

The Bibliophile Oracle Deck Proposal
By Lindsey Smith and Alexandra Franzen

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Overview

The Bibliophile Oracle Deck: A Deck and Guidebook for Book Lovers, Writers, and Literary Aficionados

There are oracle decks for people who love fairies, mermaids, goddesses, angels, and more. Now, there's an oracle deck for book lovers and writers!

Pull a card from *The Bibliophile Oracle Deck* to set an intention for your day, to get direction when you feel lost, or to spark creativity as you dive into a new project.

Whether you're a writer, reader, English major, lover of libraries and bookstores, or all the above, you'll treasure this deck.

Cards such as:

- The Editor

What could you subtract from your life in order to create more space, simplicity, and joy?

- The Librarian

There's something you want to find—and it's closer than you think. At your fingertips, you already have the information that you seek.

- The First Draft

You can't reach the finish line, if you never begin. Take a step forward. Whether it's one sentence, one messy page, or more, celebrate that you're moving in the direction you want.

- The Plot Twist

There could be a sudden, unexpected surprise today—and this isn't necessarily a bad thing. A shocking twist might send you on the adventure of a lifetime.

The Authors

Alexandra Franzen (who goes by “Alex”) is the best-selling author of 6 books: 4 non-fiction and 2 novels. You’ve seen her work mentioned in Tim Ferriss’ newsletter, and in places like *USA Today*, *The New York Times Small Business Blog*, *The Los Angeles Times*, and more.

Aside from writing books of her own, she works as a copywriter for top brands, teaches courses on writing and communication skills, and has led writing workshops in 18 cities around the world.

Alex deleted all of her social media accounts 8 years ago. She’s known for writing essays on how to quit social media and to unplug more. She wants to inspire people to spend less time on their phones—and more time reading, writing, and enjoying this one brief and precious life. For more than a decade, she’s been curious about finding better ways to work and live, writing prolifically on these topics for publications like *Newsweek*, *Time*, *Forbes*, and beyond.

Lindsey Smith is the best-selling, award-winning author of 8 books. Lindsey’s most recent book, *Eat Your Feelings*, discusses the connection between nutrition and mental health. The book won a Silver Award at the Living Now Book Awards and was named one of top self-help books to help you live your best life by *Atlanta Journal-Constitution*.

Lindsey began her career in the field of nutrition, building a successful brand as The Food Mood Girl with an international fanbase. She gradually realized that her greatest passion is books (not baking or meal prep) and transitioned into a successful career in writing and book pr/publicity.

You’ve seen Lindsey featured in *O, the Oprah Magazine*, *Cosmo Magazine*, and *Brit + Co*. She dabbles in stand-up comedy and has given engaging presentations at Google Talks, on TEDx stages, and more.

Alex and Lindsey have been friends for 10 years. Both have been successfully self-employed for the last decade, running their own companies.

Together, they launched Get It Done to provide editing, proofreading, design, publishing, and distribution services for people who want to write a book. They have helped more than 650 clients achieve the dream of becoming an author.

They are fulfilled their own bibliophile dreams by opening a brick-and-mortar bookstore, One Idea Books & Gifts, in Pennsylvania.

Promotion

Lindsey and Alex are a marketing team's dream. They are seasoned professionals who understand marketing, publicity, and sales.

Both Lindsey and Alex are accomplished writers, speakers, and business owners.

They understand the book publishing industry and what it takes to sell and move books. They are both founders of One Idea Press, which sells card decks, stationary, and other literary products. They recently added bookseller to that list of accomplishments, since opening, One Idea Books & Gifts in Lindsey's Pennsylvania hometown.

In 2021, the duo launched a new business called **Get It Done**, which provides courses on publishing and marketing. In less than one year, the company served more than 650 clients, gave out 100 scholarships, and generated more than \$700,000 in revenue.

Media Experience

Both authors have pitched themselves to numerous media platforms, securing interviews and appearances in places like *Forbes*, *O, The Oprah Magazine*, *Cosmopolitan Magazine*, *Publishers Weekly*, *Parade Magazine*, and *Zagat*.

