

Publishing Activity Sheet

Activity 1: Rate your skills

Complete the table below.

Column 1: Add three more skills or interests you think **commissioning editors** need.

Column 2: Give yourself a score from 1-5 for each one.

5 = I am good at this 1 = I would need to work hard at this

Column 3: List the school subjects that help you to develop this interest or skill.

Interest or skill	My score	Useful school subjects
Enjoy reading for pleasure		
Think creatively		
Work well as part of a team		
Total score	/30	<i>[Design note: delete bottom and right borders on this cell]</i>

Activity 2: Practise your skills

You are a **commissioning editor**. You want to commission a non-fiction book for young people, giving advice and information about careers in the creative industries. Working with a partner, brainstorm some ideas for the book title and record them in the space below. Underline the one you think is best.

Activity 3: Rate the job match

Match the job title from the list on the PowerPoint with the job description. Write it in column 1.

Do you think any of these jobs could be for you? Rate how each job matches your skills and interests by circling one of the icons in column 3.

[Design note: thumbs up icon] = A good match

[Design note: thumb sideways icon] = Not sure

[Design note: thumbs down icon] = Not a good match

Job title	Job description	Rate this job
1.	You will work closely with the publisher's clients and sales channels such as bookshops, supermarkets, online retailers, museums, galleries and subscription boxes. You need to have an interest in selling a product.	<i>[Design note: the three thumb icons in each box in this column]</i>
2.	You will deal with financial transactions in the publishing house such as issuing purchase orders and paying invoices from freelancers. You need to be good at Maths and want an office-based job.	
3.	You will be responsible for the sale and licensing of the publishing company's books in different countries and in different formats including foreign translations and digital editions. You need to be good at negotiating a deal.	
4.	You will research, design, create and test digital products for the publishing company such as websites and apps. You need an interest in coding and a knowledge of programming languages.	
5.	You will prepare, negotiate and review written agreements on behalf of the publishing company. You may need a business or legal qualification.	

Word power

freelancer: someone who is self-employed and hired to work for different companies on specific projects.

purchase order: a document sent by a buyer to a supplier detailing the goods or services they are expected to deliver.

subscription box: customers pay a set fee to have a selection of books delivered at regular intervals.

Publishing Marketing Challenge

1. **Target audience:** As a group, you need to agree answers to the question below:

- What genre is ***The Cracked Mirror***? (For example: crime, mystery, comedy, action-adventure, fantasy, Sci-Fi, romance, historical fiction.)
- What pseudonym (fictitious name) does the author use that suits the genre? (For example: Dirk Carver might write action-adventure novels and Sophie Swift romantic ones.)
- How old is your target audience? (For example: children aged 7-11, older children and teenagers aged 12-15, young adults aged 16-24; adults aged 25-44; adults aged 45 or over.)
- What hobbies and interests do they have? (For example: technology, solving puzzles, playing sport, drama, gaming, cosplay, history.)
- In what format do they consume books? (That is: physical books, eBooks, audiobooks.)
- Where are they most likely to read books or listen to audiobooks? (For example: on holiday, on public transport, at home, in a public library.)

Record your decisions in bullet points in the space below.

2. **Marketing strategies:** Talk about different marketing strategies to reach your target audience and persuade them to buy the book. Choose the **three** ideas you think will work best and list them below.

3. **Pitching your strategy:** Practise how you will present your ideas to your manager. You need to explain **why** you have chosen them and **how** they fit with the genre of the book and your target audience.

Extension Activity 1: Design a book cover

Plan

Questions to think about or discuss with a partner:

- What genre is *The Cracked Mirror*? What is the author's pseudonym?
- How old is your target audience and what are their interests?

- What is the title of your comparison cover?
- What makes this a good cover? Tip: think about the use of colour, the impact of the images and the font size and style. How do these capture the reader's attention and convey the genre of the story? What is the target audience these are designed to appeal to?

Create

Sketch the design for your book cover. Label it to explain:

- How you will make the title stand out.
- What colours you will use and how they fit the genre of the book.
- Whether the images will be photographs or original artwork, or a mix of both.
- How the design will grab the attention of the target audience.

Write the title and author of the comparison cover underneath your design.

Extension Activity 2: Career guide

These jobs in publishing were not explored during the lesson.

editorial assistant	audio assistant	head of data, insight and analytics	book seller
literary agent	designer	royalties manager	sales assistant
production assistant	press officer	digital marketing manager	publicity manager

Choose **three** of these roles to research.

Useful websites:

<https://www.publishers.org.uk/about-publishing/careers/>

<https://discovercreative.careers/explore/>

<https://nationalcareers.service.gov.uk/explore-careers>

What title did you choose for a career guidebook for young people?

Write the entries for the **three** jobs in the career guide.

Suggested sub-headings:

- What would I do?
- Who would I work with?
- What do I need to be good at?
- Do I need any qualifications or experience?
- How much could I earn?

The style needs to be informative and lively, to appeal to people your age.