

# All the Good

## Doing Life After the Diploma

Dexterity Books Editorial

### THE BOOK

*All the Good* will give graduates fresh perspective on how to live a life of purpose and how to add “Do Good” into their plans and goals for the future. Each chapter focuses on a different line from the quote that begins “Do all the good you can” by John Wesley. The bright and modern design takes this inspirational quote to a new generation of graduates. With anecdotes ranging from unknown heroes to famous figures like Stephen Hawking and Bryan Stevenson of *Just Mercy*, the book also includes other quotes on doing good from Desmond Tutu, John Steinbeck, Dolly Parton, and many of the other names these grads have studied in school.

### THE PLAN

- Focused Media and Publicity Campaign
- Targeted Outreach for Top Gifts for Grads lists for 2021
- Extensive Promotional Placement and Coop Advertising Campaigns
- Graduation Contests and Giveaways
- Extensive Digital and Social Media Marketing Campaign

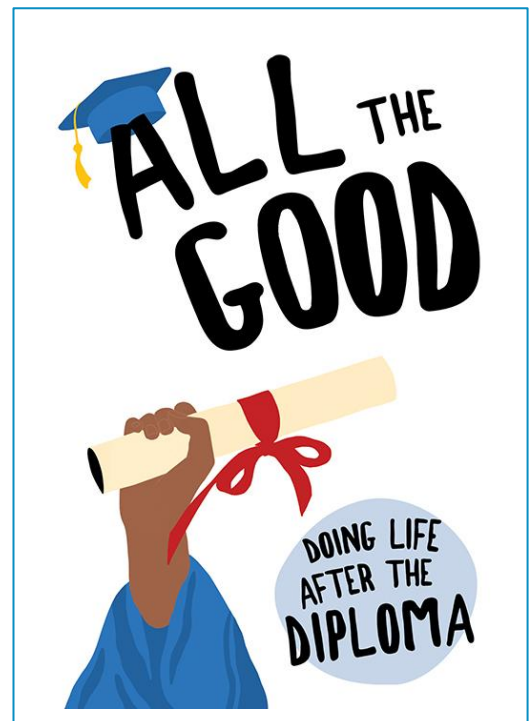
### THE AUTHOR

Dexterity is an IBPA award-winning indie publisher based in Nashville, Tennessee. We describe ourselves as “Book People with Startup Hustle,” and our team, including the Dexterity Collective of fifty-plus book publishing professionals, believes in the power of books to make a difference. From editorial development to production, strategic consulting to data analytics, and from digital-only distribution to full-service sales representation, we not only publish our own titles—we make our menu of publishing services available to publishers and indie authors everywhere.

### THE COMPS

9781481486248 For Every One  
9781524799595 In Conclusion, Don't Worry About It  
9781455570249 Make Your Bed

Reynolds  
Graham  
McRaven



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# Sample Interiors for *All the Good*

