

November's Big Book

Simply More by Cynthia Erivo

This kit makes it easier than ever to promote read-alikes for the hottest new releases. Choose from customizable Canva templates to highlight your own recommendations or ready-to-use assets featuring read-alike picks from our expert librarians. Spread the word using social media copy for both pre-release and post-release promotions. Whether you're building excitement before launch day or keeping the buzz going after, this kit has everything you need get great books into readers' hands!

List of Toolkit Items

2

Canva Templates

Images with customizable copy and jacket covers to ensure you can promote the read-alikes of your choosing or your library's own Big Book!

5

Read-to-Use Assets

A set of images promoting read-alikes suggested by OverDrive librarians. No customization needed.

2

Suggested Copy

Ready-to-use social media copy and descriptive image text for your social media posts.

Canva Templates

To create a customized version of this kit, open the **Canva link here** or the shortcut provided in the marketing kit.

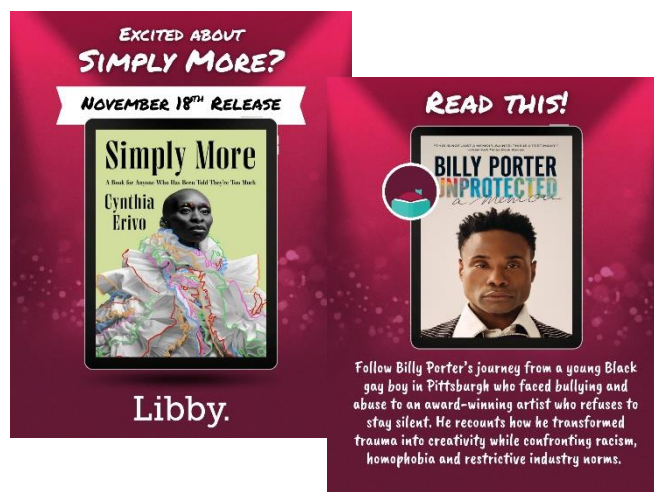
You can find tips and tricks for saving jacket cover images in the marketing kit, as well.



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Ready-to-Use Assets

Don't have time to customize your own graphics? You can use these ready-to-use versions with recommendations from our OverDrive librarians.



Social Media Copy

Holds list

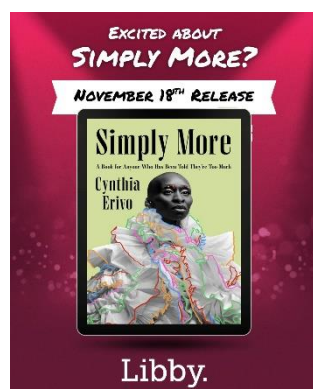
Your spot in line for *Simply More* is safe. While you hold tight, grab a readalike that echoes Cynthia's journey through artistry, identity and standing in your power. Find them in the Libby app! #BigBookReadalikes

After reading

If Erivo's reflections on balancing her body, mind and artistry pulled you in, you're going to devour our readalikes full of fierce performers, memoir magic and unapologetic self-belonging. Find them in the Libby app! #BigBookReadalikes

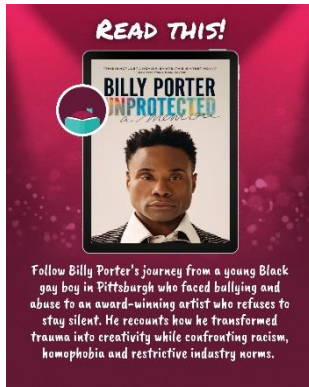
Descriptive Image Text

When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image text (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image text to your social media posts.

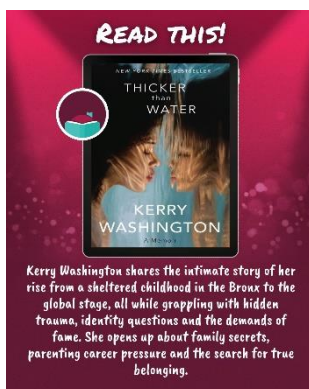


An ebook cover of *Simply More* is displayed on a tablet. The cover is a light lime green background. Cynthia Erivo is pictured from the waist up wearing a white dress with colorful ruffles. Text at the top reads: "Excited about *Simply More*?" and below it, "November 18th Release" in bold white lettering. The Libby app logo appears at the bottom of the image against a pink background.

