

**Book Information**

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Carton Qty 40

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Category Middle Grade

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Photos

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Marketing Mgr

Publicist Cathleen Brady

Production Steve Kim

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Selling With

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**Book Description**

In this highly illustrated, interactive (Choose Your Own Adventure) Worst-Case Scenario title, you are trying to become the youngest person ever to climb Mount Everest. You will make choices about your own survival and then experience the consequences of those choices. Will you summit Mount Everest and return to base camp safely, successfully earning the title of the youngest person ever to climb Mount Everest? Or will you be forced to turn back early, or worse...? Only you can determine your own fate.

**Key Selling Points****SALES HANDLE:**

A real-life, high-action interactive adventure, with dynamic comic-book style art designed to appeal to the middle grade boys who love our Worst-Case Scenario Extreme Junior Editions.

**KEY SELLING POINTS:****HOW THIS TITLE WILL BE DISTINCTIVE:**

\*Real-life adventure has all the learning value of nonfiction (kids will learn about mountain climbing and Himalayan culture) plus the fun and action of fiction.

\*It is highly illustrated, including at least 10 full page spreads of artwork. The artwork has a comic-book feel, which will appeal to graphic novel fans, and to fans of Diary of a Wimpy Kid.

\*It will appeal especially to people buying books for reluctant readers because of the visual components and because the Choose Your Own Adventure component allows readers to finish reading one plot line relatively quickly.

\*Previous Choose Your Own Adventure novels have consequences that feel arbitrary. This novel will have very clear goals and consequences, and will reward good judgment. There is only one path, called the "golden path," that will get you to the top of Mt. Everest and back to base camp safely, and give the reader the title of youngest person ever to climb Mt. Everest.

**SPEAK TO THE EXISTING TREND/DEFINE CONSUMER:**

This book will appeal primarily to parents and grandparents of middle grade boys, especially to middle grade boys who enjoy action and adventure stories and a fast-paced plot line. The fans of our top-selling WCS Junior Extreme will also love this title.

**QUANTIFY VALUE:**

This is a highly illustrated book with a metallic spine for \$12.99 (the same price as 39 Clues, which is also paper over board, but the 39 Clues books have a smaller trim size, no illustrations, and no metallic spine, though they do have some gloss on the cover).

**NOTABLE AUTHORS OR CONTRIBUTORS TO THE PROJECT:**

An actual climber, named David Morton, is consulting on the project. He has summited Mt. Everest five times! And he has been consulting on this project from the base camp of Mt. Everest.

**RELEVANT SALES COMPARISONS OR SALES INFO:**

Sales for Choose Your Own Adventure novels and Worst-Case Scenario titles remain strong.

**Consumer**

This book will appeal primarily to parents and grandparents of middle grade boys, especially to middle grade boys who enjoy action and adventure stories and a fast paced plot line.

It will appeal to older fans of Diary of a Wimpy Kid, because this has both a comic book and a text component, like Diary of a Wimpy Kid.

It will appeal to fans of books like the Percy Jackson series, because this also has a plot line with a sense of adventure.

It will appeal to fans of survival books like Hatchet, Leepike Ridge, Peak, and Alabama Moon, and to boy scouts and other outdoorsy kids.

It will also appeal to Worst-Case Scenario fans and Choose Your Own Adventure fans.

**Marketing Plans**

- \* Trade and consumer advertising campaign (Boy's Life, Nat. Geographic Kids, Discovery Kids, etc.)
- \* Full-color poster (TBD)
- \* Video trailer using real footage from Everest climb
- \* Updated WCS Jr. landing page at [www.chroniclebooks.com/worstcasejunior](http://www.chroniclebooks.com/worstcasejunior)
- \* Guest blogging from an Everest climb
- \* Digital BLAD
- \* Choose-your-own-BEA-adventure pamphlets mailed prior to show to generate buzz
- \* Promotional materials (sell sheet, praise/awards sheet, background on climbing advisor, intro to series letter from authors)
- \* Interview with climbing advisor/Everest expert (digital and print)
- \* Corporate partnership outreach (Wild Science, Discovery Kids, University Games, etc.)
- \* Possible consumer contest (win a Skype visit from Everest advisor/expert to your classroom, win a rock climbing class, or win a climbing class taught by the Everest advisor/expert)

**Publicity Plans**

- \* Choose-your-own customized press kits
- \* Pursue Jordan Romero (youngest person to climb Mt. Everest) for endorsement, CB blog post, etc
- \* Pitch guest blogging from an Everest Climb to PW or other media
- \* Classroom events via Skype

**Author/Artist Information**

David Borgenicht is a writer, editor, publisher, and co-author of all the books in The Worst-Case Scenario Survival Handbook series. He lives in Philadelphia.

