Connecting in Your Niche

Panelists:
- Jenn Newens, West Margin Press
- Kyle Sullivan, Hazy Dell Press
- Kate Jordahl, True North Editions
- Brad Lyons, Chalice Press

February 20–22, 2020
Portland, OR

Practical Solutions for Big Ideas

Our Four Big Questions

• Tell us about your niche and how your company got there. Why did you choose this niche specifically?
• How do you find and reach your audience?
• Outside your organization, who has helped you expand your niche?
• Has your niche, or your understanding of it, changed over time? Do you plan to expand your niche or move into new ones?
• Created as a denominational publisher in 1911
• Progressive Faith and Social Justice

• Progressive Christian Living
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True North Editions

- Seeking authenticity through artistic expression. Books, photographs and portfolios.
True North Editions

SPRIT
Cultures in Transition

Oliver Klink

HAZY DELL PRESS


Collector Edition:
- Hardcover, slipcased, 11x14" format
- Photo paper deckle edge pages
- Slipcase and box components: 11x14""
Conjuring stories and characters that promote empathy, inclusiveness and imagination—and that parents enjoy as much as their children.
West Margin Press is committed to creating a better understanding of our world through purposeful content, engaging design, and authentic experiences.

Genres—nature and travel, history and memoir, literary fiction, food and lifestyle, photography, stationery, children’s titles, and Alaskana.

Alaska Northwest Books® is dedicated to nonfiction and children’s books specifically about Alaska. These books have a decidedly Alaskan point of view and bring insight into native cultures and Alaskan lifestyles.
Expanding into a New Niche

• Be true to your mission statement
• Tap into the strengths of your team
• Explore the bookstore—look for price points, formats
• Analyze the audience—who is your reader?
• Talk to agents—identify best practices
• Talk to your distributor—identify best practices
• Look into awards—identify what’s getting the attention
• Tie it to an existing genre on your list
• Don’t be a one-hit wonder—plan a strategy
• Be passionate about it

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