

Childress Ink ~ Ink-a-Dink **Media Kit**



ChildressInk.com



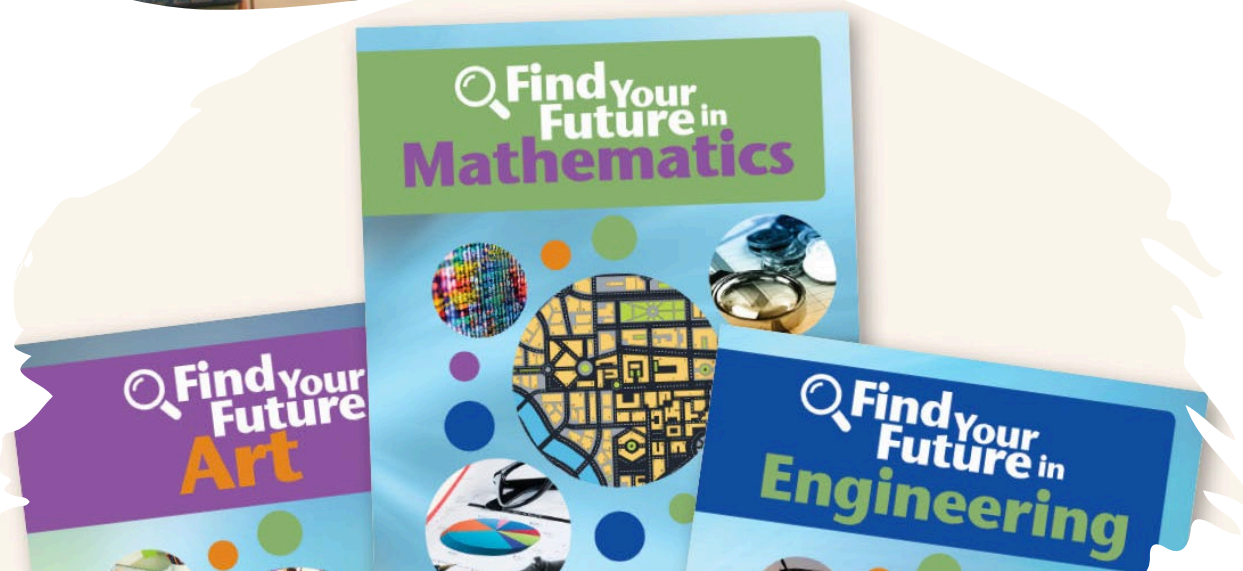
Ink-a-Dink.com



About

Founded by award-winning editor, author, speaker, and reviewer, Kim Childress, whose publications include [Find Your Future in Art](#), [Childress Ink](#), [Book Reviews](#), *Girls' Life*, “Must-Read” column, book editor, 1994-present, plus 100s of additional books, articles and short stories for children and adults. Childress Ink started as a book review site to share books that couldn't fit in the *Girls' Life* column. From there Childress Ink developed into a freelance editing service and author site, eventually evolving into an employee-owned product development company. Since its founding in 2014, Childress Ink has helped produce over 40 titles--and counting!

The addition of an affiliate bookstore, Ink-a-Dink.com, helps further the mission of sharing books and community give-back, local and world-wide. A member of the American Booksellers Association and official Indie bookstore, Ink-a-Dink partners with publishers to provide free resources, reduced prices, and bulk ordering, in order to help parents, schools, libraries, museums, and those experiencing funding cuts. Plus, a portion of all book sales benefits Herizon Music Foundation, uplifting the next generation of women in music.





What we believe ...

Why Books Matter

Books have the power to save lives and affect change.

Childress Ink Product Development

Mission:

Seek out and share books of excellence, guide authors in their craft, and strongly represent our clients throughout the publishing process and industry.

Ink-a-Dink Bookstore & Boutique

Books for kids of all ages and their adults

Mission:

To instill the love of reading to the next generation and get books into the hands of more readers.

Community give-back:

Through publisher initiatives, partnerships local and world-wide, we provide donations, discounts, and free resources for parents and educators.

A portion of all book sales benefits Herizon Music Foundation.



A large, irregular pink brushstroke shape that serves as a background for the title text.

