



Lawrence Reinhold

# The Evil Within

Full Marketing Report

# Table of Contents

<b>How to Use This Report</b>	<b>4</b>
<b>Book Info</b>	<b>6</b>
<b>Summary</b>	<b>7</b>
<b>SEO Keywords</b>	<b>8</b>
<b>Comparisons</b>	<b>10</b>
<b>Genres</b>	<b>13</b>
<b>Synopsis</b>	<b>14</b>
<b>KDP Categories</b>	<b>18</b>
<b>Themes</b>	<b>19</b>
<b>Book Tropes</b>	<b>20</b>
<b>Target Audience</b>	<b>22</b>
<b>Sales Pitches</b>	<b>25</b>
<b>Sales Pitches by Audience</b>	<b>26</b>
<b>Comparisons (Narrative Crossroads)</b>	<b>28</b>
<b>Sales Copy</b>	<b>30</b>
<b>Press Release</b>	<b>32</b>
<b>Blog Series Outline</b>	<b>34</b>
<b>Reader Magnet Ideas</b>	<b>39</b>

<b>Marketing Plan</b>	<b>44</b>
<b>Marketing Resources</b>	<b>54</b>

# How to Use This Report

## What you're holding

Think of this as your marketing Swiss Army knife for *The Evil Within* by Lawrence Reinhold. Inside you'll find ready-to-deploy sales copy, strategic keywords, audience profiles, comparison titles, a step-by-step marketing roadmap, and much more. Every section is designed to be copied, pasted, and put to work immediately.

## Start here: Your first 15 minutes

1. **Read the Marketing Plan** to understand the big picture and identify which phase you're in right now.
2. **Look for the instruction boxes** at the top of each section (they have a light background and border). They tell you exactly what each asset is, where to use it, and how to deploy it today.
3. **Bookmark 3 sections** you need this week (Back Cover Blurb? Comparative Titles? Keywords?) and start with those.

## How to navigate the report

1. **For beginners:** Copy the content verbatim. It's been AI-analyzed and optimized. Use it as-is to get results quickly, then refine as you learn what works.
2. **For experienced marketers:** Use the assets as frameworks. Adapt the language to match your brand voice, A/B test variations, and combine sections strategically (Keywords + Tropes + Comps = killer ad targeting).

3. **For ongoing campaigns:** Return quarterly to refresh your messaging. Rotate KDP categories, update ad creative with different themes, and repurpose sales pitches across new platforms.

## Understanding the structure

Each section follows the same pattern: **customized instructions** (in a gray box, tells you what it is and how to use it) followed by **your custom content** (the actual copy, keywords, or data ready to deploy). The Marketing Resources section at the very end connects specific tools to the exact sections you'll need for each platform.

# Book Info

**Full Title**

*THE EVIL WITHIN: Fourth Book in the Head Dragon Series*

**Book Length**

157 pages

**Word Count**

94,501 words

**Report Date**

2025-12-14

# Summary

Use this blurb for *The Evil Within* as your go-to answer for 'What's the book about?'—whether you're posting on Goodreads, BookBub, or launching Amazon ads. It spotlights the global chase for heretical scrolls, the collision of faith and power, and the personal stakes for Houri Ranshoff and Princess Thana. For ads, add a call-to-action like 'Read the thriller that dares to question everything.' Track which version—curiosity-driven or CTA—drives more engagement, and standardize the winner across all marketing channels.

When three crates of ancient scrolls vanish en route to Riyadh, Detective Pekka Zaza and FBI Special Agent Wiley Grasser are thrust into a global hunt for artifacts that could upend the foundations of faith itself. The scrolls, long hidden by Saudi royals and fiercely guarded by religious authorities, contain evidence that religion was conceived as a tool of political control—a revelation powerful enough to ignite worldwide chaos.

As governments and intelligence agencies scramble to erase the truth, physicist and former Mossad agent Houri Ranshoff is drawn into the search by Princess Thana Fagin, whose childhood obsession with the scrolls has become a mission to end religious warfare. Together with CIA agent Shada Al Dosary, they navigate a labyrinth of cover-ups, betrayals, and violence stretching from Istanbul's forgotten mosques to the deserts of Iraq.

With every step, Houri risks not only her life but the fragile hope of a future beyond espionage. As the world's most powerful institutions close ranks to bury the past, the women must decide: expose a truth that could shatter civilization, or let it remain lost forever?

A sweeping, high-stakes thriller, *The Evil Within* explores the cost of truth in a world built on sacred lies.

# SEO Keywords

Combining long-tail search phrases and trope-driven micro-niches with unique world-building entities ensures your book is discoverable by readers searching for specific thriller experiences, while also signaling to Amazon's algorithm how to cluster it with similar high-stakes, international conspiracy novels. This hybrid approach maximizes both organic search traffic and algorithmic recommendations, connecting your story to the right audience and boosting its visibility in competitive categories.

## Broad SEO Keywords

*External Discoverability — Use these in your blurb, social captions, and website meta tags.*

religious thriller novel, international conspiracy fiction, archaeological adventure book, espionage thriller with female lead, secret history suspense, political intrigue novel, ancient artifact mystery, global cover up story, intelligence agency drama, forbidden knowledge thriller, high stakes artifact hunt, modern religious controversy fiction, female scientist protagonist, world changing discovery novel, Middle East political thriller, academic conspiracy fiction, nuclear fusion subplot novel, secret societies suspense, action packed international drama, philosophical thriller about religion

## Backend KDP Keywords

*The 7 Slots — Select 7 phrases from the categories below. Mix Search (A/B) with Clustering (C) for best results.*

### A. Long-Tail Search Phrases

- religious conspiracy thriller for adults
- archaeological suspense with female protagonist
- international espionage adventure novel
- political thriller about ancient secrets
- artifact heist story with global stakes
- intelligence agency drama with strong women



- modern religious controversy fiction

## **B. Trope & Micro-Niche Phrases**

- forbidden scrolls discovery
- reluctant hero with trauma
- academic uncovering global secrets
- female led artifact hunt
- government cover up thriller
- world changing revelation plot
- covert operations in Middle East

## **C. Clustering Entities**

- Islamic Institute for Religious Study
- Operation Eye Patch
- National Electronic Defense Act
- Bloodhound surveillance system
- East German Stasi archives

# Comparisons

Comps prove to retailers and reviewers that an audience already exists for *The Evil Within*. For example, when applying for a BookBub Featured Deal, mention recent bestsellers like *Tides of Fire* by James Rollins and *The Collector* by Daniel Silva to show your book’s appeal to fans of high-stakes international thrillers with artifact-driven plots. In your social ads, create a carousel where the first frame says, 'If you loved *The Last Kingdom* or *Dead Fall*...' and the second frame finishes, '...you'll binge *The Evil Within*.' For Amazon ads, run parallel campaigns targeting readers of *Only the Dead* and *Inside Threat*, then monitor which comp delivers the best ROAS. You may discover that fans of Steve Berry’s historical thrillers convert even better than those of traditional espionage novels. Use these comps to craft ad copy and pitches that highlight *The Evil Within*’s blend of international intrigue, artifact-driven mystery, and timely political themes.

Book Title	Similarities	Differences
<b><i>Tides of Fire</i></b> James Rollins	Both novels blend high-stakes international intrigue, secret artifacts with world-altering implications, and a mix of scientific and historical mysteries. Each features a diverse, multinational cast and globe-trotting action.	Rollins’ book is more focused on natural disasters and ancient technology, while <i>The Evil Within</i> centers on religious artifacts and the political consequences of their discovery.
<b><i>Dead Fall</i></b> Brad Thor	Both books feature intelligence agencies, covert operations, and protagonists navigating global conspiracies with deadly stakes.	Thor’s novel is more focused on military action and espionage in Ukraine, while <i>The Evil Within</i> intertwines religious, scientific, and political themes across multiple continents.