David Morton has reached the summit of Mt. Everest six times and is one of the premier international expedition leaders operating today. In addition to Mt. Everest, David has guided and climbed the Seven Summits (the highest peak on each continent), and participated in climbing trips to Pakistan, Mongolia, Tibet, Nepal, and across the Americas. Travelling extensively throughout the world, David spends his time working as a professional mountain guide and photographer.

Bill Doyle was born in Lansing, Michigan, and wrote his first mystery when he was eight. He loved seeing the shock on people's faces when they discovered the identity of the story's villain—and knew then that he was hooked on writing. Bill has written for Sesame Workshop, LeapFrog, Scholastic, Rolling Stone, TIME For Kids and the Museum of Natural History. He lives in New York City with a mysterious dachshund named Esme.

**Competition**

What If . . . Everyone Knew Your Name (A Choose Your Destiny Novel) by Liz Ruckdeschel and Sara James (Delacorte Books for Young Readers, 9780385732963, \$8.95, paperback, 340 pages, young adult, June 2006) BookScan: 93,193

The Way of the Jedi #1 (Star Wars: The Clone Wars) (Decide Your Destiny) by Jake T. Forbes (Grosset & Dunlap, 9780448450025, \$4.99, paperback, 144 pages, ages 9-12, October 2008) BookScan: 81,161

The Abominable Snowman (Choose Your Own Adventure #1) / R. A. Montgomery / May 2006 / \$6.99 / 9781933390017 / BookScan: 73,169

Race Forever (Choose Your Own Adventure) by R. A. Montgomery and Sittisan Sundaravej, illustrated by Kriangsak Thongmoon (Chooseco, 9781933390079, \$5.99, paperback, 144 pages, ages 9-12, May 2006) BookScan: 25,128

Your Very Own Robot (Choose Your Own Adventure—Dragonlark) / R. A. Montgomery / Chooseco / April 2007 / \$6.99 / 9781933390529 / BookScan: 22,298

What If . . . Everyone Was Doing It (A Choose Your Destiny Novel) by Liz Ruckdeschel and Sara James (Delacorte Books for Young Readers, 9780385735025, \$8.95, paperback, 272 pages, young adult, December 2007) BookScan: 17,888

Lost on the Amazon (Choose Your Own Adventure) by R. A. Montgomery (Chooseco, 9781933390093, \$5.99, paperback, 144 pages, ages 9-12, August 2006) BookScan: 17,270

Scream Shop 1: Abracadanger by Tracey West, illustrated by Brian W. Dow (Grosset & Dunlap, 9780448432243, \$4.99, paperback, 128 pages, ages 9-12, August 2003) BookScan: 6,857

Peak / Roland Smith / Harcourt / Aug 2008 / \$6.95 / 9780152062682 / BookScan: 50,633  
Description: A YA novel about a boy who is attempting to be the youngest person ever to climb Mt. Everest.

Meanwhile: Pick Any Path, 3,856 Story Possibilities / Jason Shiga / Amulet / March 2010 / \$15.95 / 9780810984233 / BookScan: 3,863

UK Competitive Titles:

To the best of our knowledge, there are not any additional UK competitive titles.

**Comparable Titles**

Worst-Case Extreme Junior Edition / Aug 2008 / \$9.99 / 9780811865685 / 79,501 gross / 22% returns

Worst-Case Junior Edition / Aug 2007 / \$9.95 / 9780811860659 / 66,516 gross / 30% returns

Worst-Case Weird Junior Edition / March 2010 / \$10.99 / 9780811874380 / 5,908 gross / 0% returns

**Sales And Marketing Ideas**

- \*National print and online consumer advertising campaign
- \*Video trailer
- \*Possible bookseller contest (with extra discount incentive)
- \*WCS Jr. landing page updated with excerpts, videos, new author interview, and possible interviews with kids who have climbed Everest
- \*Pitch author for major regional events
- \*WCS Jr. series sell sheet
- \*Pursue online and corporate partnerships (Wild Science, Discovery Kids, University Games)
- \*Chronicle book blasts
- \*Facebook and Twitter promotion/giveaways

\*Pitch book for summer adventure reading round-ups

\*Behind-the-scenes post on the Chronicle Books Blog (i.e., the making of a choose-your-own-adventure story)

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