On Every Project

Kim Childress and her team seek to be a trusted source of meaningful and timely insight about every stage of the publishing process.

Emphasizing Relationship above Numbers

Behind every data point is a current or potential reader, and we are passionate about understanding them.

By understanding readers, we better equip our team and retail partners to share their personal stories and poignant messages into the hands of readers.

We work to get the words of our clients into the hands and hearts of more readers every day.

Services: Broad

- Editorial development: all stages, ages and genres
- Content Provider and Management
- Professional Marketing and PR Firm
- Targeted Campaigns, Direct and Social Media
- Branding and SEO
- Partnering with publishers on literary initiatives
- Book reviews, book clubs
- Author interviews and reviews
- Select Literary Representation





What We Do

Using a variety of audience-targeted tools and panels to provide full-service research capabilities, we provide targeted audience consumer insights, examples include:

- Website creation with author
- Content creation and management
- Content marketing
- Assist in creation and optimization of author platforms
- Describing and measuring current and potential audiences
- Refining messaging and media targeting for marketing support
- Tracking awareness, readership, and loyalty performance metrics
- Identifying relevant trends and growing behaviors impacting audiences



Professional PR Agency

Helping authors be their own best PR reps!

- Lists of 1000s of professional contacts made over 30 years, divided into categories as bookstores, media, annual events, libraries, schools, literacy foundations, and more
- Professional, timely press releases
- Explore and expand niche marketing
- Direct, targeted campaigns, via email and snail mail
- Targeted local campaigns, including multi-media
- Ongoing direct outreach to media professionals
- Targeted direct outreach to librarians and educators
- Pre-book buzz
- Early endorsement campaigns
- Regular speaking events provide full promotion and bookselling opportunities
- Organizing PR events and opportunities.
- POS book purchasing for sales and events

 SCHOLASTIC

Parents Night

Keeping Kids Engaged As Readers

WEDNESDAY, FEBRUARY 10 @ 7PM EST



hosted by
John Schu



Pam Allyn
Co-Authors of *Every Child a Super Reader*



Ernest Morrell
Creative Director of Graphix



Phil Fallick
Creative Director of Graphix



Andrea Davis Pinkney
Vice President,
Executive Editor



Lauren Tarshis
Author of the
I Survived series



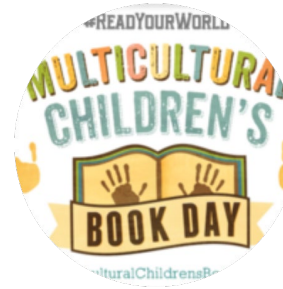
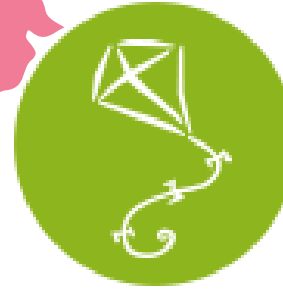
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Engaged Followers

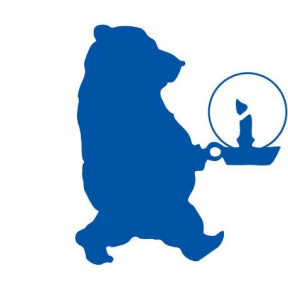
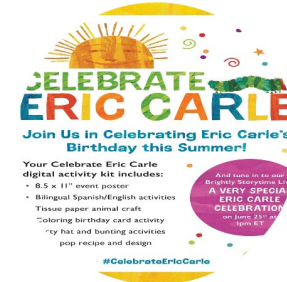
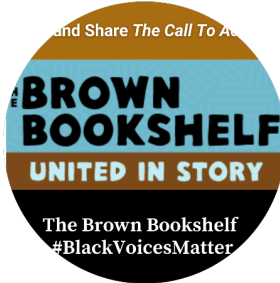
- Authors
- Editors
- Publishers
- Parents
- Educators
- Gatekeepers
- Passionate Readers

Childress Ink ~ Ink-a-Dink

*Partnerships &
Events*



Partnerships & Events



Blue Christmas Concert

... and Festivus for the rest of us!