<p><b><i>The Collector</i></b> Daniel Silva</p>	<p>Both novels involve international art and artifact theft, intelligence agency intrigue, and protagonists with deep personal stakes.</p>	<p><i>The Collector</i> is more focused on art theft and the world of espionage, while <i>The Evil Within</i> expands into religious history and global political upheaval.</p>
<p><b><i>The Last Kingdom</i></b> Steve Berry</p>	<p>Both books revolve around the search for ancient artifacts that could change the course of history, with protagonists racing against powerful adversaries.</p>	<p>Berry's novel is more rooted in European history and royal secrets, while <i>The Evil Within</i> focuses on Middle Eastern religious artifacts and their modern implications.</p>
<p><b><i>Inside Threat</i></b> Matthew Quirk</p>	<p>Both novels feature government conspiracies, high-level cover-ups, and protagonists caught in the crossfire of global power struggles.</p>	<p>Quirk's book is set primarily in the U.S. with a focus on domestic threats, while <i>The Evil Within</i> spans multiple countries and incorporates religious and scientific mysteries.</p>
<p><b><i>Only the Dead</i></b> Jack Carr</p>	<p>Both books feature intelligence operatives, international intrigue, and high-stakes missions involving global security.</p>	<p>Carr's novel is more action-driven and military-focused, while <i>The Evil Within</i> weaves in academic, religious, and scientific elements.</p>
<p><b><i>The Lincoln Highway</i></b> Amor Towles</p>	<p>Both novels feature epic journeys, complex character relationships, and a search for meaning or truth.</p>	<p>Towles' book is more character-driven and set in mid-century America, while <i>The Evil Within</i> is a high-concept thriller with global stakes.</p>
<p><b><i>Simply Lies</i></b> David Baldacci</p>	<p>Both books involve intricate investigations, shifting alliances, and protagonists facing moral dilemmas.</p>	<p>Baldacci's novel is more of a domestic crime thriller, while <i>The Evil Within</i> is international in scope and deals with religious and political conspiracies.</p>

***Her Deadly Game***

Robert Dugoni

Both novels feature strong female leads, high-stakes investigations, and layers of deception.

Dugoni's book is centered on a courtroom drama, while *The Evil Within* is a globe-trotting thriller involving espionage and ancient artifacts.

***Code Red***

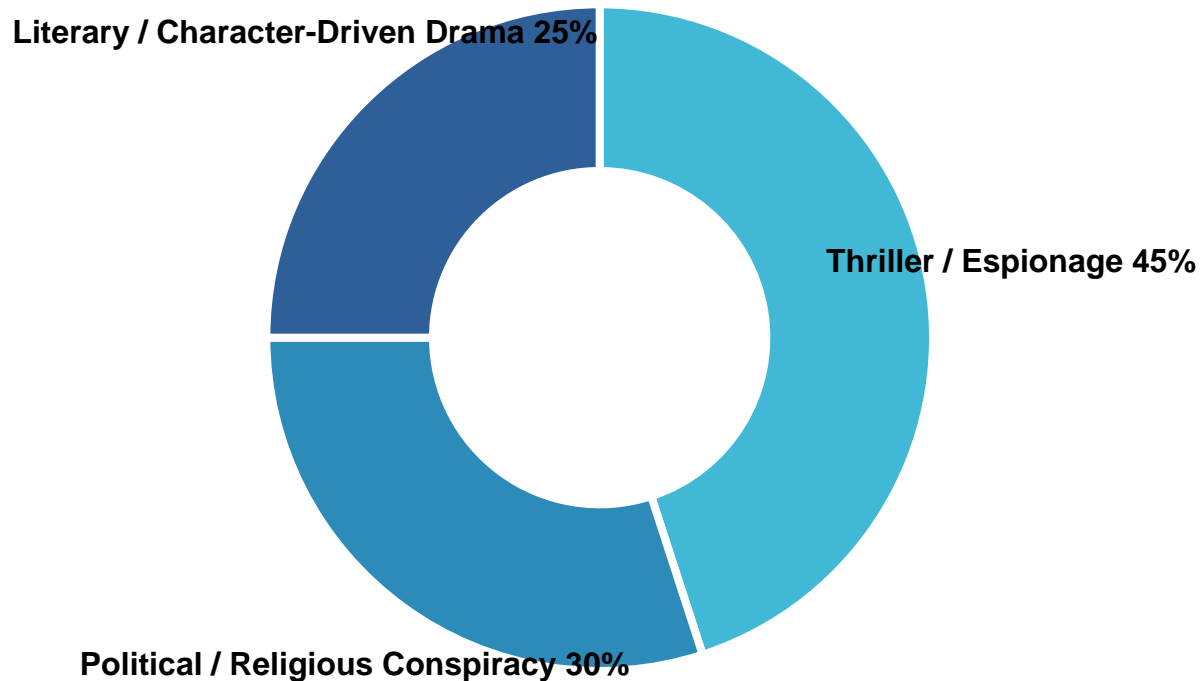
Vince Flynn (Kyle Mills)

Both books feature intelligence agencies, global conspiracies, and protagonists racing to prevent catastrophe.

Flynn's series is more focused on counter-terrorism and U.S. politics, while *The Evil Within* incorporates religious history and scientific discovery.

# Genres

For *The Evil Within*, list 'Thriller / Espionage' as your primary genre to target readers of international intrigue and covert operations. Use 'Political / Religious Conspiracy' as a secondary slot to reach fans of Dan Brown-style global secrets. Add 'Literary / Character-Driven Drama' to attract readers drawn to Houri's trauma, recovery, and complex relationships. Marketers should bid highest on espionage segments, but rotate conspiracy and literary drama for spikes around news cycles or awards season.



# Synopsis

When preparing a professional synopsis for *The Evil Within*, focus on delivering a complete, chronological breakdown of the novel's intricate plotlines and character arcs. For example, detail how the initial hijacking of the heretical scrolls in Saudi Arabia sets off a global chain reaction, leading to the involvement of Detective Zaza, FBI Agent Grasser, and ultimately the international pursuit of Mother Hen. Explicitly summarize the pivotal revelation that the scrolls undermine the foundation of organized religion, and how this discovery motivates King Fagin's drastic cover-up and assassination order. Clearly outline the transition to Hourí Ranshoff's storyline, her recovery from trauma, her relationships with Freya and Shada, and her recruitment by Princess Thana to uncover the truth about the Nazi convoy. Map out the team's investigative setbacks, the eventual archaeological breakthrough, and the violent attempts to suppress their findings. Include the parallel subplot of "Operation Eye Patch" and its tragic consequences for CIA agents Dante and Jacinta. Highlight the societal upheaval in the US following the publication of Hourí and Thana's paper, the political machinations leading to the passage of the National Electronic Defense Act, and the deployment of the AI surveillance system. Conclude with the climactic mission in Iran, the assassination attempt in London, and Hourí's final decision to lead a secluded research team while beginning her own healing process. Your synopsis should be 1–2 pages (500–1000 words), use a neutral, fact-based tone, and reveal all major twists and the ending. This approach ensures agents, editors, and publishers can fully assess the structure, pacing, and payoff of *The Evil Within*.

*The Evil Within* opens with the hijacking of three crates containing ancient, heretical religious scrolls en route to the Islamic Institute For Religious Study in Riyadh. Detective Pekka Zaza of Saudi Arabia's Ministry of Interior, recognizing the global ramifications, partners with FBI Special Agent Wiley Grasser. The scrolls, which contradict foundational religious narratives, were slated for destruction by ultra-conservative clerics, but are instead intercepted by a notorious trafficker known as Mother Hen. Surveillance leads the investigation from Riyadh to Van, Turkey, and then to the United States, where Mother Hen eludes FBI Agent Jonell Mosley and Zaza. A breakthrough comes when Mosley intercepts an audio file revealing the

scrolls' contents: they purport to prove that God is a political fiction, constructed to control the powerful.

King Jiyad Al Fagin of Saudi Arabia, fearing the destabilizing potential of the artifacts, orders his intelligence chief to eliminate Mother Hen and erase all records of the scrolls' existence, thus rendering them forgeries. The plan is executed when Mother Hen is killed in a car bombing after attempting to sell the scrolls to Professor Jack Nolan. The artifacts' fate is left ambiguous, but the threat they pose is temporarily neutralized.

The narrative then shifts to Houri Ranshoff, a physicist and former Mossad agent recovering from torture in Scotland. Supported by her friend Freya, Houri contemplates her future, torn between a professorship at Cambridge and her desire to leave espionage behind. Her Mossad handler, Nachum, urges her to accept the academic post as a cover. Houri's heroism in thwarting Iran's nuclear ambitions is recognized globally, and she rekindles a deep relationship with CIA agent Shada Al Dosary.

