



Lawrence Reinhold

# The Last Tasrina

Full Marketing Report

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# How to Use This Report

## What you're holding

Think of this as your marketing Swiss Army knife for *The Last Tasrina* 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 LAST TASRINA*

**Book Length**

133 pages

**Word Count**

85,086 words

**Report Date**

2025-12-14

# Summary

Use this as your one-line pitch for *The Last Tsrina*: 'A brilliant Serbian-born accountant, desperate to escape her past, is forced into a covert world of espionage and royal intrigue when a billionaire with ties to Russian nobility sets his sights on her.' This line captures the novel's blend of psychological suspense, international power games, and the protagonist's struggle for identity. Deploy it across Goodreads, BookBub, and Amazon listings for instant clarity and intrigue; when running ads, test versions with and without a call-to-action like 'Start North's journey today' to see which drives more engagement for *The Last Tsrina*.

North Pjani■ wants nothing more than to vanish. Once a forensic accountant at the top of her field, she's haunted by a past she refuses to revisit and desperate to escape the reach of both her ex-husband and the U.S. intelligence community. But when her attempt at a quiet disappearance is sabotaged by unseen hands, North finds herself drawn into a world where every move is watched—and every identity can be rewritten.

Recruited under false pretenses, North is forced to assume a new life as Polina Zhabin, a Serbian immigrant working in a seedy Russian bar in California. The assignment is supposed to be simple: keep her head down, play her part, and let the agencies decide if she's useful. But when Konstantin Petrov, a billionaire with royal blood and hidden motives, takes an interest in her, North's carefully constructed lies begin to unravel. As she's swept into a web of power, privilege, and deception stretching from Washington to Belgrade, North must decide how much of herself she's willing to lose to survive—and what she's willing to risk to reclaim her own story.

A gripping tale of reinvention, espionage, and the search for belonging, *The Last Tsrina* is a high-stakes journey through the shadows of modern Europe and the corridors of global power.

# SEO Keywords

For *The Last Tsrina*, combining long-tail search phrases and trope-driven micro-niches with unique world-building entities ensures the book is discoverable by readers searching for specific spy thrillers, royal intrigue, or financial crime stories, while also signaling to Amazon's algorithm the book's connections to espionage, international power struggles, and elite societies. This hybrid approach maximizes both organic search visibility and accurate algorithmic clustering, helping the book reach its ideal audience.

## Broad SEO Keywords

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

international espionage thriller, female spy novel, Russian oligarch conspiracy, forensic accountant mystery, CIA undercover operation, high society intrigue, royal lineage suspense, asset recovery drama, Serbian political thriller, European royalty fiction, intelligence agency drama, financial crime novel, strong female protagonist thriller, geopolitical suspense book, modern royalty intrigue, corruption and power novel, secret identity fiction, revenge against oligarchs, dark past redemption story, elite banking thriller

## 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

- espionage thriller for adults
- female led spy novel
- financial crime suspense fiction
- international conspiracy mystery
- royal intrigue suspense book



- asset recovery adventure novel
- intelligence agency drama fiction

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

- reluctant hero journey
- hidden royal identity
- undercover operation gone wrong
- revenge against corrupt elite
- trauma survivor protagonist
- high stakes political intrigue
- secret society manipulation

## **C. Clustering Entities**

- Serbian intelligence network
- Russian royal succession
- European banking underworld
- CIA covert operations
- Swiss finishing school

# Comparisons

Comps demonstrate to retailers and reviewers that a strong audience already exists for *The Last Tasrina*. For example, when applying for a BookBub Featured Deal, highlight *Dead Fall* by Brad Thor and *The Collector* by Daniel Silva as recent bestsellers with similar themes of international intrigue, Russian oligarchs, and intelligence agency manipulation. In your social ads, create a carousel where the first frame says, 'If you loved *Countdown...*' and the second frame finishes, '...you'll binge *The Last Tasrina*.' Test parallel ads using comps like *The Chaos Agent* and *The Eighth Sister* to see which resonates best with your target audience, as readers of these high-octane espionage thrillers are likely to engage with *The Last Tasrina*'s blend of covert operations, royal secrets, and psychological suspense. Sometimes, you may find that a comp like *Only If You're Lucky*, with its focus on trauma and identity, attracts a broader audience than expected. Use real-time ROAS data to optimize your campaigns and discover which narrative connections drive the highest conversions for *The Last Tasrina*.

Book Title	Similarities	Differences
<b>Dead Fall</b> Brad Thor	Both novels feature high-stakes international intrigue, covert operations, and protagonists entangled with intelligence agencies. Each book explores the manipulation of global power structures and the personal cost of espionage.	<i>Dead Fall</i> centers on a male ex-Navy SEAL operative in Ukraine, while <i>The Last Tasrina</i> follows a female forensic accountant with royal lineage. Thor's novel is more action-driven, whereas <i>The Last Tasrina</i> weaves in themes of identity, legacy, and psychological trauma.

**The Collector**  
Daniel Silva

Both books involve international conspiracies, Russian oligarchs, and protagonists drawn into dangerous games by intelligence agencies. Each features intricate plotting and a blend of art, history, and espionage.

The Collector focuses on art theft and Gabriel Allon's world of art restoration, while The Last Tsrina is rooted in financial forensics, royal secrets, and personal transformation.

**Countdown**  
James Patterson and  
Brendan DuBois

Both novels feature female leads thrust into global conspiracies, hunted by powerful enemies, and forced to rely on their intelligence and resourcefulness to survive.

Countdown is a fast-paced, action-heavy thriller with a focus on terrorism and government betrayal, while The Last Tsrina is more layered, blending espionage with dynastic intrigue and psychological depth.

**The Chaos Agent**  
Mark Greaney

Both books involve protagonists navigating international espionage, Russian adversaries, and complex intelligence operations. Each features high-octane suspense and shifting alliances.

The Chaos Agent is part of the Gray Man series and centers on a professional assassin, while The Last Tsrina's protagonist is an accountant-turned-royal, with a focus on identity and legacy.

**Only If You're Lucky**  
Stacy Willingham

Both novels explore the psychological aftermath of trauma, unreliable identities, and the search for truth beneath layers of deception.

Only If You're Lucky is a domestic thriller set in a college environment, while The Last Tsrina is a geopolitical thriller spanning multiple countries and involving royal succession.

