A Slice of LifeRich: YOUR GUIDE TO PUBLISHING

What’s Inside

5 STEPS from Heart & Mind to Book & Beyond

Peek inside our book marketing toolbox.

We’ve got the publishing know-how:

- Fiction
- Cookbooks
- Nonfiction
- Children’s
What makes a life rich?

LifeRich Publishing, an imprint of Reader’s Digest, believes you have the answer.

That’s because you are inspired to take the road less traveled. You dare to gain a different perspective on the world around you. You don’t rely on recipes; you add your own flavor.

Reader’s Digest knows that it’s the little things that add up to a life well-lived: the people we share it with, the good times we create, and the joy that can surprise us in daily living.

LifeRich is here to help you share your experiences in a book. With educational resources and marketing opportunities from Reader’s Digest, you can use your words to bring smiles to faces, feed hungry souls, and pass along life lessons. Now it’s time to get started.

Become an author.
Let LifeRich Publishing be your guide.
5 STEPS
FROM HEART & MIND TO BOOK & BEYOND

Your idea, goals and words—that’s all you need to get started. See how LifeRich can help publish your book in five simple steps.

1. Start with a complimentary publishing consultation. One of our experts will answer your questions, walk you through the options, and give professional advice on your next steps.

2. Choose a LifeRich publishing package that matches your book’s needs. Discover more on the next two pages.

3. Send us your manuscript and work with our top-notch team of production professionals as they create the book of your dreams.

4. Build your marketing plan using LifeRich and Reader’s Digest tools that give your book the foundation to reach readers.

5. Once our team puts the finishing touches on your book and gets your stamp of approval, we’ll send you the very first copy. Let the celebration begin!

Your book could be advertised in Reader’s Digest magazine. Flip to page 6 to learn more.
LifeRich publishing packages can take you from aspiring writer to published author—and some even include tools to help spread the word. Take a look at these categories and learn how we can help you reach your unique goals.

IT’S A WONDERFUL LIFE

True stories connect people everywhere, across generations. They inspire, give fresh perspective on the present, and motivate us for the future. LifeRich Nonfiction packages let you share the experiences that have shaped you.

To succeed in life you need three things: a wishbone, a backbone, and a funny bone.

— Reba McEntire

RECIPE FOR SUCCESS

Whether you’re a home spun cook or a master gourmand, LifeRich is the connoisseur of publishing, bringing expertise and creativity to the table. Select Cookbooks packages even spice up your marketing plan by giving Taste of Home online readers a taste of your book.

Cooking is like love. It should be entered into with abandon or not at all.

— Harriet Van Horne
ENJOY THE JOURNEY

A novel, short story, fairy tale—whatever your specialty, LifeRich can ensure your story will live on in a published book. Our Fiction packages are designed to help you create a professional book that readers will enjoy for years to come.

“Everything I’ve ever done I don’t regret, as long as I enjoyed it at the time.”
— Katharine Hepburn

THE STUFF OF FAIRY TALES

Children’s books are more than bedtime stories. They inspire an early love of reading and teach the difference between right and wrong. That’s why LifeRich takes them seriously. Our Children’s packages go beyond the basics to bring your imagination to life through illustrations and storytelling apps.

“Don’t worry that children never listen to you; worry that they are always watching you.”
— Robert Fulghum

Your book will be available through online retailers, such as Amazon.com and Barnes & Noble.
Special Opportunities from Reader’s Digest

Reader’s Digest makes it easy to reach people that share your thirst for knowledge and passion for life. Their audience is excited to read, learn, and grow—a perfect match for the unique blend of experience and creativity you’ll share in your book.

We know telling your story is a powerful and personal experience. So it makes sense to have the marketing connections of Reader’s Digest, who have spent more than ninety years bringing the best stories to their extensive and loyal audience.

With the power of Reader’s Digest behind you, not only will your print and e-book be available on ReadersDigestStore.com, but you will also have access to top-notch marketing services to help you make a meaningful impact on your targeted audience, including:

- Banner advertisements on ReadersDigest.com
- Print ads in Reader’s Digest magazine
- Digital ads to connect with food lovers on TasteofHome.com

"Don’t waste a minute not being happy. If one window closes, run to the next window—or break down a door."

— Brooke Shields

"If you’ve lived well, your smile lines are in the right places."

— Jennifer Garner
YOUR MARKETING TOOLBOX

To build a following of readers, you need the right tools for the job. LifeRich has you covered.

ADVERTISING

Your book has the opportunity to be seen by millions through Reader’s Digest magazines and websites.

PUBLICITY

Savvy but supportive, a Publicist shows you the ropes and introduces your book to newspapers, book bloggers, local broadcasters, and other media.

EVENTS

Connect one-on-one with readers through local, national, and online appearances.

VIDEO

Bring your book to life or tell the story behind the book.

Celebrate what you’ve accomplished, but also raise the bar a little higher each time you succeed.

— Mia Hamm

If you don’t like the road you’re walking on, start paving another.

— Dolly Parton

Reader’s Digest brands provide expertly created and curated content to millions of consumers in the U.S. and Canada.
A life well-lived deserves a book well-published. Getting started is as easy as picking up the phone.

Tell Your Story

CALL 888-238-8637
LifeRichPublishing.com

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