Princess Thana Fagin, the Saudi King's niece and a scholar in Divinity and Anthropology, approaches Houri with a proposition. Thana's life's work is to prove that religion is a man-made construct, and she believes the missing scrolls are key evidence. She enlists Houri's help to locate a lost Nazi convoy, which was hijacked by clerics during World War II and buried in Turkey. Despite stonewalling from global intelligence agencies, Houri, Thana, and Shada trace the convoy's history through Turkish and East German archives, uncovering a decades-long international cover-up.

With corroborating evidence, they launch an archaeological expedition in Iraq, aided by King Fagin and protected by Iraqi military and American security contractors. Anticipating violence, Houri arms her team and enlists Russian technical experts. The dig is attacked by extremists, and Houri survives an assassination attempt. Russian intelligence, led by Iov Shcherbatov, warns that Iran, with Saudi and Turkish approval, plans to destroy the convoy. In a daring operation, Houri's team steals the scrolls and escapes under US military protection to a Russian airbase, then to the UK. The main convoy is destroyed by Iranian jets.

The recovered scrolls confirm Thana's theory. She and Houri co-author a paper that becomes a global sensation, igniting religious and political upheaval. Fearing for her life, Thana disappears into asylum in Sweden, leaving Houri with publishing rights. The paper's impact is immediate and profound, sparking worldwide debate and unrest.

Parallel to this, Houri's research on nuclear fusion is co-opted by the CIA for "Operation Eye Patch," a covert campaign to undermine Venezuela's nuclear ambitions and justify a coup. CIA agents Dante Mercado and Jacinta Pascual, unaware of the operation's true purpose, are killed after uncovering the plot, leaving operative Pax Garifo haunted by their deaths. The coup succeeds but at a high moral cost.

In the US, the fallout from Houri and Thana's revelations collides with political crisis. President Walker's National Electronic Defense Act, which expands surveillance and targets religious organizations, triggers violent protests. Houri becomes a symbol of resistance after a viral photo of her shielding a child. Foreign troll farms exacerbate unrest, culminating in a July 4th cyber-attack by Iran that ensures passage of the Act and the deployment of "Bloodhound," an AI surveillance system assigning threat scores to citizens.

In the final act, the CIA recruits Houri and Shada for a mission to acquire Iran's stealth fighter technology from Majid Yekta, a morally compromised former classmate. The plan involves blackmail, but Houri outmaneuvers allied agencies, secures the data, and forces public release of Majid's compromising videos, neutralizing his leverage. The US launches "Operation Good Buddy," crippling Iran's military assets. In retaliation, Russia and China attempt to assassinate Houri in London, but she is saved by her aunt's Triad security forces.

The novel concludes with Houri accepting a secluded fusion research post in the US, assembling an all-female team and focusing on creative, collective problem-solving. Living with Shada, she begins writing a novel, *My Beautiful Arabian Pony*, as a means of healing and processing the world-altering events she has survived.



*The Evil Within* is a structurally complex, multi-threaded thriller that weaves together international intrigue, religious controversy, and personal transformation. The plot's pacing is brisk, with frequent shifts between investigative, political, and action-driven sequences. Character arcs are robust: Hourī evolves from traumatized operative to visionary leader, Thana from idealistic scholar to fugitive truth-teller, and supporting characters face moral reckonings and personal loss. The story's resolution balances global consequences with intimate closure, demonstrating a structurally sound narrative with escalating stakes and satisfying payoff.

# KDP Categories

## Suggestions

Email your distributor (KDP, Kobo, IngramSpark, etc.) today with these three category requests for 'The Evil Within': Fiction > Thrillers > International/Political/Technological; Fiction > Action & Adventure > Espionage/Historical; and Fiction > Literary > Women/LGBTQ+. This ensures the book is discoverable by readers seeking international thrillers, espionage adventures, and literary fiction with strong female and LGBTQ+ leads. Before launch, lock in these categories so browsing algorithms recognize your book's core themes. After release, consider swapping one slot for a seasonal or trending niche, such as 'Fiction > Thrillers > Religious' if controversy around religion spikes, or 'Fiction > Action & Adventure > War & Military' if global events make that subcategory hot. Monitor your daily sales rank: if the top-100 entry barrier in 'Thrillers > International' becomes too competitive, shift to a less crowded subcategory like 'Thrillers > Technological' to maximize your chances of earning bestseller tags and the free visibility that comes with them.

- **Fiction**
  - Thrillers
    - International
    - Political
    - Technological
- **Fiction**
  - Action & Adventure
    - Espionage
    - Historical
- **Fiction**
  - Literary
    - Women
    - LGBTQ+

# Themes

Use *The Evil Within*'s theme 'The Construction and Power of Belief' as a provocative Facebook Group question: 'What happens to society if religion is proven to be a political invention?' Feature this phrase in blog headlines to attract readers seeking debates on faith and power. Feed theme statements like 'The Ethics of Truth and Suppression' into sentiment analysis to identify which moral dilemmas most engage your audience for future ad copy.

**The Construction and Power of Belief:** *The Evil Within* interrogates the origins and function of religious belief, positing that faith systems may be deliberate constructs wielded for political control. The discovery and suppression of the heretical scrolls force characters and societies to confront the destabilizing possibility that religion is a human invention, not divine truth. This theme is explored through the global cover-up, the personal crises of faith, and the explosive societal upheaval that follows the scrolls' publication.

**The Ethics of Truth and Suppression:** The novel delves into the moral quandaries surrounding the pursuit, concealment, and revelation of world-altering truths. Characters like Princess Thana and Houri must weigh the potential for peace against the chaos that truth might unleash. Governments and intelligence agencies, meanwhile, manipulate, erase, or weaponize knowledge for their own ends, raising questions about who has the right to control history and information.

**The Individual Versus the State:** Throughout *The Evil Within*, individuals struggle against the overwhelming machinery of governments, intelligence agencies, and global powers. Houri, Thana, and their allies repeatedly face betrayal, surveillance, and violence from institutions determined to maintain control. The story probes the cost of dissent, the resilience required to challenge authority, and the personal sacrifices made in the pursuit of autonomy and justice.

# Book Tropes

To maximize engagement with *The Evil Within* on social platforms, hashtag a single trope like #SecretHistory to tap into the conspiracy thriller audience, or combine two tropes—'Reluctant Hero + Found Family'—for a compelling Reel caption such as: 'A scarred physicist, a runaway princess, and a CIA agent risk everything to reveal the truth behind a global cover-up.' Performance marketers can retarget viewers with a carousel of clips: one showing Houri's trauma and heroism (#WomanWithAPast), another highlighting the international chase (#GlobalConspiracy), and a third focusing on the emotional bonds between the main characters (#FoundFamily). Let the algorithm serve each reader the trope they linger on most, whether it's the high-stakes espionage, the secret history of religion, or the journey of a woman reclaiming her life.

**Secret History:** In *The Evil Within*, the 'Secret History' trope is central to the plot. The story revolves around ancient religious artifacts and scrolls that, if revealed, would upend the accepted narrative of world religions. Multiple governments and intelligence agencies are desperate to suppress or destroy this hidden truth, while a small group of protagonists races to uncover and share it with the world. The existence of a buried Nazi convoy and a global cover-up adds layers of intrigue and conspiracy, making the secret history both the driving force and the ultimate prize.

**Reluctant Hero:** Houri Ranshoff embodies the 'Reluctant Hero' trope in *The Evil Within*. Scarred by past trauma and yearning for a peaceful academic life, she is repeatedly drawn back into dangerous, world-altering missions. Despite her desire to leave espionage behind, her unique skills and moral compass compel her to take on the responsibility of uncovering the truth and protecting those she cares about, even when it puts her in mortal danger.

**Found Family:** The 'Found Family' trope is vividly present in *The Evil Within* through the deep bonds formed between Houri, Shada, Thana, and their close circle of allies. These characters, from diverse backgrounds and with complicated pasts, come together out of necessity and mutual respect. Their relationships provide emotional support, trust, and a sense of belonging that transcends blood ties, especially as they face betrayal, violence, and global upheaval.