**The Grey Wolf**  
Louise Penny

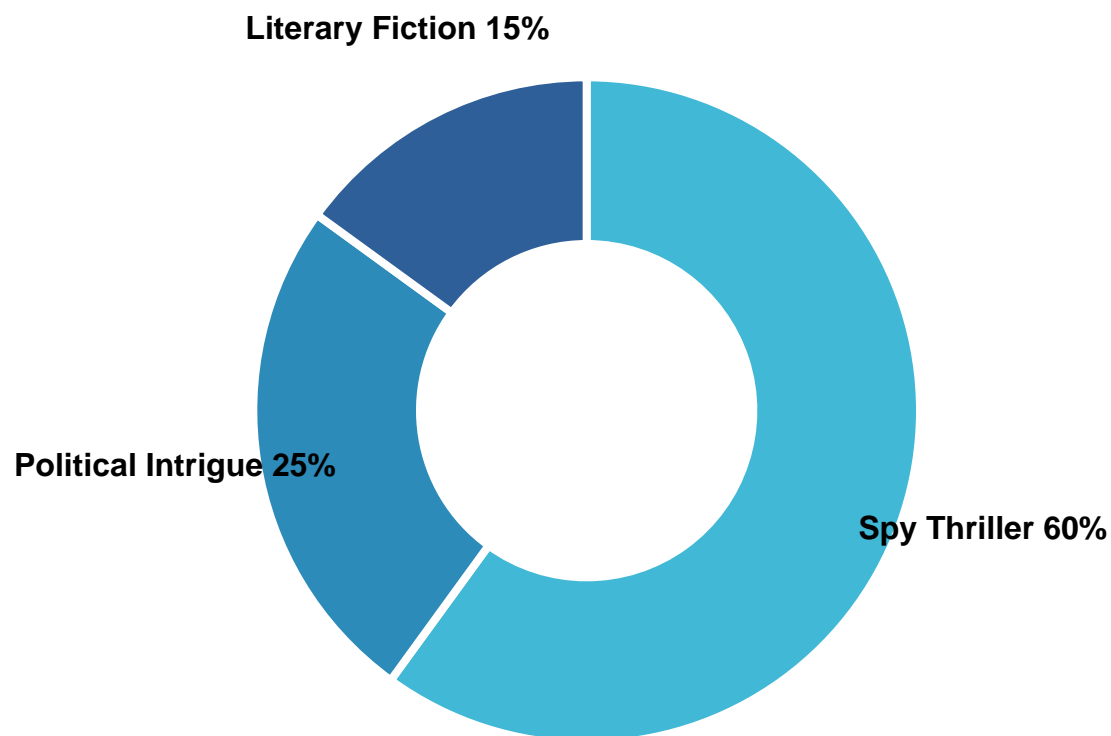
Both books feature protagonists caught between Western intelligence agencies and Russian power players, with plots involving political intrigue and personal stakes.

The Grey Wolf is part of the Chief Inspector Gamache series and is more focused on mystery and police procedural elements, while The Last Tsrina is a standalone with a broader international and dynastic scope.

<p><b>Table for Two</b> Amor Towles</p>	<p>Both books delve into themes of identity, reinvention, and the impact of history on individual lives, with European settings and high society intrigue.</p>	<p>Table for Two is a collection of literary short stories with a gentler tone, while The Last Tasrina is a sweeping thriller with espionage, violence, and political machinations.</p>
<p><b>The Exchange: After The Firm</b> John Grisham</p>	<p>Both novels feature protagonists with legal and financial expertise who become embroiled in international conspiracies and must navigate dangerous power structures.</p>	<p>The Exchange is a legal thriller with courtroom drama, while The Last Tasrina is more focused on espionage, royal intrigue, and personal transformation.</p>
<p><b>The Eighth Sister</b> Robert Dugoni</p>	<p>Both books involve Russian intelligence, double identities, and protagonists forced into dangerous undercover roles with global consequences.</p>	<p>The Eighth Sister is more of a classic spy thriller with a male lead, while The Last Tasrina centers on a female protagonist with a unique blend of financial, royal, and psychological elements.</p>
<p><b>The Truth About the Devlins</b> Lisa Scottoline</p>	<p>Both novels explore family secrets, betrayal, and the quest for justice, with protagonists uncovering hidden truths that reshape their identities.</p>	<p>The Truth About the Devlins is a domestic thriller with a focus on family and legal drama, while The Last Tasrina is an international thriller with espionage and royal succession at its core.</p>

# Genres

For *The Last Tsarina*, anchor your primary genre as Spy Thriller to target readers of complex espionage like Daniel Silva or Olen Steinhauer. Use Political Intrigue as your secondary, highlighting the novel's high-stakes power plays and global conspiracies. Rotate Literary Fiction quarterly to reach audiences drawn to North's psychological depth and identity struggles. In ads, emphasize the female lead's transformation from hunted accountant to Tsarina, and her battle with Russian oligarchs.



# Synopsis

When preparing a professional synopsis for *The Last Tsrina*, focus on providing a clear, comprehensive breakdown of the entire narrative arc, including all major plot points, twists, and the resolution. For example, detail North Pjani's transformation from a traumatized forensic accountant seeking anonymity to her reluctant acceptance of the mantle of Tsrina, and how this arc is driven by her interactions with Konstantin Petrov, the CIA, and her own hidden lineage. Make sure to include the novel's key structural beats, such as North's undercover work as Polina Zhabin, her discovery of her true identity as Zora Babi, her ascension to royalty, and the geopolitical machinations involving Russian oligarchs and Western intelligence agencies. Highlight how the story's pacing escalates from personal stakes to global consequences, culminating in North's use of explosive intelligence to force an end to the war in Ukraine and dismantle the Russian kleptocracy. Be explicit about character motivations and how North's relationships with figures like Cockroach, Bogdan, and Katerina drive her decisions and growth. Avoid marketing language; instead, present the synopsis in a straightforward, fact-based tone so agents, editors, and publishers can assess the story's structure, character arcs, and payoff. For press or back cover copy, distill the synopsis to a concise 120–150 words, emphasizing the unique angle—such as the novel's exploration of identity, power, and the cost of justice in a world shaped by covert operations and historical legacies.

*The Last Tsrina* by Lawrence Reinhold is a high-stakes geopolitical thriller that follows North Pjani, a Serbian-born forensic accountant whose traumatic past and extraordinary intellect make her the unwitting centerpiece of an international power struggle. The novel opens with the CIA identifying North as the ideal candidate for a covert Treasury Department operation targeting Russian oligarchs' assets. North, determined to escape her past and the shadowy world of intelligence, refuses the assignment and quits her prestigious accounting job. She divorces her unfaithful husband, Vojislav, in an effort to sever all ties to her former life.

Despite her efforts to disappear, North finds herself under constant surveillance. The CIA is not her only watcher; Konstantin Petrov, a billionaire with royal Russian

lineage, orchestrates events to keep her within his sphere of influence. Konstantin's clandestine organization subtly sabotages her job prospects, while her former partner, Buster "Cockroach" Kingfish, draws her into freelance work that serves as a pretext for U.S. intelligence agencies to involve her in their operations.

