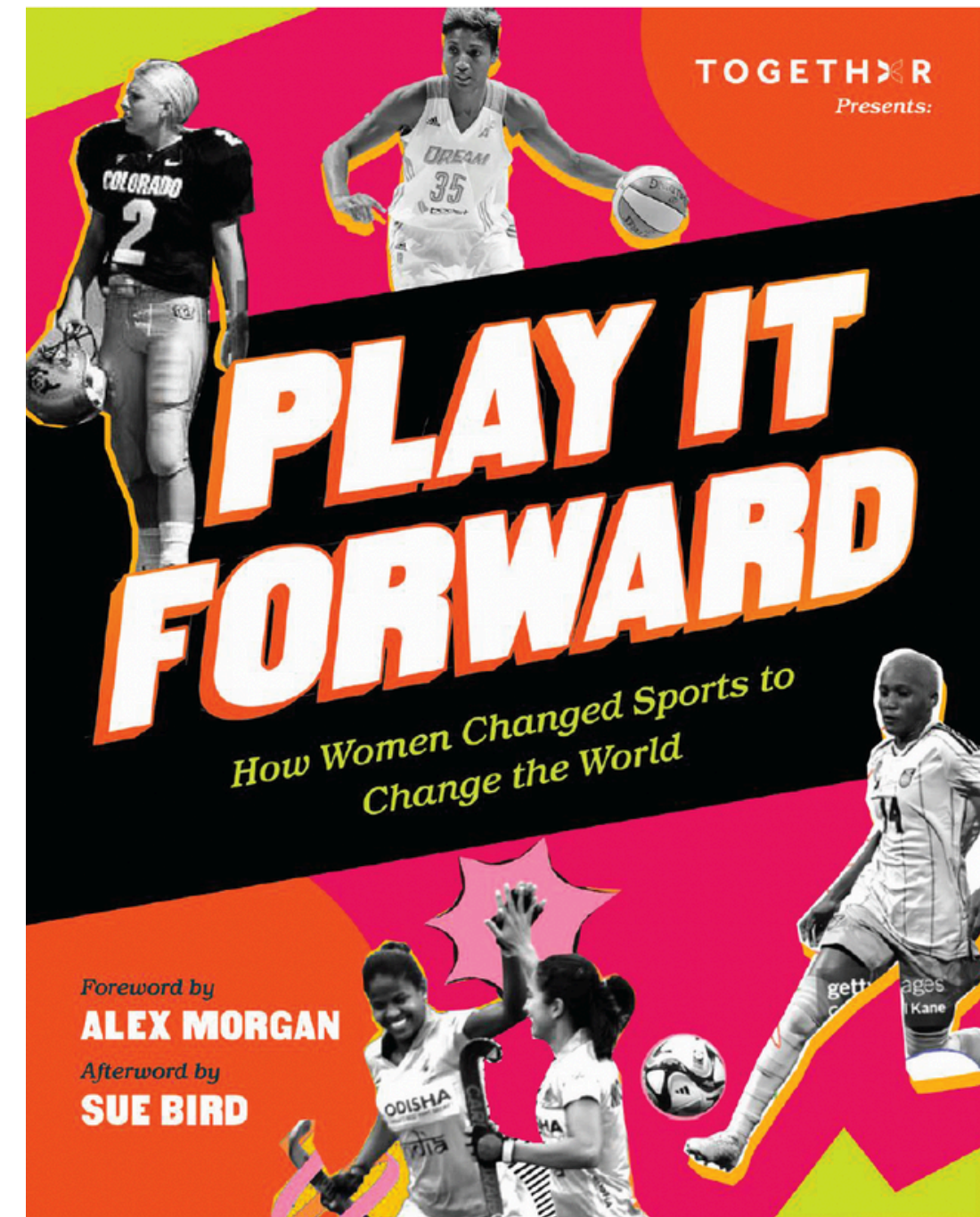
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**BRAND VALUES:** Promoting women's sports