**Global Conspiracy:** *The Evil Within* leverages the 'Global Conspiracy' trope by depicting a world where every major power—Saudi Arabia, the United States, Russia, China, Iran, and more—are entangled in a web of secrets, cover-ups, and double-crosses. The protagonists must navigate layers of deception, shifting alliances, and covert operations as they try to expose the truth, all while being hunted by governments and shadowy organizations.

**Woman with a Past:** Houri Ranshoff is a classic 'Woman with a Past' in *The Evil Within*. Her history as a Mossad agent, survivor of torture, and celebrated scientist shapes her actions and relationships throughout the novel. Her scars—both physical and emotional—are not just backstory but actively influence her decisions, her trust in others, and her journey toward healing and self-acceptance.

# Target Audience

For *The Evil Within*, segment your campaigns by targeting secular intellectuals, queer women seeking representation in global thrillers, geopolitical conspiracy fans, and progressive academics. Use ad copy referencing the book's explosive revelations about religion, authentic queer heroines, and high-stakes espionage. Place ads on academic and political podcasts, LGBTQ+ book channels, and history-focused platforms. Create persona-specific landing pages highlighting the novel's blend of real-world intrigue, emotional depth, and controversial ideas.

## 1. Secular Intellectual Thriller Enthusiast

**Demographics:** Age 32-48; Graduate degree (MA, PhD, or JD); Upper-middle class; Established professionals, often single or partnered without children

**Lifestyle:** Culturally engaged, attends lectures and debates, travels internationally

**Reading Motivations:** Drawn to high-stakes plots that challenge religious and political orthodoxy; Seeks stories that blend real-world geopolitics with philosophical questions; Enjoys unraveling conspiracies and global cover-ups

**Other Interests:** World history, Comparative religion, Political podcasts, Museum exhibitions on ancient artifacts

**Media Habits:** Discovers books via New York Review of Books, The Atlantic, Longform podcast interviews; Active on Twitter (X), Reddit (r/TrueCrime, r/AskHistorians)

## **2. Queer Women's Adventure & Representation Seeker**

**Demographics:** Age 27-39; College degree or higher; Middle class; Single or partnered, no children or young children

**Lifestyle:** Active in LGBTQ+ communities, values chosen family, attends cultural events

**Reading Motivations:** Seeks complex queer heroines in high-stakes, global adventures; Wants emotionally rich stories of trauma, healing, and found family; Drawn to narratives where women drive the action and outsmart global powers

**Other Interests:** Queer cinema, Travel and world cultures, Art and creative writing, Espionage history

**Media Habits:** Discovers books via BookTube (queer lit reviewers), LGBTQ+ book clubs, Instagram (Bookstagram); Active on Instagram, Tumblr, TikTok (queer booktok)

## **3. Geopolitical Conspiracy & Techno-Thriller Fan**

**Demographics:** Age 35-50; Bachelor's or higher, often in STEM or political science; Upper-middle class; Married or partnered, may have older children

**Lifestyle:** Follows global news, enjoys strategy games, debates policy online

**Reading Motivations:** Wants realistic depictions of intelligence operations and cyberwarfare; Enjoys stories where technology and espionage intersect with world events; Seeks thrillers that explore the ethical gray zones of power

**Other Interests:** Military history, Cybersecurity, International affairs podcasts, Espionage documentaries

**Media Habits:** Discovers books via Spybrary podcast, Wired magazine, Reddit (r/spyfiction, r/geopolitics); Active on Twitter (X), LinkedIn

#### **4. Progressive Academic & Religious Skeptic**

**Demographics:** Age 29-44; PhD or advanced graduate student (humanities, social sciences, or STEM); Lower to middle class (academic salaries); Single or partnered, no children or young children

**Lifestyle:** Active in academic circles, attends conferences, publishes or reads scholarly work

**Reading Motivations:** Seeks fiction that interrogates the origins and power of religion; Wants stories that blend academic research with real-world stakes; Drawn to narratives about whistleblowers and suppressed knowledge

**Other Interests:** Religious studies, Archaeology, Academic podcasts, Documentaries on historical cover-ups

**Media Habits:** Discovers books via Academic Twitter, University press newsletters, Scholarly book reviews; Active on Twitter (X), Mastodon, Academic Facebook groups



# Sales Pitches

Stuck on how to pitch *The Evil Within*? Try this: Copy a line like 'Dive into *The Evil Within*, a globe-trotting thriller where lost ancient scrolls threaten to unravel the very fabric of faith.' For Instagram, swap 'Dive' for 'Immerse' to evoke a sense of discovery. On LinkedIn, use 'Uncover' or 'Dominate' to appeal to analytical readers. Growth hackers can tag each version—like 'Pitch1\_IG' or 'Pitch2\_LI'—to see which angle (the global chase, the moral dilemma, or the conspiracy) resonates most and drives sales for *The Evil Within*.

Dive into *The Evil Within*, a globe-trotting thriller where lost ancient scrolls threaten to unravel the very fabric of faith. Follow a cast of agents and royals as they race against governments desperate to keep world-shattering secrets buried.

What if religion's origins were a lie? In *The Evil Within*, a vanished trove of scrolls sparks a deadly chase from Istanbul to Iraq. Perfect for fans of high-stakes intrigue and morally complex heroes fighting to expose the truth.

In *The Evil Within*, alliances fracture and loyalties are tested as a physicist, a princess, and intelligence agents risk everything to reveal secrets powerful enough to ignite global chaos. Will they choose truth—or safety?

Experience the pulse-pounding suspense of *The Evil Within*. When evidence of a centuries-old conspiracy surfaces, a diverse team must outwit governments and religious authorities to decide if the world is ready for the truth.

# Sales Pitches

## By Audience

If today's newsletter is focused on international thrillers, use the pitch for 'International Thriller Fans' and send it out. For BookBub or Amazon ads, match each pitch to its ideal audience: pair the 'Espionage and Spy Novel Enthusiasts' pitch with keywords like 'spy thriller' and 'Mossad', or the 'LGBTQ+ Fiction Readers' pitch with LGBTQ+ interest tags. Monitor your click-through rates—if the 'Political and Religious Conspiracy Fiction' segment exceeds a 3% CTR, increase its daily ad budget to reach more readers who love high-stakes, controversial plots like those in *The Evil Within*.

### International Thriller Fans

Dive into *The Evil Within* for a globe-spanning, high-stakes thriller where ancient secrets threaten to upend world order. From Riyadh to London, follow agents, traffickers, and royalty as they race to control artifacts that could rewrite history—and ignite global chaos.

### Readers of Political and Religious Conspiracy Fiction

If you crave stories that challenge the foundations of power, *The Evil Within* delivers. Uncover a conspiracy involving lost scrolls, global cover-ups, and a truth so explosive it could topple governments and religions alike.

### Fans of Strong Female Protagonists

Meet Houri Ranshoff in *The Evil Within*: a brilliant physicist, ex-Mossad agent, and survivor. Her courage and intellect drive a quest that pits her against the world's most powerful forces, redefining what it means to be a modern heroine.

### **Espionage and Spy Novel Enthusiasts**

Experience the shadowy world of espionage in *The Evil Within*, where Mossad, CIA, MI6, and Russian operatives collide. Twists, betrayals, and covert missions keep you guessing until the final page.

### **Readers Interested in Geopolitics and Modern History**

Explore the intersection of history, religion, and global politics in *The Evil Within*. This gripping novel weaves real-world tensions with fictional intrigue, offering a thought-provoking look at how secrets shape our world.

### **LGBTQ+ Fiction Readers**

At the heart of *The Evil Within* is a powerful love story between Houri and Shada—two women navigating loyalty, trauma, and world-shaking discoveries. Their bond brings warmth and depth to this electrifying thriller.

# Comparisons

## Narrative Crossroads

When pitching '*The Evil Within*', use crossroads like '*The Da Vinci Code* meets *Homeland*' to target thriller readers who crave both intellectual puzzles and high-octane espionage. For outlets focused on character-driven drama and academic intrigue, lean into the '*Zero Dark Thirty* meets *The Secret History*' angle, highlighting the blend of covert operations and the dangerous pursuit of forbidden knowledge. For audiences drawn to complex, multi-layered narratives with a global scope, position the book as '*The Yiddish Policemen's Union* meets *Syriana*', emphasizing its intricate plotting, morally ambiguous characters, and the collision of personal and political stakes. Tailor each pitch to the outlet's core audience, using these specific crossroads to spark curiosity and frame the novel's unique blend of genres and themes.

