**Little Blackie**

**a delightful tale for children**





Storyboard Topics/Themes:

* Patience is a virtue (squirrel) – Delaying Gratification
* Forgive and forget – the power of forgiveness
* Hide and Seek/Tug of War/Keep Away – Growing Confidence and Staying Healthy
* Love and enjoy things and people as they are – Respect others

Things to Do:

* Visit with MaryAnna about her illustrating some for us and on who else we may need help from (starting with a cover page for the book)

* Decide on whether or not we want to create and use a new website (bohemianoutfit.com) and, if we do, do we want to use WIX, GoDaddy, or some other provider (one that allows us to accept payments, etc.).
* WE NEED A “LOOK”/”LOGO” for the BohemianOutfit.com and Bohemian Outfit LLC
* Our targeted audience for “Little Blackie” is adults who have children ages 3-8.
* Given we plan on starting with a digital and/or flipbook offering, we are not limited by geography for targeting the audience.
* We need to decide on whether or not we will use RHYMING for the content.
* If we make two pages for each of the topics/themes above and have a cover page, a closing page, and credits page, the book might be 12-14 pages.
* Marketing Strategy:
* Our primary strategy will be to utilize social media (Facebook, Twitter, Instagram). Also, we will promote the BohemianOutfit.com website and its offerings (a Blog page, pages on gardening, recipes, yoga, family activities, books to consider and book reviews John has).

* We need to consider forming an LLC

* We need to consider creating a bank account
* Estimated costs:
* LLC $100 (one-time fee) and$25 annual renewal fee
* Website and domain registration $600 annually
* Heyzine flipbook subscription $ 100 annually
* Fees for social media apps so we can advertise, etc. ??
* Pay for illustrator, writers, owners, etc.??
* Pricing Strategy
* ? for digital version (non-printable)
* ? for digital version (printable)
* ? for flipbook version (non-printable)
* ? for flipbook version (printable)

* TARGET LAUNCH DATE – THANKSGIVING 2024



* In Love at First Sight (adoption) - Look Em in the Eyes (give love)
* Gaining Acceptance (Pearl’s) - Spoiled from the Start
* Don’t Fence Me In (or collar me) - Forgive and Forget
* The Human Touch - Keep Away
* Patience is a Virtue (squirrel) - Playing with friends (Calves)
* Love Thy Neighbor - Nap Time (sunning, belly up)
* Called to Protect (It’s time to bark - The Need to be First
* Frog Hunting - Hide and Seek
* Swimming - Tug of War
* I think I smell a rabbit - Where’s Pearl?
* Be Not Afraid - Love and enjoy things and people

as they are

Things to consider/do:

* Identify targeted audience
* Identify the general “Theme”/Notion you intend to convey
* Find a writer
* Find an Illustrator
* Create a website (or, if you are going to use the site you have, upgrade so it will handle commercial activity, etc.
* Marketing Plan
* Pricing Strategy
* Form an LLC
* Cover Page
* Set up bank account