Successful Book Tours

For the release of her last book, Lindsey did a 10-city book tour and more than 30 TV, radio, and podcast appearances. Her last book was translated into both Portuguese and Polish.

Alex has done several book and speaking tours internationally for her award-winning books and popular workshops.

Top-Selling Titles

In addition to penning bestselling books of their own, Lindsey and Alex have edited and produced numerous books for their clients—designing successful marketing plans for each title. Recent projects include *We Should All Be Millionaires* by Rachel Rodgers (more than 100,000 copies sold), *The Zodiac Love Letters* by Heidi Rose Robbins (released in 2021, sold more than 10,000 copies to date), *Dear Strong Black Woman* by Jennifer Sterling (5,000 copies sold) and even produced the *Embrace Your Power and Magic Oracle Deck* by Peachie Wimbush-Polk (aka Wiz Khalifa’s mom).

Strong Network

Lindsey and Alex have a large professional network: media connections and well-known clients, colleagues, and celebrities including Peachie Wimbush-Polk, Frank Iero of the band My Chemical Romance, and Gisele Fetterman (Second Lady of Pennsylvania), Rachel Rodgers, Susan Hyatt, and Robert Hartwell.

The authors are connected to successful, kind people who will endorse and support *The Bibliophile Oracle Deck*.

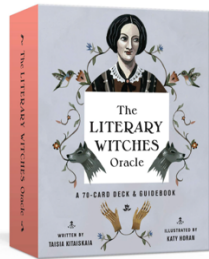
Online Readership and Email Newsletter

Combined, they have a newsletter readership of more than 30,000 readers. While this may not be the largest audience on the Internet, they have an unusually high open rate of 60-70% and a very enthusiastic readership. Quality over quantity. Additionally, their business websites receive more than 100,000 visits per month.

Competitive Analysis

The bibliophile market is a fast-selling and great market for publishers to capture the book readers in their life. Additionally, the tarot and oracle markets are increasing due to the beautiful nature of the products and ease of use.

We imagine folks that love *The Bibliophile Oracle Deck* also have these similar products:



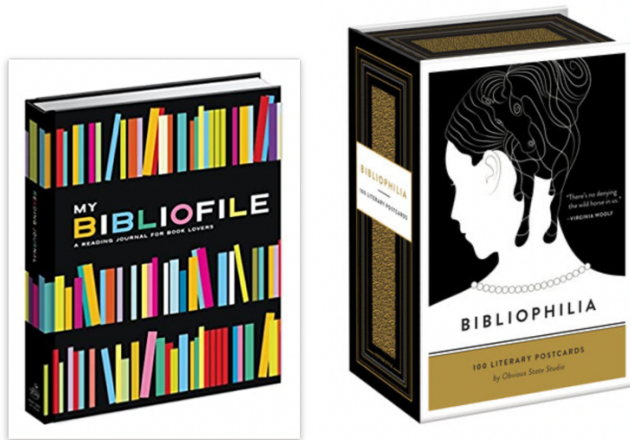
***The Literary Witches Oracle* (Clarkson Potter, 2019)**

This beloved oracle deck focuses on literary witches throughout history and provides readers profiles of women such as Virginia Woolf and Toni Morrison, and lesser-known trailblazers, such as Yumiko Kurahashi and Mirabai. Similarly, *The Bibliophile Oracle Deck* will cater to literary lovers, however, this deck will not have any well-known literary characters. Instead, it will focus on bibliophile terms such as The Library Card and The Bookshop Cat.



The Bibliophile Collection with Chronicle Books

This line has expanded from *The Bibliophile* into mugs, pencils, erasers, keychains, postcards, notepads, and journals. While this bibliophile line is expansive, there is currently no Bibliophile Oracle Deck.



Bibliophile Products with Clarkson Potter

From journals to postcards, Clarkson Potter has created bibliophile products to cater to their book loving readers. While they have a range of literary-loving products, there is no oracle deck catering to book lovers.

Card Deck Vision

Below is a sample of how we envision the front and back of each card.

Front of Card: A beautiful illustration that represents a visual of each individual card's theme.

Back of Card: The back of the card will be the same on each side and will tie into the overall theme and direction of the deck.