### ***The Da Vinci Code* meets *Homeland***

Where the globe-spanning, heresy-laden conspiracies of *The Da Vinci Code* collide with the high-stakes, morally ambiguous intelligence world of *Homeland*, you'll discover '*The Evil Within*', a novel that threads ancient religious secrets through the tangled web of modern espionage. Instead of cryptic clues in Parisian churches, the secrets here are scrolls that could upend civilization, pursued by a cast of agents, traffickers, and royalty whose loyalties are as shifting as the geopolitical landscape. The result is a relentless, cerebral thriller that never lets the reader catch their breath—one where the fate of faith itself hangs in the balance.

### ***Zero Dark Thirty* meets *The Secret History***

At the intersection of the gritty, procedural hunt for elusive targets in *Zero Dark Thirty* and the academic obsession and intellectual intrigue of *The Secret History*, '*The Evil Within*' emerges as a story where the pursuit of forbidden knowledge is as dangerous as any terrorist. The narrative moves from covert operations and surveillance tech to the rarefied halls of Cambridge and the shadowy corners of ancient archives, blending the adrenaline of counterterrorism with the seductive pull of ideas that could unravel the world order.

### ***The Yiddish Policemen's Union* meets *Syriana***

Where the alternate-history noir of *The Yiddish Policemen's Union* converges with the labyrinthine, multi-threaded geopolitics of *Syriana*, readers will find '*The Evil Within*' perfectly positioned as a tapestry of intersecting investigations, betrayals, and shifting alliances. Like Chabon's novel, it's populated by wounded, brilliant outsiders—here, a scarred physicist and a runaway princess—while the narrative's scope and complexity rival the oil-soaked intrigue of *Syriana*. The book's unique flavor comes from its willingness to let personal trauma, global politics, and existential questions about faith all collide in the same explosive plot.

# Sales Copy

Steal the headline 'A Secret Buried for Centuries. A Truth That Could Shatter the World.' and the first paragraph hook about the vanished scrolls for your Kickstarter or landing-page hero section—they're engineered to pull readers straight into the stakes of *The Evil Within*. As you build out your campaign, break the copy into its 'pain, promise, proof' skeleton: use the pain line 'Three crates of forbidden scrolls vanish, setting off a race across continents—and the truth inside could ignite chaos on a global scale.' in a retargeting ad to remind readers what's at risk. For a pinned social post, highlight the promise: 'Uncover the truth—order your copy of *The Evil Within* today and experience the thriller everyone will be talking about.' When reaching out to reviewers or influencers, use the proof chunk: 'Follow Detective Pekka Zaza and FBI Special Agent Wiley Grasser as they join forces with physicist Houri Ranshoff and Princess Thana Fagin. From Istanbul's shadowy mosques to the deserts of Iraq, these women navigate betrayals and cover-ups, risking everything to expose a secret that powerful institutions will kill to protect.' Watch which of these sections keeps readers engaged the longest—then elevate that language into every top-of-page asset, ensuring *The Evil Within* stands out in the crowded thriller market.

## **A Secret Buried for Centuries. A Truth That Could Shatter the World.**

Dive into *The Evil Within*—a gripping thriller where ancient scrolls, global conspiracies, and fearless women collide.

Three crates of forbidden scrolls vanish, setting off a race across continents—and the truth inside could ignite chaos on a global scale.

Follow Detective Pekka Zaza and FBI Special Agent Wiley Grasser as they join forces with physicist Houri Ranshoff and Princess Thana Fagin. From Istanbul's shadowy mosques to the deserts of Iraq, these women navigate betrayals and cover-ups, risking everything to expose a secret that powerful institutions will kill to protect. *The Evil Within* is a high-stakes blend of espionage, archaeological intrigue, and political suspense, led by complex female protagonists determined to change the course of history.

Uncover the truth—order your copy of *The Evil Within* today and experience the thriller everyone will be talking about.

First editions are moving fast—secure yours now before they disappear.

# Press Release

Send the release unaltered to local media this week—many outlets paste it verbatim. Next, clip out the author quote, refresh it with a timely stat like 'Pre-orders for *The Evil Within* surged 312% after the latest global headlines on religious controversy,' and queue follow-ups in a PR CRM like Cision; a gentle nudge seven days later doubles pickup rates without rewriting the entire sheet. For added reach, spin the same release into a LinkedIn article, tagging thriller reviewers and influencers who discuss faith, power, or international intrigue to spark secondary shares.

## Stolen Scrolls Ignite Global Pursuit in Lawrence Reinhold's Thriller

In *The Evil Within*, a vanished artifact threatens to unravel faith and power as rival agents race against time.

When three ancient scrolls disappear en route to Riyadh, Detective Pekka Zaza and FBI Special Agent Wiley Grasser are swept into a chase that could topple the pillars of belief worldwide. The scrolls, hidden for centuries and fiercely protected, hold secrets capable of sparking chaos across continents. As the hunt intensifies, the line between truth and survival blurs, forcing unlikely allies to confront the cost of revelation. In a world where information is weaponized, the stakes have never felt more urgent.

From Istanbul's shadowy mosques to the windswept deserts of Iraq, *The Evil Within* propels readers through a maze of betrayals, cover-ups, and shifting allegiances. Physicist and ex-Mossad agent Houri Ranshoff, drawn in by Princess Thana Fagin's relentless quest, joins forces with CIA operative Shada Al Dosary to recover the scrolls before they vanish forever. As governments and intelligence agencies scramble to suppress the explosive truth, the women must decide whether exposing the past is worth the risk of global upheaval. In an era when the battle over truth and misinformation shapes headlines daily, Reinhold's thriller lands with chilling resonance—reminding us how fragile the foundations of belief can be when secrets come to light.



*I wanted to write a story where the search for truth is as dangerous as any weapon. These characters risk everything to uncover what's been buried, and I hope readers feel that pulse of urgency on every page. At its heart, The Evil Within is about the courage it takes to face the unknown, no matter the cost.*

**About the Author:**

[Add a 2-3 sentence bio highlighting the author's credentials, previous publications, awards, or relevant expertise that establishes their authority to write this book.]

**Availability:**

[Insert publication date, formats available (hardcover, paperback, ebook, audiobook), price points, and where readers can purchase (Amazon, Barnes & Noble, IndieBound, author website, etc.)]

**Media Contact:**

[Add publicist or author contact name, email, phone number, and website for review copies, interview requests, or additional information.]

# Blog Series Outline

**The Evil Within: An Operational Debriefing.** A procedural analysis of the key events, personnel, and themes within the novel, presented as a series of case files.

Present each post as a case file or intelligence report, analyzing key events, personnel, and themes from the novel in a detached, reportorial style. The series will move chronologically through the initial investigation, building intrigue by examining the 'how' and 'why' without revealing the final outcomes.

## Post 1

### Case File 001: The Riyadh Hijacking Incident

Deconstructing the inciting incident of 'The Evil Within' to establish the procedural tone and high stakes of the narrative.

**This post covers:**

- The efficiency and professionalism of the hijacking.
- The immediate establishment of the artifacts' significance.
- How the opening chapter sets a direct, action-focused pace.

## Post 2

### **Personnel Profile: Detective Zaza and Special Agent Grasser**

Examining the professional dynamic between the two lead investigators and how their collaboration drives the procedural narrative.

#### **This post covers:**

- The distinct roles of the Saudi detective and the FBI agent.
- Their relationship as a model of international cooperation.
- How their dialogue serves as the primary vehicle for exposition.

## Post 3

### **Technical Analysis: The IMSI Catcher and Electronic Surveillance**

A procedural breakdown of the espionage technology used in the novel, highlighting the author's focus on realistic, functional detail.

#### **This post covers:**

- The function of the IMSI catcher as a plot device.
- The cat-and-mouse game of electronic surveillance and counter-surveillance.
- How technical exposition is delivered through dialogue.