North's initial freelance assignment escalates into an undercover operation. Under the fabricated identity of Polina Zhabin, a Serbian immigrant with a tragic past, North works as a cocktail waitress in a Russian club in Laguna Niguel. The CIA and FBI use this as a passive test of her temperament. During this assignment, she meets Konstantin, who is intrigued by her intelligence and resilience. Through a series of after-work meetings, North (as Polina) shares a harrowing, invented backstory that masks the even darker truth of her real history.

Konstantin, recognizing her genius, sponsors her education: a full scholarship to an Ivy League Ph.D. program and tuition at a Swiss finishing school. North accepts, hoping for a fresh start. After three years, she graduates, only to be drawn deeper into Konstantin's world. At a Washington D.C. gala, she is introduced to the global elite, then sent to the Swiss finishing school, and later tours Konstantin's corporate holdings in Belgrade and Paris.

In Belgrade, North visits a cemetery and discovers a grave marked with her own name and birth/death dates. There, she meets Bogdan Jovanović, who reveals that another woman had claimed to be Zora Babić—North's true identity. North confides in Cockroach, showing him the scars from her survival of a school massacre, and reveals her parents faked her death before being killed themselves. Bogdan, whose real name is Darko, confirms the grave is empty, deepening the mystery of North's past.

In Paris, North meets Viscount Dekker, who is struck by her resemblance to his lost love, Jelena Petrov, hinting at her royal lineage. Konstantin reveals that the high-society gatherings are conclaves of European and Russian royalty, and North is to become a compliance officer for his bank. Overwhelmed by the manipulation, North flees to the U.S., but Konstantin admits the entire operation was a recruitment ploy. She reluctantly agrees to continue, demanding transparency.

While working at Konstantin's bank in The Hague, North learns from her dying former boss, the General, that the U.S. government has used her real identity for covert operations. This explains the fraudulent renewal of her passport and a failed cover-up by the State Department. North is kidnapped by Russian thugs who verify her scars, confirming her as the real Zora Babi█. She bluffs her way to freedom, but Konstantin soon learns that two CIA operatives impersonating her have been murdered. To protect her, he publicly reveals her as "The Long-Lost Yugoslavian Contessa."

Viscount Dekker summons North to Germany, confirming she is his granddaughter and the rightful Contessa of Serbia, heir to his title and fortune. After his death, North meets Konstantin's mother, Varvara, and learns of Konstantin's MI-6 past. The Viscount's will places his estate in a trust for North, making her one of the world's wealthiest women and protecting her with anti-ransom clauses.

North agrees to Konstantin's proposal to acquire a Russian shipping company, allowing her to operate in Moscow as a businesswoman while investigating her family's stolen assets. Konstantin reveals his mother was the last Russian Czarina, making him the Czar and North his cousin—the last of the Petrov line. He abdicates, passing the title of Tsarina to North. The Russian President threatens her life, but North accepts her new role and liquidates her Russian interests, resolving to reclaim her family's legacy.

North launches a legal campaign to recover her hereditary assets from Russian oligarchs, giving Cockroach fifty million dollars to take over his firm, which becomes the main vehicle for her asset recovery efforts. Her relationship with Bogdan intensifies when he reveals he is the head of Serbian Intelligence and asks her to protect his daughter, Dunja, whom North takes to safety in Germany, forming a deep bond.

After her coronation as Tsarina in Amsterdam, North receives intelligence from Bogdan about Serbian banks laundering oligarchs' money. The stakes rise with the defection of General Katerina Kuznetsov, FSB's second-in-command. During a botched CIA extraction in Caracas, North and Katerina escape an FSB ambush. Katerina provides North with hard drives containing proof of Russian and Western



complicity in the war in Ukraine.

North uses this evidence to blackmail the CIA and Western governments, demanding an end to the war and the dismantling of the Russian kleptocracy. She releases some data to the media to prove her resolve. After surviving a Novichok poisoning attempt, the Russian President is killed in a staged plane crash, leading to the regime's collapse.

In the final twist, Katerina reveals that the entire saga—from the Viscount's plan to Konstantin's manipulations—was a decades-long intelligence operation to reshape the geopolitical order, with North as the central pawn. The novel concludes with North victorious but forever changed, having sacrificed her anonymity for power and justice.

# KDP Categories

## Suggestions

Email your distributor (KDP, Kobo, IngramSpark, etc.) today with these three category requests for *The Last Tasrina*: Fiction > Thrillers > Espionage, Fiction > Women > Women Sleuths, and Fiction > Historical > Russian & Former Soviet Union. This ensures browsing algorithms lock you into highly relevant categories before launch, maximizing your visibility to readers interested in international espionage, strong female protagonists, and Russian historical intrigue. After launch, consider swapping one slot for a seasonal niche, such as Fiction > Thrillers > Political during election cycles, to capture timely interest. If you notice the top-100 entry barrier in Espionage climbs too high, pivot to a less-competitive but related niche like Fiction > Thrillers > Political or Fiction > Historical > Russian & Former Soviet Union to reclaim bestseller tags and the free visibility that comes with them.

- **Fiction**
  - Thrillers
    - Espionage
    - Political
  - Literary
- **Fiction**
  - Women
    - Women Sleuths
- **Fiction**
  - Historical
    - Russian & Former Soviet Union

# Themes

Use *The Last Tsrina*'s themes—identity reinvention, power's moral cost, and legacy's burden—to spark engagement. Post: 'How much of our identity is shaped by trauma or manipulation?' in book groups. Use 'The Price of Power and Reinvention in The Last Tsrina' as a blog headline. Feed analytics teams statements like 'the longing for belonging after betrayal' to test which emotional notes drive reader connection and ad resonance.

**Identity and Reinvention:** *The Last Tsrina* is fundamentally a meditation on the fluidity of identity. North's journey from forensic accountant to undercover operative, and ultimately to Tsrina, is marked by layers of deception, both self-imposed and externally orchestrated. The novel probes how trauma, manipulation, and circumstance force individuals to shed old selves and assume new roles, raising questions about authenticity, agency, and the cost of survival in a world where personal history is weaponized.

**Power, Corruption, and Moral Ambiguity:** The narrative delves deeply into the corrosive effects of power, both personal and institutional. North is thrust into a world where intelligence agencies, oligarchs, and royalty manipulate global events for their own ends. The story interrogates the moral compromises required to navigate such a landscape, exposing the blurred lines between justice and vengeance, patriotism and self-interest, and the ethical dilemmas faced when wielding influence over nations.

**Legacy, Trauma, and the Search for Belonging:** At its core, the novel is about the inheritance of trauma and the longing for connection. North's quest to reclaim her family's legacy is as much about healing generational wounds as it is about material restitution. Her relationships—with Cockroach, Bogdan, and Dunja—highlight the human need for belonging and the difficulty of forging trust after betrayal. The story asks whether it is possible to transcend the scars of the past while carrying the burdens of history.

