

# THE OFFICIAL GUIDE TO STAYING POSITIVE AND NAVIGATING SOCIAL MEDIA, FROM THE “REIGNING QUEEN OF TIKTOK,”\* CHARLI D’AMELIO

\* *New York Times*



This is the official nonfiction YA collectors' guide from TikTok personality CHARLI D'AMELIO, the only TikTok star to have—at age sixteen—surpassed 50 million followers on the platform! This essential behind-the-scenes resource contains exclusive photos, anecdotes, quotes, listicles, facts, and writing prompts, as well as tips for internalizing positive messages and rejecting damaging ones—and much more! Charli's millions of dedicated fans and new readers alike can use this guide to navigate their own social media presences and day-to-day lives in order to develop an authentic, confident identity both online and in real life. Never-before-seen photos and a cutting-edge design will make this book the ultimate gift. It'll serve as an essential tool for teens navigating the challenges of growing up, as well as a guide for reflection among young women who view Charli as an ideal role model. It is the only official book by one of the most popular and fastest-growing teen celebrities online today!

**250,000 COPY ANNOUNCED FIRST PRINTING!**

## SPECIFICATIONS

- Full-color photography and illustrations throughout
- Includes sewn-in sticker sheet, flip-book feature
- 192 pages
- Width: 7½"
- Height: 9"
- Hardcover POB
  - **PUB DATE:** 12/1/20
  - **AGES:** 12 and Up

## ESSENTIALLY CHARLI

*The Ultimate Guide to Keeping It Real*

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**OVER 120MM FOLLOWERS ACROSS ALL SOCIAL MEDIA PLATFORMS!**  
Tik Tok: 81.9MM+ / Twitter: 4MM+ / Instagram: 27.1MM+ / Youtube: 6.66MM+ / Facebook: 379K+  
And growing!

## SELLING POINTS

- **MEGASTAR AUTHOR:** With over 81.9 million followers on TikTok—the most of anybody on the platform—and 6.1 billion video likes, Charli D'Amelio is, as crowned by the *New York Times*, “the reigning queen of TikTok”
- **NEVER-BEFORE-SEEN CONTENT:** Includes over 150 photos, a third of which are exclusive, making this book a must-have for Charli's dedicated fans
- **EMPOWERING MESSAGE:** Features anecdotes, tips, and writing prompts that focus on staying positive and authentic both on social media and in one's day-to-day life
- **COLLECTIBLE PACKAGE:** The perfect gift for longtime fans and new readers alike, this artfully designed book is filled with trendy illustrations, stickers, a flip book feature, and more

## MAJOR MARKETING AND PUBLICITY CAMPAIGN

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