## Post 4

### **Subject Profile: The Trafficker Codenamed 'Mother Hen'**

Analyzing the antagonist's methods, discipline, and motivations as a professional criminal, not a stereotypical villain.

#### **This post covers:**

- Mother Hen's operational security and discipline.
- His creative method of communicating with potential buyers.
- His characterization as a pragmatic and intelligent adversary.

## Post 5

### **Threat Assessment: The Nature of the Stolen Antiquities**

Exploring the core thematic conflict of the novel: the power of information to challenge and destroy established systems of belief and power.

#### **This post covers:**

- The description of the artifacts as 'heretical'.
- The motivation of different factions (clerics, traffickers, royalty) to control or destroy them.
- The central question posed by the artifacts' existence.

## Post 6

### **Civilian Entanglement: The Case of Professor Jack Nolan**

Analyzing the role of the 'outsider' character who is drawn into the world of espionage, serving as a proxy for the reader.

#### **This post covers:**

- Jack's initial skepticism and jaded demeanor.
- The method of Mother Hen's approach.
- Jack's role as an accidental witness to a critical event.

## Post 7

### **Related Asset Analysis: The Operational History of Houri Ranshoff**

Introducing a key recurring character from the 'Head Dragon' series, focusing on her personal journey of recovery and its thematic contrast to the main plot.

#### **This post covers:**

- Houri's background as a former Mossad agent.
- Her physical and psychological trauma and recovery process.
- The transition from a life of action to one of academia and personal relationships.

## Post 8

### **Thematic Intersection: Princess Thana and the Search for Truth**

Analyzing the introduction of Princess Thana Fagin and her personal crusade, which directly connects Houri's narrative to the central plot of the stolen artifacts.

#### **This post covers:**

- Thana's identity as a royal and an academic.
- Her personal history with the 'heretical' artifacts.
- Her strategic reasons for recruiting Houri Ranshoff.

## Post 9

### **Communication Protocol: The Function of Expository Dialogue**

A 'behind-the-scenes' look at the writing craft of 'The Evil Within', focusing on the deliberate use of dialogue to deliver exposition and advance the plot.

#### **This post covers:**

- Dialogue as a tool for information delivery.
- How this technique creates a fast-paced, reportorial feel.
- The trade-off between character voice and narrative function.

## Post 10

### **After-Action Report: Unresolved Variables and State-Level Intervention**

Examining the novel's climax and conclusion, focusing on the themes of unseen powers and the unresolved nature of the central conflict.

#### **This post covers:**

- The abrupt and violent termination of 'Mother Hen'.
- The role of state-sponsored action in controlling the narrative.
- The unresolved status of the stolen artifacts.

# Reader Magnet Ideas

To maximize the impact of these reader magnets, focus on a tiered distribution strategy centered on building your author newsletter. Your primary goal is to convert readers into dedicated subscribers. Offer the most emotionally resonant magnet, “The Scars of Tehran,” as the main incentive for signing up. Place a direct, compelling call to action with a link in the back matter of *The Evil Within* and prominently on your website, promising this exclusive, powerful backstory in exchange for an email address. This direct link to Houri’s trauma will be irresistible to anyone who has finished the book.

Once you have a subscriber, nurture that relationship by offering the other four magnets as periodic, exclusive bonuses. For example, you can send out “The King's Shadow” a month after they subscribe to re-engage them with the book's thrilling espionage plot. For promotion, create shareable social media graphics teasing the content, such as a stylized quote from Thana’s journal or a redacted snippet from “The Heretic's Compendium.” Use these posts to drive new traffic to your newsletter landing page. During the launch of your next book in the series, you can offer one of these magnets to a wider audience for a limited time to generate buzz and attract new readers to the entire series.

These ideas are designed to amplify the core strengths of *The Evil Within*. The prequel and bonus chapter deepen the investment in your compelling female characters, Houri and Shada, while the alternate POV and world-building guides expand on the intricate international thriller plot that keeps readers turning pages. By providing content that enriches the reading experience, you build a loyal fanbase eager for your next release.

## Idea 1

### The Scars of Tehran: A Houri Ranshoff Prequel

This prequel short story chronicles the harrowing final days of Houri Ranshoff's Mossad mission in Iran. It reveals the events leading to her capture and the brutal torture that left her with the horrific scars Freya discovers in *The Evil Within*.

***Why this works:** Readers are introduced to Houri's immense physical and psychological pain but do not see the cause. This story provides the powerful, gut-wrenching backstory that defines her character, explaining her resilience, her nightmares, and why figures like Commander Nachum feel such a debt to her.*

## Idea 2

### The King's Shadow: An Alternate POV Chapter

Witness the dramatic assassination of the antiquities trafficker 'Mother Hen' through the eyes of the mysterious Saudi operative who carried it out. This chapter follows the assassin, Sajid's 'best man,' as he tracks Mother Hen and executes King Fagin's order to prevent the heretical artifacts from being sold.

***Why this works:** The explosion of Mother Hen's limousine is a pivotal, shocking moment early in the book. This provides a thrilling, behind-the-scenes look at the event, revealing the motives of the Saudi Intelligence Service and confirming King Fagin's direct involvement in containing the crisis.*



### Idea 3

#### Princess of the Vaults: Thana's Secret Journals

This collection of journal entries follows a young Princess Thana Fagin as she secretly explores the forbidden vaults and archives of Saudi Arabia. It contains her childhood sketches of the heretical artifacts, her early notes, and her growing realization of their world-shattering significance.

***Why this works:** Thana's lifelong obsession with the artifacts drives the central plot of *The Evil Within*. These journal entries offer an intimate glimpse into her origin story, deepening the reader's connection to her quest and providing fascinating lore about the very artifacts she and Houri risk their lives to find.*

### Idea 4

#### The Cambridge Equation: A Houri & Shada Adventure

Set during their PhD program at Cambridge, this bonus chapter follows Houri and Shada on a weekend adventure. When a rival academic tries to sabotage Houri's early fusion research, the two friends must use their unique skills to outsmart him, solidifying the bond of trust and mischief seen in *The Evil Within*.

***Why this works:** Readers love the witty, loyal friendship between Houri and Shada. This lighthearted story provides a fun look at their shared history before the life-and-death stakes of the main novel, showcasing the playful dynamic and fierce intelligence that makes them such a compelling duo.*

## Idea 5

### The Heretic's Compendium: A Classified Primer

This in-world guide, styled as a classified intelligence briefing, details the history and contents of the artifacts at the heart of the story. It includes artist renderings of the scrolls, translations of key passages, and Thana's academic theories on how they prove religion is a political construct.

***Why this works:** The artifacts are the ultimate prize in *The Evil Within*, powerful enough to make governments kill and topple the world order. This guide gives readers a tangible piece of that world, satisfying their curiosity about the scrolls' specific contents and making the stakes of the quest feel even more profound.*



# Marketing Plan

This is your personalized marketing roadmap, customized specifically for your book and target audience. Unlike generic marketing advice, every action item here is tailored to your book's positioning, genre, and reader demographics. The timeline is designed to maximize your book's impact from pre-launch through ongoing promotion. Reference the specific report sections mentioned throughout to access the ready-made content you'll need for each phase. Track your progress through each phase systematically, and adapt the timeline based on your launch date and available resources.

The marketing strategy for 'The Evil Within' hinges on a dual-pronged approach, simultaneously targeting the high-concept, intellectual thriller market and the character-driven, queer representation market. Its success lies in leveraging its controversial religious themes for intellectual debate while championing its complex, female-led cast to attract a deeply engaged, modern audience.

- This book's primary strength is its appeal to four distinct but overlapping reader personas. Campaigns must be segmented to speak directly to the 'Secular Intellectual,' 'Queer Representation Seeker,' 'Geopolitical Fan,' and 'Progressive Academic.'
- The central premise—ancient scrolls proving religion is a political fiction—is a powerful, controversial hook that must be used to generate debate and media interest, particularly on platforms like Twitter and academic forums.
- The relationship between Houri and Shada, and the powerful female-led cast, is a significant differentiator in the male-dominated espionage genre. This angle is key for discoverability on Instagram, TikTok, and LGBTQ+ media outlets.