# Book Tropes

Whether it's #ReluctantHero, #SecretRoyalty, or #IdentitySwap, the tropes in *The Last Tsrina* are perfect for social media discovery. Use a single hashtag like #ShadowyPuppetmasters to tap into trending discussions about conspiracies and manipulation, or combine two tropes—'found family + mistaken identity'—to create a compelling TikTok or Reel caption that highlights North's journey from isolated survivor to powerful leader. Performance marketers can retarget viewers with a carousel of clips: North's coronation as Tsrina (#SecretRoyalty), her undercover work as Polina (#IdentitySwap), or her emotional bond with Dunja (#FoundFamily). Let the algorithm show each reader the trope they engage with most, and use specific scenes—like North's discovery of her own grave or her final confrontation with Konstantin—to craft scroll-stopping content tailored to *The Last Tsrina*.

**Reluctant Hero:** In *The Last Tsrina*, North Pjani■ is thrust into a world of espionage and power struggles despite her desperate attempts to escape her traumatic past and live a quiet life. Her repeated refusals and efforts to disappear are systematically thwarted by both the CIA and Konstantin Petrov's secretive organization, forcing her into a role she never wanted. Throughout the novel, North's journey is defined by her reluctance to embrace her destiny, making her transformation into a powerful leader all the more compelling.

**Secret Royalty:** The trope of hidden or secret royalty is central to *The Last Tsrina*. North discovers that she is not only the last surviving member of her family but also the rightful Contessa of Serbia and, ultimately, the Tsrina of Russia. Her royal lineage is revealed through a series of dramatic encounters and revelations, culminating in her coronation and acceptance of her new identity and responsibilities.

**Identity Swap / Mistaken Identity:** North is forced to assume multiple identities throughout *The Last Tsrina*, including the fabricated persona of Polina Zhabin and the use of her real identity, Zora Babi■, by intelligence agencies for covert operations. The confusion and danger surrounding her true self, as well as the government's manipulation of her identity, drive much of the plot and create high-stakes tension.

**Shadowy Puppetmasters:** The narrative is filled with powerful figures and organizations manipulating events from behind the scenes. Konstantin Petrov, the CIA, and even North's own family are revealed to have orchestrated her life's trajectory as part of a grand, multi-decade intelligence operation. North's realization that she has been a pawn in a much larger game is a recurring theme in *The Last Tasrina*.

**Found Family:** Despite her isolation and the betrayals she suffers, North gradually forms deep bonds with characters like Cockroach, Bogdan, and Dunja. These relationships, forged through adversity and mutual loyalty, provide her with a sense of belonging and support that contrasts with her fractured biological family. The found family trope is especially poignant as North becomes a protector and mentor to Dunja, echoing the family she lost.

# Target Audience

For *The Last Tasrina*, segment campaigns by reader type: target geopolitical thriller fans with ads on policy podcasts and Reddit, reach female empowerment seekers via Bookstagram and women's book clubs, engage diaspora readers through ethnic media, and attract legal/finance professionals on LinkedIn. Tailor landing pages and messaging to highlight the novel's espionage, female resilience, Eastern European intrigue, and high-stakes financial drama. Test copy referencing North's transformation, royal lineage, and real-world corruption.

## 1. Geopolitical Thriller Enthusiast

**Demographics:** Age 32-45; Graduate degree or higher; Upper-middle class; Established professionals, often single or divorced

**Lifestyle:** Career-focused, news-oriented, values critical thinking

**Reading Motivations:** Drawn to intricate plots involving espionage and international finance; Seeks realism and complexity in political intrigue; Wants to explore the moral ambiguity of intelligence work

**Other Interests:** Following global politics, True crime documentaries, Chess and strategy games, Attending policy forums or lectures

**Media Habits:** Discovers books via New York Times Book Review, Spybrary podcast, The Economist culture section; Active on Reddit (r/spyfiction, r/geopolitics), Twitter

## 2. Female Empowerment Fiction Seeker

**Demographics:** Age 28-38; Bachelor's or master's degree; Middle to upper-middle class; Mid-career, often recently single or redefining identity

**Lifestyle:** Socially active, values personal growth, supports women's causes

**Reading Motivations:** Seeks stories of women reclaiming power after trauma; Wants complex, flawed female protagonists; Drawn to narratives of transformation and survival

**Other Interests:** Women's history and biographies, International travel, Supporting survivor advocacy groups, Attending book clubs focused on strong female leads

**Media Habits:** Discovers books via Bookstagram (women's fiction tags), Reese's Book Club, NPR's Book Concierge; Active on Instagram, Facebook Groups (women's reading circles)

## 3. Eastern European Diaspora Reader

**Demographics:** Age 35-50; College degree or higher; Varies, often middle class; First or second-generation immigrants, family-oriented

**Lifestyle:** Maintains cultural ties, values community, follows news from home country

**Reading Motivations:** Interested in stories reflecting Balkan and Russian history; Wants to see Eastern European protagonists in global narratives; Seeks validation of diaspora experiences and generational trauma

**Other Interests:** Genealogy research, Eastern European cuisine and festivals, Documentaries on post-Soviet transitions, Language preservation groups

**Media Habits:** Discovers books via Diaspora community newsletters, Ethnic bookstores, Radio Free Europe culture segments; Active on Facebook diaspora groups, WhatsApp community chats

#### **4. Legal and Financial Drama Aficionado**

**Demographics:** Age 40-55; JD, MBA, or equivalent professional degree; High income; Established professionals, often empty nesters

**Lifestyle:** Work-centric, enjoys intellectual stimulation, values discretion

**Reading Motivations:** Drawn to high-stakes legal and financial maneuvering; Wants insight into asset recovery and international banking intrigue; Seeks stories where intelligence and expertise drive the plot

**Other Interests:** White-collar crime podcasts, Attending legal seminars, Reading financial news, Collecting rare legal thrillers

**Media Habits:** Discovers books via Financial Times book reviews, ABA Journal, LinkedIn recommendations; Active on LinkedIn, Twitter (legal and finance circles)



# Sales Pitches

Staring at a blank ad box for *The Last Tasrina*? Try this: 'Step into the shadowy world of *The Last Tasrina*, where North Pjani's quest for anonymity collides with global intrigue.' Once you're comfortable, swap the verb or emotional hook to fit your platform—use 'Immerse' for a moody Instagram post or 'Uncover' for a suspenseful Twitter teaser. Growth marketers can tag each version with UTM codes like 'utm\_source=instagram&utm\_content=immerse' or 'utm\_source=twitter&utm\_content=uncover' to see which angle—mystery, reinvention, or high-stakes drama—drives more clicks and sales for *The Last Tasrina*.