Saturday, Dec. 10th @ 4:30pm

Opal Divine's 2200 S. Interstate 35, ATX

benefiting: Horizon Music Foundation, Texchromosome, Girls Rock Austin

"RAFFLE"
"SILENT AUCTION"
"OPEN BUFFET"
"DENIM COSTUME CONTEST"
"FAMILY FRIENDLY"

STEM READS

THE LAST MAPMAKER

GRAB YOUR FREE COPY OF THE LAST MAPMAKER!

The Stars in April

A captivating, honest, lovingly told story of a young girl's courageous journey. If you only read one book about the Titanic, read this one!

—Francisco X. Stork, Award-winning author many books for young adults, including his latest, *Illegal*

By Peggy Wirgau

Coming March 27, 2021
IlluminateYA

Preorder 40% off
Until March 7, 2021
Ink-A-Dink.com

illuminateYA IRON STREAM MEDIA

Saint Charles

CPESHOW.COM

CHRISTIAN PRODUCT EXPO
FALL 2021
AUGUST 15-17
ST. CHARLES MISSOURI

STEM READS



KINDNESS CARDS

by dord and Lemonaid

Girls' Life Magazine @girlslifemag

"Jane Eyre" meets "The Haunting of Hill House" in this gothic horror story. WIN #WhereTheBriarsSleep here: girlslife.com/free-stuff/4712



USE YOUR VOICE. IT'S NOT A CHOICE.

Childress Ink ~ Ink-a-Dink

Sample Campaigns

BOOK OF THE MONTH!

THE STARS IN APRIL

Titanic Book Club for Children



COMING JANUARY 29, 2021

MULTICULTURAL CHILDREN'S BOOK DAY

#READYOURWORLD

THE COMPLETE STORY OF SADAKO SASAKI AND THE THOUSAND PAPER CRANES

FEATURED AS ONE OF THE TOP "BEST NONFICTION BOOKS FOR MIDDLE SCHOOL READERS"

BY BOOK RIOT

Make Your Break

WITH ALYSHIA HULL



Make Your Break Brand Ambassador!

Are you a fan of Make Your Break? Are you in love with social media? If you answered yes, apply to our brand ambassador program today.

YOU'RE INVITED TO PLAY SMALL PRESS JEOPARDY!

WORLD READ ALOUD DAY

LitWorld #WorldReadAloudDay #WRADChallenge

SCHOLASTIC Parents' Night

Keeping Kids Engaged As Readers

WEDNESDAY, FEB 10 @ 7PM EST

Hosted by John Schu

Laura's Lil Library

The Legend of the Fairy Stones

FAIRIES! WHAT'S NOT TO LOVE?

This whimsical picture book full of folklore and art takes readers to a land of "amazing" fairies and their journey through the world of evils and ill will.

bit.ly/GL-Fairystones

Team Childress Ink ~ Ink-a-Dink



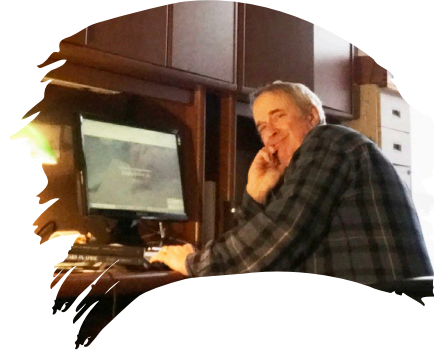
Kim Childress

Title



Diana Vilic

Title



Robert Carter

Title



Kelly White

Title



Laura Standel

Title



Paul Childress

Title



Kim Childress Online

Website

LinkedIn (4K)

Facebook (2.2K)

Goodreads (322)

Instagram (429)

Pinterest (100)

Personal Blog (2K)

One Writer's Musings



Childress Ink Online

ChildressInk.com

Blog

(Writing & Industry News)

PR.Com

Facebook (1.6K)

Instagram (91)

YouTube

Eventbrite



Ink-a-Dink Online

(We're Just Getting Started!)

Ink-a-Dink.com

Blog

(All things books)

Facebook

Instagram

Pinterest

YouTube

Eventbrite

TikTok



Diana Vilic Online

Website

Blog

Twitter (1.7K)

LinkedIn (1K)

YouTube

TikTok (2.7K)

Instagram

Pinterest (300)

@dvpictures

Social Media