# Pre-Launch Phase - Build anticipation (2-3 months before release)

*Timeline: 90 to 30 days before launch day*

## 1. Assemble a Segmented ARC Team

Begin recruiting a street team of 50-100 early readers. Do not build a generic list. Actively seek out reviewers who align with your 'Audience Personas Analysis.' Search hashtags like #SpyThriller, #QueerBooks, #DarkAcademia, and #Geopolitics on Instagram and Twitter. Pitch them personally, highlighting the specific elements they'd enjoy (e.g., 'Given your interest in geopolitical realism, you'll appreciate the depiction of CIA black ops...'). Create four separate email sequences for your ARC team, one for each persona, to provide tailored updates and encouragement.

■ **Deadline:** 90 days before launch

## 2. Optimize NetGalley & BookSirens Listings

Submit 'The Evil Within' to NetGalley or BookSirens. Use your 'Keywords' section to populate the metadata. In the description, use the 'Book Positioning ("X meets Y")' to immediately frame the book. Crucially, add custom notes to reviewers based on their profile tags. For a reviewer who loves LGBTQ+ fiction, mention Houri and Shada. For a military thriller fan, mention the covert ops and cyberwarfare.

■ **Deadline:** 75 days before launch

## 3. Develop and Deploy Persona-Specific Reader Magnets

Create a lead magnet to build your email list. Using the 'Reader Magnet Ideas' report, write a short story (3k-5k words) detailing a previous, self-contained mission for either Houri or Shada. Create two different landing pages for it: one framed as 'Declassified: A Houri Ranshoff Mission' for the Geopolitical fans, and another framed as 'The untold story of a queer spy' for the Representation Seekers. Promote these on relevant platforms.

■ **Deadline:** 60 days before launch

#### 4. Pre-schedule Social Media Content

Use the 'Blog Series Outline' and 'Themes and Tropes' sections to build a 3-month content calendar. Create quote graphics, character introductions (Houri, Thana, Shada), and discussion-provoking questions ('What if proof emerged that religion was a political tool?'). Schedule these posts. For Instagram, focus on the characters and emotional journey. For Twitter, focus on the geopolitical and philosophical questions to engage academics and intellectuals.

■ **Deadline:** 45 days before launch

#### 5. Initiate Podcast & Influencer Outreach

Identify 20-30 podcasts and BookTubers that fit your 'Audience Personas Analysis' (e.g., Spybrary, queer lit channels, history/religion podcasts). Using your 'Sales Pitches' report, send personalized emails. Do not send a generic blast. Reference a specific episode of their show you enjoyed and explain exactly why your book's themes (geopolitical intrigue, authentic queer representation, religious deconstruction) are a perfect fit for their audience. Aim to book appearances for your launch month.

■ **Deadline:** 30 days before launch

## Launch Phase - Maximize visibility (Launch week through Month 1)

*Timeline: Launch Day through Day 30*

#### 1. Execute Coordinated Launch Day Blitz

On Launch Day, email your full list and your segmented ARC team with direct purchase links. Provide them with a toolkit: pre-made graphics, sample captions from your 'Ad Copy Variations' report, and relevant hashtags. Run a launch-day-only giveaway for a signed copy or a bundle of the 'Comparable Titles' to encourage sharing. Monitor social media and engage with every single post about the book.

■ **Deadline:** Launch Day

## 2. Launch Persona-Targeted Ad Campaigns

Run targeted ads on Amazon, Facebook, and Instagram. Create four distinct ad sets based on your 'Audience Personas Analysis.' Ad Set 1 (Secular Intellectual): Target users interested in Richard Dawkins, Sam Harris, The Atlantic. Use ad copy focusing on the scrolls' discovery. Ad Set 2 (Queer Representation): Target users interested in Lambda Literary, Autostraddle, Tamsyn Muir. Use ad copy highlighting 'a queer spy heroine' and the relationship between Houra and Shada. Ad Set 3 (Geopolitical Fan): Target users interested in Tom Clancy, Foreign Affairs, Spybrary podcast. Use copy focused on 'realistic black ops' and 'cyberwarfare.' Use the 'Ad Copy Variations' to A/B test each set.

■ **Deadline:** Launch Week

## 3. Deploy Press Release & Media Pitches

Finalize your 'Press Release Template' by incorporating one of the 'Timely Angles & News Hooks.' Distribute it via a service like eReleases, targeting national security, technology, and LGBTQ+ interest desks. Simultaneously, send personalized pitches to 10-15 journalists and bloggers who cover these intersections, offering an exclusive interview or guest post opportunity.

■ **Deadline:** Week 1

## 4. Engage on Reddit and Niche Forums

Participate authentically in relevant subreddits. In r/spyfiction or r/geopolitics, start a discussion about the realism of the book's covert operations. In r/askhistorians or r/AcademicBiblical, pose a hypothetical question related to the book's premise (without blatant self-promotion initially). Once you've established credibility, you can mention the book in a relevant context. This targets your Geopolitical and Academic personas directly.

■ **Deadline:** Weeks 2-4

## Post-Launch Phase - Sustain momentum (Months 2-6)

*Timeline: Months 2 through 6 post-launch*

### 1. Run a Price Promotion with a BookBub Feature

After the initial sales wave, plan a price drop to \$0.99 for a limited time. The key is to stack this with a paid promotion. Apply for a BookBub Featured Deal in the 'Thrillers' and 'LGBTQ' categories. This is highly competitive, so apply early and often. Use the sales velocity from the promotion to climb the charts and gain a new wave of readers.

■ **Deadline:** Month 2 or 3

### 2. Content Repurposing: The 'Evil Within' Deep Dive

Repurpose your 'Blog Series Outline' into a multi-platform content series. Create short YouTube videos or TikToks explaining the real-world science behind Hour's fusion research. Turn the theme of the 'Bloodhound' surveillance system into a Twitter thread about AI ethics. Create an Instagram carousel detailing the real archaeological history of heretical texts. This provides long-tail value and continues to attract new readers.

■ **Deadline:** Ongoing, Months 2-6

### 3. Guest Blogging and Podcast Tour (Part 2)

Re-engage with your outreach list. Pitch guest posts to blogs focusing on themes from the book. Example topics: 'The Female Gaze in Espionage Fiction' for an LGBTQ+ literature blog, or 'Fiction vs. Reality: The Threat of State-Sponsored Cyber Attacks' for a tech or political blog. Use the positive reviews and sales data from your launch as social proof in your pitches.

■ **Deadline:** Months 3-5

### 4. Cultivate the Email List for the Next Book

Now that you have new readers on your email list, nurture them. Send a monthly newsletter with behind-the-scenes content, discussing the research that went into 'The Evil Within.' Share a deleted scene or an alternate ending. Begin teasing your



next project to build anticipation and ensure a strong launch for your follow-up book.

■ **Deadline:** Ongoing

## Award Submission Strategy

### 1. Lambda Literary Awards ('The Lammys')

**Recommended Category:** Lesbian Mystery / Thriller

**Typical Deadline:** Submissions typically open in September and close in November.

**Why This Fits:** This is the most prestigious award for LGBTQ+ literature. The central, well-developed relationship between Houri and Shada in a high-stakes thriller makes this book a prime candidate and a must-submit.

**Requirements:** Books must be published within the calendar year of the award. Requires submission of physical copies and an entry fee.

### 2. Foreword INDIES Book of the Year Awards

**Recommended Category:** Primary: Thriller & Suspense. Secondary: LGBTQ+ Adult Fiction.

**Typical Deadline:** Submissions typically close in January for books published in the previous year.

**Why This Fits:** Highly respected among independent authors and publishers. The book's complex plot fits the Thriller category perfectly, while the strong representation allows it to compete in the LGBTQ+ category as well.

**Requirements:** Requires an entry fee. Must be independently published or from a small university press.

### 3. Independent Publisher Book Awards (IPPYs)

**Recommended Category:** Suspense/Thriller

**Typical Deadline:** Deadlines are typically in February/March.

**Why This Fits:** One of the largest and oldest competitions for independent books.

The global scale, intricate plotting, and high stakes of 'The Evil Within' make it a strong contender in the main thriller category.

**Requirements:** Entry fee per category. Open to independent, university, and small press authors published in English worldwide.