Step into the shadowy world of *The Last Tasrina*, where North Pjani's quest for anonymity collides with global intrigue. Perfect for fans of espionage and reinvention, this novel will keep you guessing who's really pulling the strings until the very last page.

What happens when your past won't let you disappear? *The Last Tasrina* delivers a tense, atmospheric ride through hidden identities and international power games. North's journey from forensic accountant to undercover operative is as riveting as it is unpredictable.

In *The Last Tasrina*, survival means becoming someone else. Follow North Pjani as she navigates a labyrinth of secrets, from a Russian bar in California to the halls of European royalty. This is espionage fiction with a deeply human core.

If you crave thrillers with complex heroines and high-stakes deception, *The Last Tasrina* is your next obsession. North's struggle to reclaim her story amid betrayal and shifting loyalties will resonate long after you close the book.

# Sales Pitches

## By Audience

If today's newsletter is focused on political thrillers, use the pitch for 'Political thriller fans' and send it out. For BookBub or Amazon ads, match each pitch to its audience: target 'Lee Child' or 'Daniel Silva' fans with the espionage pitch, and use keywords like 'Russian oligarchs' or 'Eastern European intrigue' for the intrigue pitch. Monitor click-through rates—if the 'strong female protagonist' pitch for *The Last Tasrina* exceeds 3% CTR with readers of female-led fiction, increase its ad budget to maximize reach among that segment.

### Political thriller fans

Dive into *The Last Tasrina* for a globe-trotting, high-stakes thriller where intelligence agencies, oligarchs, and royalty collide. Follow North Pjani■ as she unravels conspiracies that could topple regimes and reshape the world order.

### Readers of strong female protagonists

Meet North Pjani■ in *The Last Tasrina*: a brilliant, haunted forensic accountant who transforms from reluctant operative to the most powerful woman in Europe. Her journey of survival, power, and self-discovery will keep you riveted.

### Fans of espionage and spy fiction

If you crave layered spy fiction, *The Last Tasrina* delivers. With CIA plots, double agents, and a heroine whose identity is a weapon, this novel is a masterclass in modern espionage and psychological intrigue.

### Readers interested in Russian and Eastern European intrigue

Step into the shadowy world of Russian oligarchs, Serbian intelligence, and royal secrets in *The Last Tasrina*. North's quest to reclaim her legacy is a gripping saga of betrayal, power, and revenge across Europe.

## **Fans of complex, twisty narratives**

Love stories with jaw-dropping twists and intricate plotting? *The Last Tasrina* is a labyrinth of secrets, double-crosses, and shocking revelations that will keep you guessing until the final page.

# Comparisons

## Narrative Crossroads

Think of your mash-up pitch for '*The Last Tasrina*' as a way to spark instant recognition and curiosity among fans of sophisticated international thrillers and psychological dramas. For example, if you're pitching a podcast that covers espionage fiction, lead with 'It's *The Night Manager* meets *The Secret History*—spycraft with a cerebral, identity-driven twist.' In a Reddit thread about strong female protagonists, highlight the '*Atomic Blonde* meets *Red Sparrow*' angle, emphasizing North's transformation and the book's relentless pace. For a guest article on dynastic intrigue, use the '*The Girl with the Dragon Tattoo* meets *The Queen*' comparison to draw in readers who crave both investigative grit and the drama of reluctant royalty. Keep these crossroads handy to tailor your pitch to the specific tastes of each outlet's audience, always grounding your approach in the book's unique blend of espionage, psychological complexity, and high-stakes inheritance.

### ***The Night Manager* meets *The Secret History***

Where the high-stakes espionage and shadowy power plays of *The Night Manager* meet the cerebral intrigue and identity games of *The Secret History*, you'll discover '*The Last Tasrina*', a book that threads the needle between international spycraft and the psychological labyrinth of reinvention. Like Le Carré's Jonathan Pine, North Pjani is drawn into a world of covert operations and billionaire machinations, but her journey is equally shaped by the intellectual and emotional puzzles that define Donna Tartt's classic. The result is a narrative that's as much about the cost of survival and the seduction of power as it is about the mechanics of global intrigue.

### ***Atomic Blonde* meets *Red Sparrow***

At the intersection of the relentless, bruising action of *Atomic Blonde* and the layered, identity-driven espionage of *Red Sparrow*, '*The Last Tsarina*' emerges as a rare thriller that centers a fiercely intelligent, deeply scarred woman navigating a gauntlet of betrayals, double agents, and shifting allegiances. North's transformation from hunted accountant to royal power broker echoes Lorraine Broughton's physical and psychological resilience, while her undercover work and manipulation by intelligence agencies recall Dominika Egorova's perilous dance with her own handlers. The book's European settings, brutal twists, and emotional stakes make it a standout for fans of sophisticated, character-driven spy fiction.

### ***The Girl with the Dragon Tattoo* meets *The Queen***

Where the forensic brilliance and trauma-forged independence of *The Girl with the Dragon Tattoo* converges with the dynastic intrigue and reluctant ascension of *The Queen*, readers will find '*The Last Tsarina*' perfectly positioned as a thriller that fuses financial sleuthing with the burdens of unexpected royalty. North's journey from forensic accountant to Tsarina mirrors Lisbeth Salander's dogged pursuit of truth and survival, but layered atop is the grandeur and isolation of royal inheritance, reminiscent of Helen Mirren's portrayal of a monarch thrust into the global spotlight. The novel's blend of gritty investigation, high society, and geopolitical stakes offers a fresh, propulsive take on both genres.

# Sales Copy

For *The Last Tasrina*, use the headline 'How Far Would You Go to Escape Your Own Past?' and the opening hook about North Pjani's desperate reinvention as your Kickstarter or landing-page hero section—they're crafted to immediately draw readers into North's high-stakes world. When you're building retargeting ads, pull the pain point from the hook: North's attempt at a quiet disappearance is shattered, forcing her into a dangerous new identity. For a pinned social post, highlight the promise: a tightly woven espionage thriller with a strong, complex heroine navigating CIA schemes and billionaire power plays. In cold-outreach emails, use the proof elements from the body copy: emphasize the book's blend of financial intrigue, high society suspense, and its appeal to fans of smart, character-driven thrillers. As you analyze which section keeps readers engaged the longest, elevate that specific language—such as the tension between North's haunted past and her fight for belonging—into every top-of-page asset to maximize impact and conversion.

## How Far Would You Go to Escape Your Own Past?

A forensic accountant on the run. A billionaire with secrets. One chance to reclaim her life.

North Pjani has spent years hiding from her mistakes—and the people who want to use her. But when her quiet disappearance is shattered and she's forced into a new identity as Polina Zhabin, North is thrust into a shadowy world where every move is a risk.

