

A Cheat Sheet for Selling Diversity

We know that a bookstore floor is not the place to deliver a lecture, but it's easy to interpret, "That's not for us," when the customer has only looked at the diverse cover. Well, these books **ARE** for them and you have the power to (gently) convince them. Let your buyers know that these books are more than their diversity.

Instead of,
"It's about a girl in Ancient China trying to find good fortune with Chinese folktales woven in."



Where the Mountain Meets the Moon (MG)
by Grace Lin

Try,
"It's an adventure story! The main character saves a dragon and they travel together on a great journey!"

Here are some examples of other diverse books "refocused." While this is not supposed to be a definitive list, we hope it gives you an idea of how you can sell diversity to your patrons!



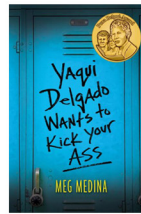
Fake ID
by Lamar Giles

A boy in witness protection discovers his father may be involved in his best friend's death. It's a twisty page turner with a shocking ending!
YA/Mystery



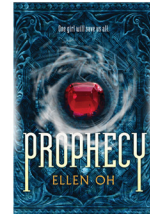
The Tankborn Trilogy
by Karen Sandler

A dystopian trilogy about genetic engineering and what it means to be human. A meaty, complex dystopian world, perfect for hard science fiction fans!
YA/SciFi Trilogy



Yaqui Delgado Wants to Kick Your Ass
by Meg Medina

What is it really like to be targeted by school bullies armed with fists and iPhones? A page-turner, an eye-opener, and a big award-winner.
YA



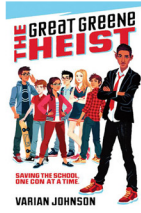
Prophecy
by Ellen Oh

An epic fantasy about a warrior girl who sees and smells demons on a quest to save the world. (Book 1 of the Dragon King Chronicles)
YA



Planet Middle School
by Nikki Grimes

From tom-boy to boy-crazy, this girl jock's journey to accepting her new self is a laugh riot! But, she also learns to stay true on the inside.
MG



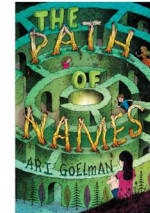
The Great Green Heist
by Varian Johnson

Smart, slick and sassy! Think of it as the "Italian Job" or "Ocean's Eleven" for kids. Schemes, cons, a class election and getting the girl!
MG



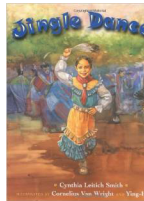
Geeks, Girls and Secret Identities
by Mike Jung

Hilarious twist on the superhero story! Vincent Wu can save the day...but first he needs someone to take him seriously!
MG



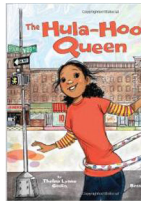
The Path of Names
by Ari Goelman

It's really just your average summer at camp: swimming, crafts, new friends, a weird maze, a golem, and ghost possession.
MG



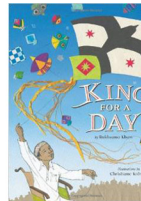
Jingle Dancer
written by Cynthia Leitich Smith
illustrated by Y. Hu and C. Van Wright

A heartwarming story about community and traditions. What's better than grandma's helping granddaughters?
PB



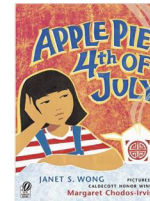
The Hula-Hoopin' Queen
written by Thelma Lynne Godin,
illustrated by Vanessa Brantley-Newton

The Hula-Hoopin' Queen of 139th Street is at stake! Winner takes all! Who will it be?
PB



King for a Day
By Ruksana Khan,
Illustrated by Christiane Krömer

The sport of kite fighting, and a boy who would be king. An exciting, contemporary story about determination.
PB



Apple Pie 4th of July
written by Janet Wong
illustrated by Margaret Chodos-Irvine

Celebrate the 4th of July! It's crazy to sell Chinese food on this "all-American" holiday, isn't it? Maybe not...
PB



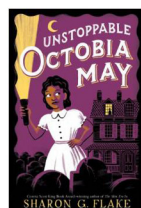
The Summer I Wasn't Me
by Jessica Verdi

An exciting, emotional read for anyone who has ever felt torn between what their parents want and what their heart demands.
YA



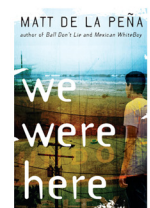
Killer of Enemies
by Joseph Bruchac

A steam punk thriller about "survival, courage and a lot of monsters." A wild, fast-paced post-apocalyptic adventure.
YA



Unstoppable Octobia May
by Sharon G. Flake

A graveyard loving 10-year-old girl obsessed with vampires strikes a blow for independence and girl power during the segregated 50's.
MG (Fall 2014)



We Were Here
by Matt De la Peña

Three teen boys break out of their group home with an envelope of cash and make a run for Mexico, avoiding police and sleeping on beaches along the way.
YA