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An ebook cover of *Unprotected* is displayed on a tablet. The cover is light gray and pictures Billy Porter from the shoulders up, looking serious. Text at the top of the image says “Read This!” in bold white letters. Below the tablet, white text describes the story: “Follow Billy Porter’s journey from a young Black gay boy in Pittsburgh who faced bullying and abuse to an award-winning artist who refuses to stay silent. He recounts how he transformed trauma into creativity while confronting racism, homophobia and restrictive industry norms.” A Libby app logo appears to the left of the tablet.

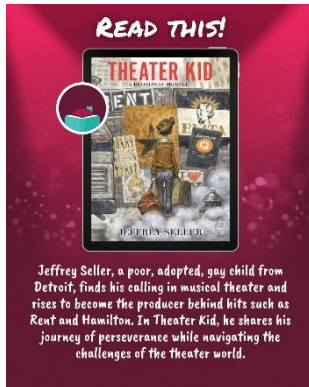


An ebook cover of *Thicker than Water* by Kerry Washington is displayed on a tablet. The cover pictures Kerry Washington closing her eyes at the surface of water. Her reflection is distorted by ripples in the water. Text at the top of the image says “Read This!” in bold white letters. Below the tablet, white text describes the story: “Kerry Washington shares the intimate story of her rise from a sheltered childhood in the Bronx to the global stage, all while grappling with hidden trauma, identity questions and the demands of fame. She opens up about family secrets, parenting career pressure and the search for true belonging.” A Libby app logo appears to the left of the tablet.

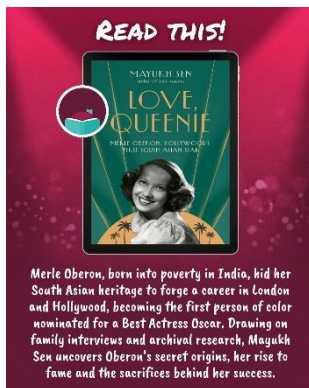


An ebook cover of *Bits and Pieces* by Whoopi Goldberg is displayed on a tablet. The cover is white with an image of Whoopi Goldberg in a white button up resting her head in her hands. Text above the tablet reads “Read This!” in bold white lettering. Below, white text describes the story: “Whoopi Goldberg candidly reflects on the life and loss of her mother, Emma Johnson, and her brother, Clyde. Piecing together memories of love, conflict, humor and grief, she processes what it means to live without the people who shaped her most deeply.” A Libby app logo appears to the left of the tablet.

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An ebook cover of *Theater Kid* by Jeffrey Seller is displayed on a tablet. The cover is an illustration of a person with luggage looking at a wall of posters for theater and the New York City subway. Text at the top of the image says “Read This!” in bold white letters. Below the tablet, white text describes the story: “Jeffrey Seller, a poor, adopted, gay child from Detroit, finds his calling in musical theater and rises to become the producer behind hits such as *Rent* and *Hamilton*. In *Theater Kid*, he shares his journey of perseverance while navigating the challenges of the theater world.” A Libby app logo appears to the left of the tablet.



An ebook cover of *Love, Queenie* by Mayukh Sen is displayed on a tablet. The cover is Green with gold rays of the sun rising from the bottom. A picture of Merle Oberon smiling appears under the title. Text at the top of the image says “Read This!” in bold white letters. Below the tablet, white text describes the story: “Merle Oberon, born into poverty in India, hid her South Asian heritage to forge a career in London and Hollywood, becoming the first person of color nominated for a Best Actress Oscar. Drawing on family interviews and archival research, Mayukh Sen uncovers Oberon’s secret origins, her rise to fame and the sacrifices behind her success.” A Libby app logo appears to the left of the tablet.