In *The Last Tasrina*, Lawrence Reinhold delivers a tightly woven espionage thriller that moves from the back rooms of a Russian bar in California to the gilded halls of European royalty. As North navigates CIA schemes, billionaire power plays, and her own haunted past, she must decide what she's willing to sacrifice to survive—and what it means to truly belong. With a strong, complex heroine and a plot that balances financial intrigue with high society suspense, this is a novel for anyone who loves their thrillers smart and character-driven.

Step into North's world and discover the secrets that could change everything. Order your copy of *The Last Tasrina* today.

Don't miss your chance to read the espionage novel everyone will be talking about this season—grab *The Last Tasrina* before it disappears.

# Press Release

Send the *The Last Tsrina* release unaltered to local media this week—many outlets paste it verbatim. Next, clip out Lawrence Reinhold's quote, refresh it with a timely stat about identity theft or digital privacy ("Reported identity fraud cases up 15% this quarter"), and queue follow-ups in a PR CRM like Cision; a gentle nudge seven days later doubles pickup rates without rewriting the entire sheet. Seasoned publicists can spin the same release into a LinkedIn article, tagging experts in espionage fiction or privacy rights mentioned inside to spark secondary shares.

## Disgraced Accountant Battles Shadows in High-Stakes Espionage Thriller

In *The Last Tsrina*, a fugitive's new identity unravels amid global intrigue, betrayal, and the fight to reclaim her life.

North Pjani■ is running from everything—her past, her ex-husband, and the intelligence agencies that once controlled her. But when her carefully planned disappearance is sabotaged, North is forced into a dangerous new life as Polina Zhabin, a Serbian immigrant in a grim California bar. As she's drawn deeper into a world of surveillance and shifting loyalties, North must decide how much of herself she's willing to lose to survive. In a time when questions of identity and privacy are more urgent than ever, *The Last Tsrina* delivers a pulse-pounding story of reinvention and resilience.

North's journey begins in the shadows, where every move is monitored and trust is a luxury she can't afford. Recruited under false pretenses, she's thrust into a role she never chose, surrounded by strangers with hidden agendas. When Konstantin Petrov—a billionaire with royal ties and secrets of his own—fixates on her, North's fragile cover starts to slip. The stakes escalate as she's pulled from the backrooms of California to the power corridors of Washington and the underworld of Belgrade. Through North's eyes, readers confront the cost of erasing a life and the danger of



letting others define who you are. In an era when digital footprints and personal histories are increasingly vulnerable, *The Last Tasrina* captures the tension between self-preservation and the longing to belong, all while delivering a taut, cinematic ride.

*I wanted to write a story about someone who's lost everything—her name, her safety, her sense of self—and still finds the nerve to fight back. North's journey is messy and dangerous, but it's also about hope and the stubborn urge to reclaim your own story. I hope readers feel that tension and root for her every step of the way.*

**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

## **Behind 'The Last Tasrina': A No-BS Look at Craft, Character, and Conspiracy.**

Start with broad, spoiler-free topics like character introductions and the writing process. Gradually introduce mild spoilers by delving into character motivations and thematic elements from the first half of the book. Each post will use a direct, dialogue-heavy style, mirroring the book's prose, to explore a specific facet of the story without giving away major plot twists.

### **Post 1**

#### **You Can't Quit. You're Already In: Introducing North.**

Character introduction, focusing on North's initial conflict: her desire for a normal life versus the inescapable pull of her past and skills.

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

- North's blunt, pragmatic personality.
- The dynamic of her partnership with 'Cockroach'.
- Her immediate refusal of the Treasury contract as a defining character moment.

## Post 2

### **No Flowery Language: How Dialogue Drives the Damn Plot.**

A deep dive into the writing craft, specifically the novel's screenplay-like, dialogue-heavy style.

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

- Using dialogue for exposition instead of narrative dumps.
- Revealing character through conversational style and word choice.
- How a minimalist narrative approach increases pacing and tension.

## Post 3

### **Becoming Someone Else: The Nuts and Bolts of an Undercover Identity.**

Exploring the mechanics and psychological toll of creating and inhabiting a deep cover identity, as North becomes Polina Zhabin.

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

- The comprehensive nature of a modern cover story.
- The strategic role of a 'passive informant'.
- The emotional detachment required to erase oneself.

## Post 4

### **The Man in the Corner: When a Target Isn't on the List.**

Character introduction and foreshadowing, focusing on the mysterious arrival of Konstantin Petrov and how he disrupts the entire operation.

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

- Konstantin's unexpected appearance as an unknown variable.
- His immense wealth and royal lineage, which place him outside the mission's scope.
- His immediate and unusual interest in North, the 'plain as a bucket' waitress.

## Post 5

### **Take a Good Look: When a Character's Past is Written on Their Skin.**

Character development through the pivotal scene where North reveals her scars and traumatic backstory to Konstantin.

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

- Using physical scars as a powerful storytelling device.
- The impact of revealing a backstory through a blunt, confrontational act rather than a flashback.
- The emotional weight of trauma and how it shapes a character's present.

## Post 6

### **Call Me a Sculptor: An Offer of Education, or Something Else?**

Analyzing the plot development and thematic weight of Konstantin's bizarre and life-changing offer to fund North's education.

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

- The theme of manipulation versus genuine opportunity.
- North's deep-seated skepticism as a survival mechanism.
- The central mystery of Konstantin's true motives and the beginning of a long game.

## Post 7

### **My Unmentionables: The Grave, The Scars, and a Partner Who Won't Quit.**

Character relationships, focusing on the emotional climax of the North/Cockroach friendship when she reveals her 'unmentionables' in Serbia.

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

- The meaning of true partnership in a world of lies.
- The emotional weight of North's identity crisis, symbolized by her own grave.
- The contrast between Cockroach's crude humor and his profound, unwavering loyalty.

## Post 8

### **The Girl with Scars vs. The Tsarina: A Battle for the Self**

Exploring the central theme of identity and choice that runs through the entire novel, culminating in North's struggle with her inherited destiny.

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

- The conflict between a chosen identity (forensic accountant) and an inherited one (Contessa/Tsarina).
- The theme of the past as a burden versus a source of strength.
- The ultimate question of agency: are we defined by our circumstances or our choices?

# Reader Magnet Ideas

To maximize the impact of these reader magnets, focus on building your email list. Feature "The Tasrina Dossier" as your primary signup incentive on your website and in the back matter of *The Last Tasrina*. Its world-building nature is perfect for hooking readers who just finished the book and crave more context. The other magnets, like "Letters for Jelena" and "The General's Gambit," can be used as exclusive follow-up content for your newsletter subscribers, rewarding their loyalty and keeping them engaged.