Card Deck Booklet: A card deck booklet will be included with a photo of the card on the left side and a deeper explanation of the card on the right side.

Sample Materials

Sample Cards

1. The Author
2. The Antagonist
3. The Anthology
4. The Arc
5. The Archivist
6. The Bestseller
7. The Beta Reader
8. The Bibliography
9. The Book Deal
10. The Book Fair
11. The Bookmark
12. The Bookshop Cat
13. The Bookstore
14. The Caesura
15. The Circulation Desk
16. The Cliffhanger
17. The Coffee Break
18. The Dewey Decimal System
19. The Due Date
20. The Editor
21. The Essay
22. The Fresh Page
23. The First Draft
24. The Final Draft
25. The Happy Ending
26. The Librarian
27. The Library Card
28. The Literary Agent

29. The No 2. Pencil
30. The Oxford Comma
31. The Plot Twist
32. The Protagonist
33. The Rejection Letter
34. The Resolution
35. The Semicolon
36. The Sequel
37. The Short Story
38. The Typo
39. The Unreliable Narrator
40. The Work-In-Progress

Sample Writing for the Card Deck Book

The Anthology

An anthology is a collection of pieces of writing, typically by multiple authors. Many voices coming together to create one beautiful book. Such as an anthology of essays written by feminist activists, an anthology of poetry that expresses the Black experience in America, or another type of collection.

Think about a project or goal that you're working on right now. Do you feel lonely, overwhelmed, or wish that you had more support? Consider collaborating with other people.

This card reminds you that you don't have to do this alone. Ask a friend to contribute, brainstorm with a colleague, or start a club and work together to get it done. When you bring other people into the project, the end result will be even stronger than if you do it alone.

The Work-in-Progress (WIP)

Aren't we all a work-in-progress? This card signifies that you have a creative idea, dream, or goal—and you're already in motion. You've begun and have made a bit of progress so far. Unfortunately, this is when most people decide to give up.

You might feel impatient (“Why isn't this done already? What's taking so long?”), doubtful (“I'm not sure I can do this”), or imposter syndrome might be creeping in (“I'm probably not smart enough or qualified enough”).

This card is a reminder that now is *not* the moment to give up. Celebrate the progress you've made so far. Take the next step. Keep going. Your dedication is going to pay off.

Even once you have reached your goal or destination, you will still be a WIP, because the journey never ends. Aim for progress not perfection.

The Caesura

In the literary world, a caesura is a break, interruption, or pause. When reading a poem aloud, a caesura indicates that you should take a beat—a tiny moment of silence, a breath—before moving on to read the rest of the piece.

We all need little pauses from time to time. This card signifies that it's okay to take a break before you begin again. Allow yourself the opportunity to rest.

Whatever you are working on—whether it's a book manuscript, a project in the garage, or an email sitting in your inbox—it will be there tomorrow. Allow yourself a moment to breathe before you begin again. You will come back refreshed and ready to continue on.

The Book Fair

Remember the annual Book Fair back when you were in elementary school? The tables brimming with books, posters, and stickers. The catalog you could circle which treasures you wanted to bring home. That new-book smell. A crisp \$5 bill tucked in your pocket—oh, the possibilities!

This card invites you to embrace the magic and wonder of your youth. Do something that makes you feel like a kid again. Read a children's book. Watch your favorite movie from childhood and savor the nostalgia. Celebrate the simple pleasures of life: the smell of hot cocoa, the delight of a crisp new binder, or snuggling with a pet. Being an adult is A LOT to handle. Let your inner kid take charge today.

The Fresh Page

Is there anything better than a brand-new notebook? A fresh page always brings such optimism, hope, and possibility.

This card signifies that it's time to start fresh. Do something to create a fresh-page feeling in your life—whether it's decluttering your desk, clearing old items out of your fridge, or writing down new goals and commitments.

What is a new beginning that you want to experience in your life? What new story is being born? Or what's something new you've been curious to do, but haven't tried yet? Don't be afraid to try your hand at a new genre or read a book you might typically bypass. Starting something new takes courage, but it can unlock possibilities you didn't know existed.