

Land of... Children's Books Speaking Points

June 2023

1 – The Land of... Children's Books is a new book series that is being hailed as "A modern day Dr. Seuss with a contemporary twist and an important message for kids."

2 – These Lands take readers of all ages on grand adventures where they learn how to navigate life's terrain, and learn new life skills, all with fun rhymes and brilliant illustrations. They provide very important resources for these stressful times.

3 – These books are written and published by Utah native and Park City resident Katie Mullaly, and illustrated by British artist, Toby Allen.

4 – There are 5 books available now, with book #6 coming out spring of 2024:

- **Land of ENOUGH** teaches readers the power of gratitude and that we have and are enough when we use a little appreciation. Released June 2023.
- **Land of NOW** shows you how to be in the present, the NOW, by letting go of your useless thoughts. Released November 2018.
- **Land of I AM** teaches readers how to get past the negative labels we give ourselves (the I AMs that we use) and out to our best selves. Released November 2016.
- **Land of AND** is an adventure in inclusion and embracing differences. Released November 2015.
- **Land of OR** takes readers on a journey of good choice making. Released August 2015.

5 – Each Land comes with a travel guide, activity kit, and tools for parents and teachers to continue the journeys and lessons.

6 – Our next book will be **Land of What IF** and it will be about how to deal with uncertainty.. Coming summer of 2024.

Book-related topics and questions for Katie:

(Interviews with Katie and Toby might be possible depending on Toby's availability.)

General Book and Production Questions

- How did you get started writing children's books?
- Where did the idea for Land of... Children's Books come from?
- How did you find Toby Allen and how do you work together with him in the UK?

- Why did you write it in a Seussian-style of verse?
- Why did you choose to start your own publishing company instead of following the traditional route?
- How did you decide on the settings and Lands for each book?
- What other Lands are you working on or planning on creating?

Book Content and Series Purpose Questions

What are some fun bits about the books?

- **Land of ENOUGH** was written during the start of the COVID-19 pandemic and it helped her and Toby stay centered during that trying time.
- **Land of NOW** was patterned after the story of the Buddha and in the end the Tetons appear, one of Katie's favorite places.
- **Land of I AM** was set in a maze of warped mirrors that represent the ways we distort our own images.
- **Land of AND:** the hat that the guide wears is the hat that my father wore on the river every weekend when I was a kid growing up in Vernal.
- **Land of OR:** the options for your choice are all based after petroglyphs from southern Utah.

What do you hope the series will bring to readers of all ages and what do you want them to get out of reading your books?

Sales and Events Questions

Where can we go for more information on the book and this series?

- Visit our website at www.LandofChildrensBooks.com

Where are they available for purchase?

- Visit our website at www.LandofChildrensBooks.com
- The books are also available on Amazon in paperback and Kindle format.

Other Topics to Discuss with Katie

Self-Publishing

- Why did you decide to self-publish?
- What is the difference between traditional publishing and self-publishing and why choose one or the other?

- How do you layout your book and text.
- How do you work with an illustrator.
- What are the actual steps to publish a book?
- What are the printing options and costs for a children's book?
- Challenges of self-publishing a hardcover children's book.
- What are the ways to sell a self-published children's book?
- Is it really worth the time, money, work, and unknowns?
- Where can people buy the *Self-Publishing Your Children's Book*?
- The book is available at Amazon: <https://www.amazon.com/Self-Publishing-Your-Childrens-Book-Practical/dp/1947459074/>

Selling at Outdoor Markets and Events

- Are outdoor markets and events good places to sell?
- How many do you do in a year?
- What percentage of your book sales comes from these markets?
- Why did you write a book on selling at outdoor markets?
- What equipment do you need to have?
- What are some things you need to plan for?
- What are some things you need to have?
- Where do you find these markets and how do you apply?
- Where can people buy your *Outdoor Market Survival Guide* book?
- The book is available on Amazon: <https://www.amazon.com/Outdoor-Market-Survival-Guide-outdoor-ebook/dp/B07PR64FJL/>