



about us

- what** The Tall Poppy Writers (TPW) is a unique literary and marketing force that was founded in 2013 by author Ann Garvin. We are the only author-driven marketing cooperative in the U.S. that is exclusive to female authors who publish in a variety of genres. The TPW is dedicated to supporting the work of our members and fellow female authors, connecting directly with readers, and giving back to our communities—particularly in efforts that promote literacy in North America and abroad.
- who** Our membership fluctuates between 40 and 50 female authors who hail from cities throughout North America, work with a variety of publishers, and write in a range of genres. The TPW includes *New York Times* bestsellers, *USA Today* bestsellers, National Book Award finalists, as well as industry and regional award winners. As individuals, each Poppy works diligently to build her audience and social media platform. By working together, there is strength in our numbers:
- Combined social media reach: approximately 500,000 people.
 - TPW newsletter: 6,300 subscribers / Combined member newsletters: 24,400
 - The Tall Poppy Book Club: 4,000 members.
 - Launched in 2017, BLOOM on Facebook (the TPW online book and philanthropy community) is one of the fastest growing online book communities in the U.S., gaining 5,000 members in its first few months and increasing by 1,000 monthly.
- how** Our strength is in our “Poppy Power.” In addition to being a talented writer, each Poppy also has marketing savvy, a generous spirit, a strong platform and social media reach, and a commitment to donating her time and talents to help elevate the success of the entire group. Because of these qualities, our members are in demand at book clubs, as speakers at charity events, and as experts at industry events, writer’s conferences, and universities.
- why** When a tall poppy grows in a field, other poppies grow along side it. Together, they strive to rise above the crowd and reach for the sun together. Similarly, today’s publishing industry is a challenging field for an individual author to navigate. However, by sharing our resources and inviting other authors to the party, the Tall Poppy Writers’ successes—and joys—are limitless.
- where** TPW does not have a headquarters; our members meet annually as a group and collaborate via video conferencing throughout the remainder of the year.