When creating these, lean into the book's espionage theme. For the dossier, use a "classified file" design with redacted text and official-looking stamps to make it feel authentic. Promote these magnets across social media platforms frequented by thriller and espionage fans. For example, run a targeted ad campaign featuring a compelling quote from "The Kozlov Calculation" to attract readers who love a good villain's perspective. This tactic directly leverages the novel's core strengths of suspense and complex character motivations.

Use these assets to build a long-term relationship with your readers. Create an automated email sequence for new subscribers. After they receive the main dossier, send them "The Swiss Protocol" a few weeks later as a surprise bonus. This drip-feed of exclusive content keeps your audience invested in North's world and builds anticipation for future books in the series. Announcing the release of a new magnet like "Letters for Jelena" can also be a powerful tool to drive engagement during a book launch or a sales promotion.

## Idea 1

### The General's Gambit: A Langley File

This prequel short story flashes back to the General's early days as a field operative. Witness the high-stakes Cold War mission that shaped his career and forged his connections within the global intelligence community, long before he ever met North Pjani■.

***Why this works:** Readers of *The Last Tasrina* will be captivated by this glimpse into the General's mysterious past. Discover the origins of his quiet authority and why he took such a personal, and potentially risky, interest in North's career from the very beginning.*

## Idea 2

### The Kozlov Calculation: An Alternate POV Scene

Experience North's shocking abduction from the perspective of the man who ordered it: Russian oligarch Rurik Kozlov. This chilling chapter reveals his internal monologue, the orders he gave his men, and the high-stakes phone call that determined North's fate.

***Why this works:** This exclusive scene provides a rare look inside the mind of a powerful antagonist from *The Last Tasrina*. Fans will be desperate to understand Kozlov's true motivations and why he was so obsessed with verifying the scars that defined the real Zora Babi■.*



### Idea 3

#### The Tasrina Dossier: A Classified Intelligence Briefing

This top-secret intelligence dossier provides in-depth profiles on the key players in *The Last Tasrina*. Gain access to classified files on North Pjani■, Konstantin Petrov, Bogdan Jovanovi■, and Katerina Kuznetsov, detailing their backgrounds, known aliases, and suspected allegiances.

***Why this works:** For readers who love the intricate spycraft and geopolitical chess of the novel, this dossier is essential. It untangles the complex web of intelligence agencies and royal bloodlines, offering crucial context that enriches the main story and reveals hidden connections.*

### Idea 4

#### The Swiss Protocol: A Lost Chapter

This bonus chapter takes place during North's three-month term at the Swiss finishing school, a time glossed over in the book. Witness a pivotal, and humorous, challenge North faced while learning to navigate the world of the elite, and a tense conversation with Konstantin that reveals more about his grand plan.

***Why this works:** Readers fascinated by North's transformation will love this 'lost' chapter from *The Last Tasrina*. It fills a crucial gap in her journey, showcasing her struggle to shed her rough edges while her sharp intelligence continues to unnervingly those around her, including her mysterious benefactor.*

## Idea 5

### Letters for Jelena: The Viscount's Vow

This collection of unsent letters was written by Viscount Dekker after North's grandmother, Jelena Petrov, was forced to flee Germany. Spanning decades, these letters reveal the depth of his love, his pain at their separation, and his lifelong vow to find and protect their family line.

***Why this works:** This deeply emotional reader magnet uncovers the heart of *The Last Tasrina's* epic family saga. Readers will be moved by the tragic love story that set the entire plot in motion and gain a profound new appreciation for the Viscount's decades-long plan to restore North to her rightful place.*



# 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 Last Tasrina's unique blend of high-stakes geopolitical thriller and a female-led story of empowerment creates a rare crossover marketing opportunity. The key to success is a segmented strategy that speaks directly to distinct reader personas, leveraging the book's timely themes of financial warfare and reclaimed identity.

- The book's hybrid genre is its greatest strength, allowing for targeted campaigns to both traditional thriller fans and readers of empowerment fiction.
- The protagonist's specific background as a Serbian forensic accountant provides a powerful, authentic hook for niche audiences, including the Eastern European diaspora and finance professionals.
- The plot's direct engagement with Russian oligarchs, intelligence agency manipulation, and geopolitical instability offers potent, evergreen news hooks that can be leveraged continuously.

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

*Timeline: Months -3 to -1 before launch day*

## 1. Establish Your Digital Headquarters & Lead Magnet

Create a professional author website with a dedicated page for 'The Last Tasrina.' Feature the 'Back-Cover Blurb' and 'Book Positioning' statement prominently. Set up an email list and offer a 'Reader Magnet' to capture early interest. Use one of the 'Reader Magnet Ideas', such as 'The Cockroach File: A Prequel Short Story,' to entice sign-ups from your core thriller audience.

■ **Deadline:** 90 days before launch

## 2. Launch a Segmented Advance Review Copy (ARC) Campaign

Utilize services like NetGalley and BookSirens. Instead of a generic call for reviewers, create targeted outreach lists. Use your 'Audience Personas Analysis' to find specific influencers: pitch Spybrary and similar podcasts for the 'Geopolitical Thriller Enthusiast'; contact Bookstagrammers who focus on strong female leads for the 'Female Empowerment Fiction Seeker'; and reach out to bloggers in finance/legal circles for the 'Legal and Financial Drama Aficionado.' Use the different angles in your 'Sales Pitches' to tailor each email.

■ **Deadline:** 75 days before launch

## 3. Build Your Content & Keyword Foundation

Begin executing the 'Blog Series Outline' on your website. These posts (e.g., 'The Real-Life Forensic Accountants Hunting Oligarchs') will build SEO authority. Weave in terms from your 'Keywords' section naturally into every post. Create initial social media graphics using compelling quotes and the 'Ad Copy Variations' to test messaging. Focus on building a presence on Twitter/Reddit for the thriller audience and Instagram for the empowerment audience.

■ **Deadline:** Start 60 days before launch, post weekly

## 4. Prepare Your Ad Campaigns and Targeting

In your ad platforms (Amazon Ads, Facebook/Instagram), build draft campaigns for each core audience persona. Use the 'Comparable Titles & Analysis' section to create lists of authors and books to target on Amazon Ads. For Facebook, build audiences based on interests like 'Foreign Affairs,' 'The Economist,' but also 'Reese's Book Club' and 'Women's History.' Design ad creatives that speak to each segment: one highlighting espionage, another highlighting North's personal journey.

■ **Deadline:** 30 days before launch

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

*Timeline: Launch Day through Day 30*

### 1. Execute a Coordinated Launch Day Push

On launch day, send a multi-part announcement to your email list. Announce the book is live across all social media platforms with direct, easy-to-use purchase links. Consider a limited-time launch price for the ebook (\$2.99) to encourage early sales and trigger Amazon's algorithms. Actively ask your ARC team and street team to post their reviews on Amazon and Goodreads.

