

Lit Magick Literary Agency

Contact: Elizabeth Sweeney



EXECUTIVE SUMMARY

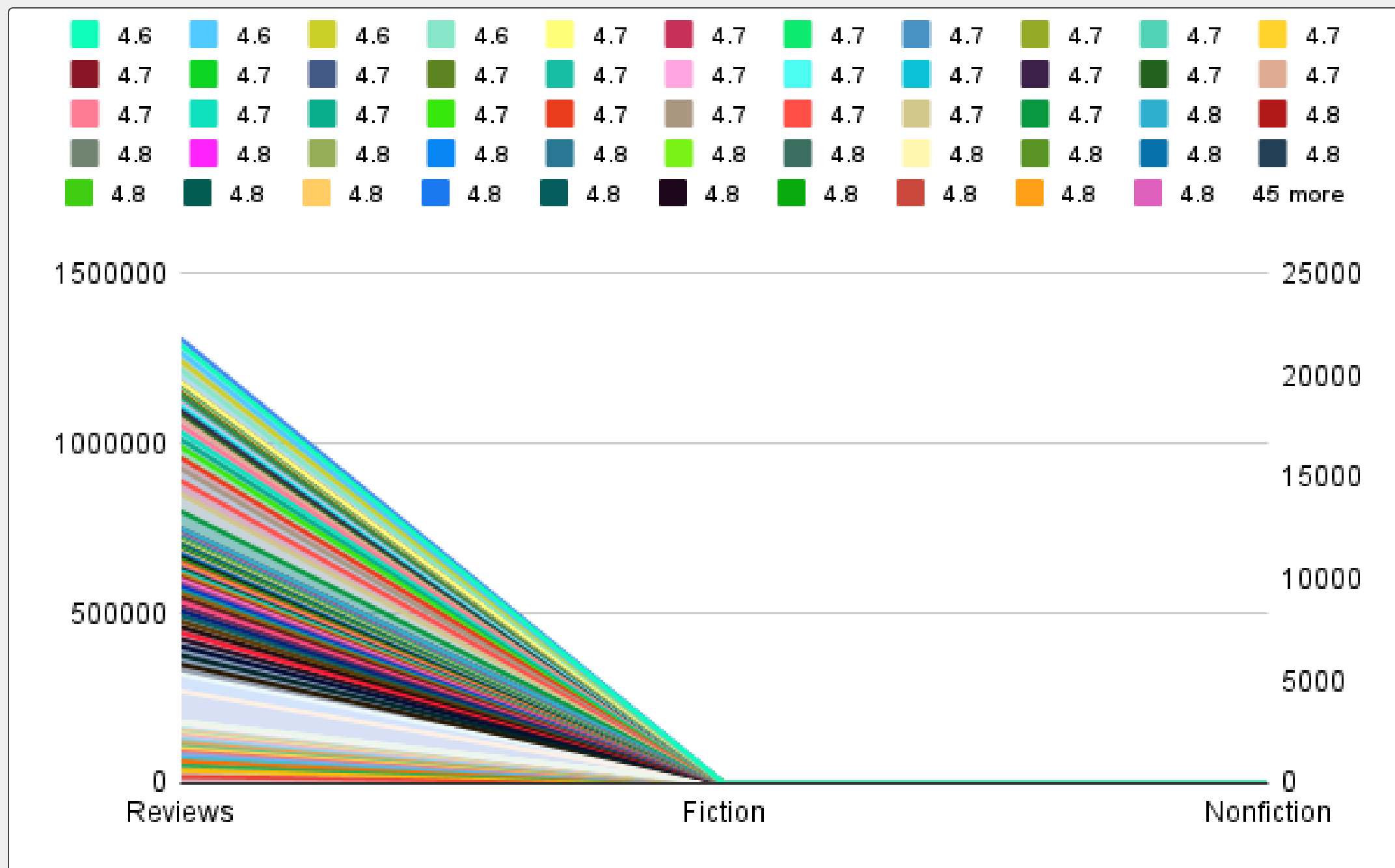
Lit Magick's growth in 2021 was steady overall, but with that comes the recognition for an opportunity to drive growth using an approach based on trends and recent book sales from the last 10 years in the hottest, most popular genres. Lit Magick is a young, boutique literary agency that currently has signed authors ONLY of Young Adult Fiction.

A few key metrics from 2021:

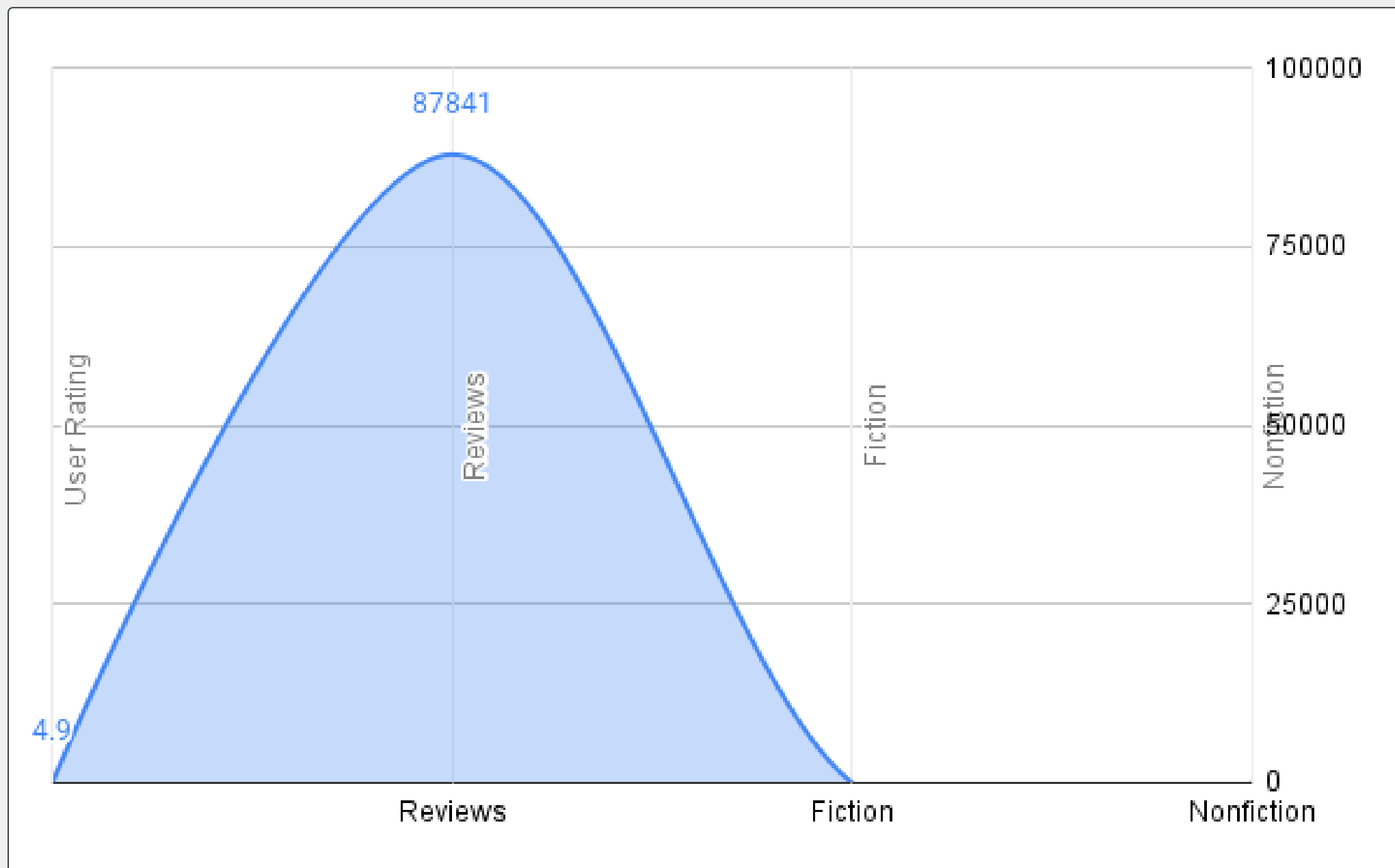
***The top 5 highly rated books with the most reviews from 2012-2022 are as follows:**

- Oh, the Places You'll Go by Dr. Seuss with a rating of 4.9 stars and 87,841 reviews**
- Harry Potter and the Chamber of Secrets: The Illustrated Edition (Book 2) by J.K. Rowling with a rating of 4.9 stars and 79,446 reviews**
- The Very Hungry Caterpillar by Eric Carle with a rating of 4.9 stars and 79,446 reviews**
- Brown Bear, Brown Bear What do you See? by Bill Martin Jr. with a rating of 4.9 stars and 52,571 reviews**
- Dog Man: Fetch 22 (Book 8) by Dav Pilkey with a rating of 4.9 stars and 52,271 reviews**

Data is based on 500 book reviews and ratings 1-5 stars of Fiction and Nonfiction books.



Data is based on the top 50 highest rated books with the highest ranked and largest number of reviews in Fiction and Nonfiction Categories, pulled from the larger dataset.



*Lit Magick has an opportunity to expand into new markets outside of Young Adult Fiction by signing new authors with a sole focus in 2 Fiction Categories - Children's Graphic Novels and Children's Picture Books.

*Fiction books will continue to be the focus for the expansion of Lit Magick.

*A growth based approach to expansion will eliminate Nonfiction for now, until we see accelerated growth with Children's Fiction Graphic Novels and Children's Picture Books.

*Beginning Monday, October 17, 2022, Lit Magick will begin a process to acquire manuscripts for review in fiction for Children's Picture Books and Children's Graphic Novels.

*A written press release with the expansion announcement will be published digitally with major news publications.

*The expansion will also be announced on social media outlets, mainly Twitter and Instagram.

*Lit Magick's website will be updated to now include online submissions for the new Genre additions.

*The Lit Magick team will begin reading manuscripts for Children's picture books and Children's literature in effort to sign new authors as quickly as possible.