### 4. ITW ThrillerAwards (International Thriller Writers)

**Recommended Category:** Best E-Book Original Novel

**Typical Deadline:** Submissions typically open in the fall and close in December.

**Why This Fits:** Presented by the premier organization for thriller writers, a nomination here carries significant weight. The book's pacing, stakes, and intricate plot align perfectly with the standards of the ITW.

**Requirements:** Must be a member of ITW to submit. The book must be an e-book first publication.

## Timely Angles & News Hooks

Leverage these current trends and conversations to position your book as relevant and necessary reading.

### 1. The Ethics of AI-Powered State Surveillance

Write op-eds or blog posts connecting the 'Bloodhound' surveillance system in the novel to real-world debates on facial recognition, government data collection, and social credit systems. Pitch yourself to tech and policy podcasts as an author exploring the dystopian potential of current technology.

*Best Timing: Evergreen, but especially potent during legislative debates on privacy and technology.*

## 2. The Rise of Global Cyberwarfare and State-Sponsored Hacking

When news breaks about a major cyber-attack or international espionage incident (e.g., involving Iran, Russia, China), use social media (especially Twitter) to share excerpts from the book that mirror these events. Pitch journalists covering cybersecurity, offering a novelist's perspective on the human drama behind the headlines.

*Best Timing: Reactive to breaking news cycles.*

## 3. Deconstruction and the 'Nones': The Growing Public Skepticism of Organized Religion

Position the book within the growing cultural conversation about people leaving organized religion (the 'nones'). Frame it as a thriller that dramatizes the ultimate 'deconstruction' journey. Engage with academics and influencers in the secular/humanist space for interviews and discussions.

*Best Timing: Evergreen cultural trend.*

## 4. Challenging the Boys' Club of Spy Fiction

Write articles for outlets like Autostraddle, Lambda Literary, or other feminist/queer media about the importance of queer female heroes in genres traditionally dominated by men. Position Houri Ranshoff as a modern, necessary answer to James Bond or Jason Bourne. This angle is perfect for Women's History Month or Pride Month.

*Best Timing: Especially relevant during Pride Month (June) and International Women's Day (March).*

**Ongoing Optimization - Maintain momentum long-term**

Ongoing Habit	Section(s) to Use	Why it Matters	Frequency
Refresh Ad Creative	Ad Copy Variations, Audience Personas Analysis	Prevents ad fatigue and allows you to test which angles (religious conspiracy vs. queer heroine) resonate most with different segments over time.	Quarterly
Monitor Comparable Titles	Comparable Titles & Analysis	Keep an eye on what's working for new bestsellers in your niche. Analyze their covers, blurbs, and ad strategies for actionable insights.	Monthly
Engage with Your Email List	Reader Magnet Ideas, Blog Series Outline	Your email list is your most valuable asset. Keep them warm with content related to the book's themes so they are ready for your next release.	Monthly
Scan for Timely Hooks	Timely Angles & News Hooks	Tie your book to breaking news to generate fresh interest. A news story about Iran or surveillance is a marketing opportunity for this book.	Weekly (scan headlines)

Check Amazon KDP Categories	KDP Categories	Amazon's categories change. Periodically check if there are new, more niche categories where your book could more easily rank as a bestseller.	Quarterly
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# Marketing Resources

Transform your marketing strategy with these powerful tools designed specifically for authors. Each tool helps you execute different aspects of your marketing plan more effectively.

## ManuscriptReport.com Services

Expand your marketing arsenal with specialized reports and content deeply analyzed by AI

- [Social Media Ads/Content](#)

Get 20 ready-to-post ads, including scroll-stopping images and compelling post text, all designed to convert browsers into buyers. Each post is crafted to capture your book's unique appeal and drive engagement!

- [Blog Series](#)

Transform your book into engaging blog posts. Get up to 10 professionally crafted articles that highlight your book's key themes and insights.

- [Book Bible](#)

Unlock Your Book's Blueprint: The Book Bible. Track everything in your book from characters, locations, timelines, plots, theories, key figures, studies, themes, and more. Perfect for easy reference, validation, adaptation, and ensuring consistency in sequels

## Market Research & Analytics

Understand your market and track your success

- [Publisher Rocket](#)

Research profitable keywords, categories, and competitor books for Amazon optimization. Use this to validate your KDP category choices and discover new keyword opportunities based on your genre analysis.

- [KDSPY](#)

Chrome extension that reveals Amazon bestseller data in real-time. Perfect for competitive analysis and tracking how your comparisons are performing in their categories.

- [ScribeCount](#)

Comprehensive sales dashboard that tracks royalties across all platforms. Monitor which marketing campaigns drive actual sales and calculate your return on ad spend.

- [The Big Indie Author Data Drop Report](#)

A collaborative initiative by the Alliance of Independent Authors (ALLi) and industry partners that aggregates and publishes comprehensive, data-driven insights—covering author income, publishing trends, sales channels, diversity, and more

## **Email Marketing & Reader Building**

Build and engage your reader community

- [BookFunnel](#)

Distribute ARCs, create reader magnets, and manage review campaigns. Essential for building your email list using the target audience segments identified in your report.

- [StoryOrigin](#)

Organize newsletter swaps, group promotions, and cross-promotional campaigns. Leverage your genre and theme data to find compatible authors for audience sharing.

- [MailerLite](#)

Author-friendly email marketing platform with book-specific templates. Use your audience personas to create targeted email sequences and deploy your sales pitches to the right reader segments.

- [Author.Email](#)

Email marketing service built specifically for authors.

- [Blog Series](#)

Transform your book into engaging blog posts. Get up to 10 professionally crafted articles that highlight your book's key themes and insights.

## **Book Marketing & Design**

Create compelling book marketing materials

- [Canva](#)

Design book marketing graphics, social media posts, and promotional materials. Use your book's themes and tropes to create visually appealing quote cards and teasers.

- [Book Brush](#)

Specialized tool for creating book marketing graphics, animated promos, and social media content. Perfect for showcasing your book alongside quotes and reviews.



- [Reedsy Design Editor](#)

Professional book cover and marketing material designer. Create promotional graphics that align with your book's genre and target audience.

- [BookCovers.com](#)

Offers thousands of customizable, professional premade book covers for indie authors and publishers.

- [Social Media Ads/Content](#)

Get 20 ready-to-post ads, including scroll-stopping images and compelling post text, all designed to convert browsers into buyers. Each post is crafted to capture your book's unique appeal and drive engagement!

## **Advertising & Promotion Platforms**

Advertising tools that deliver results

- [Amazon Ads \(KDP\)](#)

Run targeted book ads on Amazon using your keyword research and comparison titles. Start with the three-campaign strategy: Auto, Category targeting, and Brand defense.

- [Facebook Ads Manager](#)

Create highly targeted campaigns using your audience personas. Test different sales pitches and creative approaches based on your target demographics.

- [BookBub Partner Dashboard](#)

Submit for featured deals and run BookBub ads. Your comparison titles and genre analysis will strengthen your feature deal applications.

## **Author Platform & Community**

Build your author brand and connect with readers

- [Reedsy](#)

Connect with publishing professionals and promote your book through Reedsy Discovery. Your comparison titles help readers understand if your book matches their preferences.

- [Goodreads Author Program](#)

Manage your author profile, run giveaways, and engage with readers. Your genre and theme data helps you connect with the right reader communities.

- [AllAuthor](#)

Author promotion platform with automated social media posting, book mockups, and promotional tools. Great for maintaining consistent author presence.

- [Draft2Digital](#)

Multi-platform distribution service that gets your book into Apple Books, Kobo, Barnes & Noble, and more. Simplifies wide distribution and provides unified sales reporting across all platforms.

## **Review & Launch Management**

Manage reviews and coordinate launches

- [NetGalley](#)

Professional review platform for ARCs. Submit your book with your synopsis and press release to gain credible review coverage before launch.

- [Hidden Gems Books](#)

Book promotion service that helps connect authors with readers in their target genres. Use your genre and audience data to find the right promotional opportunities.

- [Written Word Media](#)

Book promotion platform offering various promotional services including newsletter features and social media campaigns based on your book's genre and target audience.

- [BookSirens](#)

Professional book review platform that connects authors with reviewers and bloggers. Upload your ARC and synopsis to get quality reviews for launch. Great for building credible review coverage.