**GOAL:** To expand audience, engagement, and IP library with a book publishing line



**WHAT WE MADE:**



# Brand case study

## The Book Engineer

**BRAND:** The University of Chicago Scavenger Hunt

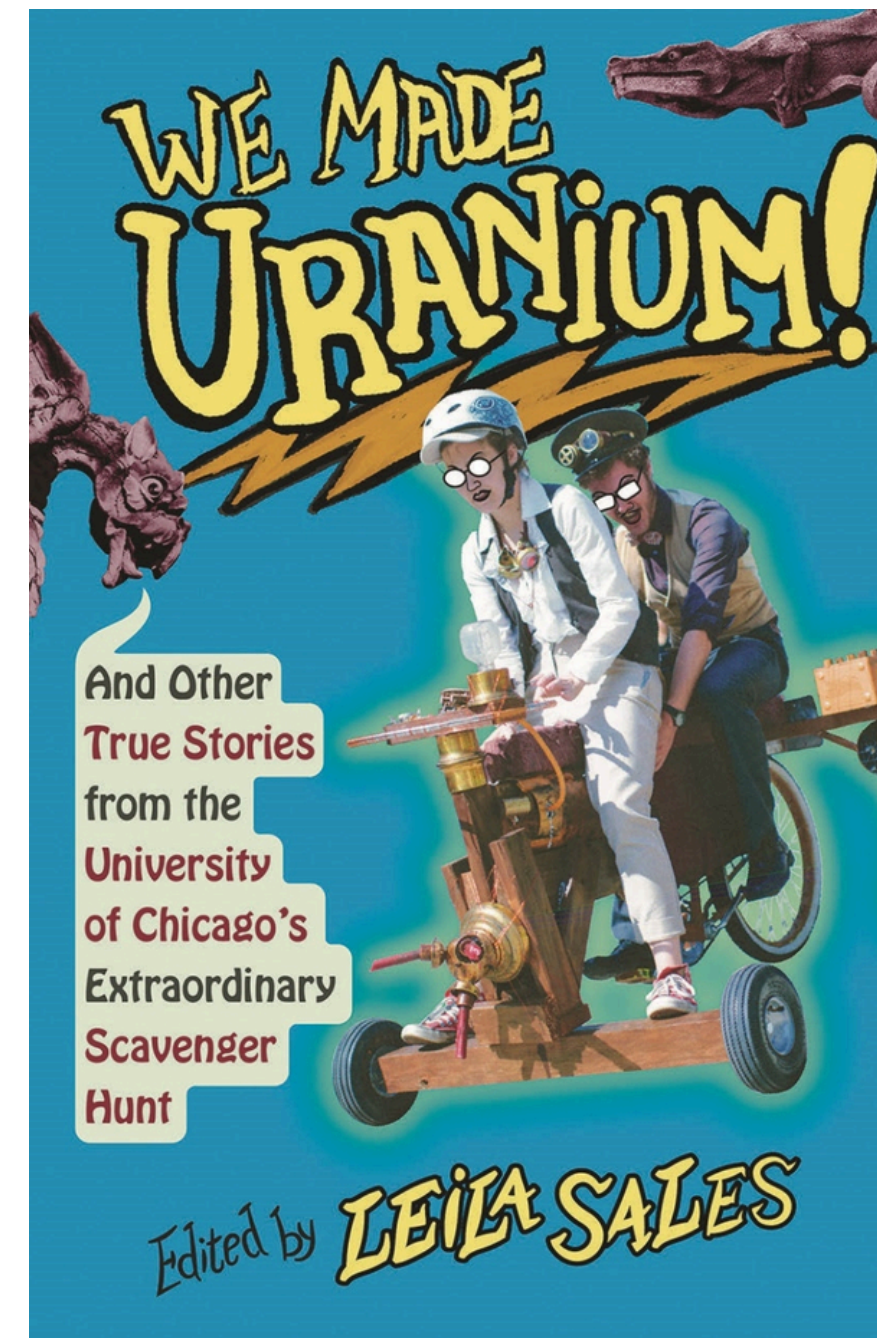
**TARGET AUDIENCE:** Prospective, current, and former students

**BRAND VALUES:** Creativity, play

**GOAL:** To encapsulate the university's famous annual tradition



## WHAT WE MADE:





# The Book Engineer

Let's make books.

[leila@thebookengineer.com](mailto:leila@thebookengineer.com)  
[thebookengineer.com](http://thebookengineer.com)