■ **Deadline:** Launch Day (Day 0)

### 2. Activate Targeted Ad Campaigns

Turn on the segmented ad campaigns you prepared in the pre-launch phase. Monitor click-through rates and cost-per-click closely in the first 72 hours. Allocate the most budget to the best-performing ad sets. Use your 'Keywords' list to run aggressive Amazon Sponsored Product ads to appear on the pages of books from your 'Comparable Titles' list.

■ **Deadline:** Launch Day (Day 0)

### 3. Launch Media & Community Engagement Blitz

Send out your finalized 'Press Release Template' to the media and influencer lists you built. Focus pitches around the 'Timely Angles & News Hooks.' Schedule an 'Ask Me Anything' (AMA) on a relevant subreddit like r/books or r/spyfiction for launch week. Actively participate in discussions within Facebook diaspora groups, sharing context about the book's Serbian setting, but avoid spamming links.

■ **Deadline:** Launch Week (Days 1-7)

#### 4. Follow Up and Amplify Early Buzz

Collect positive quotes from early reviews and turn them into social media graphics. Tag reviewers when you share their feedback to encourage further amplification. Send a 'thank you' email to your list mid-month, sharing early successes and re-sharing purchase links. Run a Goodreads Giveaway to boost visibility on the platform.

■ **Deadline:** Weeks 2-4

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

*Timeline: Months 2-6 post-launch*

#### 1. Pivot to a Podcast Guesting Tour

Now that the book is out and has reviews, pivot your outreach to podcast guesting. Use your 'Audience Personas Analysis' to find shows your readers listen to. Pitch yourself to spy thriller podcasts to discuss the genre, finance podcasts to discuss the oligarch angle, and women's empowerment podcasts to discuss North's character arc. Use your 'Sales Pitches' as a foundation for your outreach emails.

■ **Deadline:** Begin outreach in Month 2

#### 2. Repurpose Content for Long-Tail Discovery

Convert your blog posts from the 'Blog Series Outline' into new formats. Turn a post into a Twitter thread, an Instagram carousel, a short video script for TikTok/Reels, and a LinkedIn article. This maximizes the value of your content

and makes it discoverable on multiple platforms. Pin your best-performing content to the top of your profiles.

■ **Deadline:** Monthly, starting Month 2

### 3. Implement Price Pulsing and Ad Optimization

Run strategic, limited-time price promotions (e.g., a 48-hour Kindle Countdown Deal). Promote the sale heavily to your email list and on book promotion sites like BookBub (if accepted), Fussy Librarian, or Bargain Booksy. Continuously analyze your ad performance, turning off non-performing keywords and ads, and scaling up the ones that deliver a positive ROI.

■ **Deadline:** Ongoing, with a promo planned for Month 3

### 4. Cultivate Book Club Engagement

Create a free, downloadable book club discussion guide based on the book's 'Themes and Tropes.' Offer to do a 15-minute Zoom Q&A; with any book club that selects 'The Last Tasrina.' Promote this offer on your website and social media, specifically targeting Facebook groups for book clubs and the 'Female Empowerment Fiction Seeker' persona.

■ **Deadline:** Create guide by Month 2; promote ongoing

## Award Submission Strategy

*Timeline: Refer to specific award deadlines, typically in the year following publication*

### 1. Pursue Major Independent Publisher Awards

Submit to the Independent Publisher Book Awards (IPPYs) and the Foreword INDIES Book of the Year Awards. These are prestigious awards for indie authors that can significantly boost visibility and credibility. Use your 'Book Positioning' statement and strongest review quotes in your submission materials.

■ **Deadline:** Check sites for deadlines (usually Fall/Winter for Spring announcement)

### 2. Target Genre-Specific Thriller Awards



Submit to the International Thriller Writers' ThrillerFest Awards and the Crime Writers' Association (CWA) Ian Fleming Steel Dagger award. These are highly respected within the genre and reaching the longlist or shortlist is a major marketing win. Emphasize the novel's high-stakes, international setting, and complex espionage plot in your application.

■ **Deadline:** Check organization websites; deadlines vary (often in Fall/Winter)

### 3. Explore Niche and Regional Awards

Research awards that align with the book's specific themes. Look for awards related to political fiction, financial thrillers, or even regional awards in areas with a strong Eastern European diaspora. These smaller wins can be very powerful for targeting niche audiences.

■ **Deadline:** Ongoing research; deadlines vary

## Award Submission Strategy

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

**Recommended Category:** Thriller & Suspense

**Typical Deadline:** January-March annually

**Why This Fits:** Highly respected in the independent publishing community. The book's intricate plot and strong character development make it a competitive entry.

**Requirements:** Published within the specified calendar year. Requires entry fee and submission of physical or digital copies.

## 2. Independent Publisher Book Awards (IPPY Awards)

**Recommended Category:** Thriller/Suspense

**Typical Deadline:** July-March annually

**Why This Fits:** One of the largest and most established indie awards. The book's global scope and high-stakes financial intrigue are a great fit for this category.

**Requirements:** Published with a copyright date of the current or previous two years. Requires entry fee and copies.

## 3. ThrillerFest Awards (International Thriller Writers)

**Recommended Category:** Best Hardcover Novel or Best First Novel (if applicable)

**Typical Deadline:** August-October annually

**Why This Fits:** Judged by industry peers, this is a top award in the genre. The novel's complex espionage and geopolitical elements align perfectly with ITW's focus.

**Requirements:** Must be a member of ITW. Strict publication date windows apply.

## 4. National Indie Excellence Awards (NIEA)

**Recommended Category:** Political Thriller or Suspense

**Typical Deadline:** August-March annually

**Why This Fits:** A well-regarded award that celebrates excellence in indie publishing. The 'Political Thriller' category is a perfect match for the book's core plot.

**Requirements:** Publication date within the last three years. Entry fee and book copies required.

## Timely Angles & News Hooks

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

## **1. The Financial Front Line: How Sanctions and Asset Seizure Became the New Battlefield**

Pitch op-eds or guest blog posts using your 'Blog Series Outline' as a base. Frame the book as a fictional exploration of the real-world financial warfare being waged against kleptocrats. Use this angle to approach financial journalists and political commentators.

*Best Timing: Evergreen, but especially potent during news cycles about international sanctions.*

## **2. The Woman Who Refused to Be a Pawn: Reclaiming Power in a Man's World**

Use this for social media content and pitches to women's interest media (podcasts, blogs, magazines). Position North's journey from a traumatized victim to a global power player as an empowering narrative of resilience. Connect it to broader conversations about female leadership.

*Best Timing: Especially relevant around International Women's Day or during news cycles about female leaders.*

## **3. Identity as a Weapon: The Perils of a World Without Truth**

Pitch this angle to tech and culture journalists. Discuss how North's identity is stolen, faked, and used by intelligence agencies as a metaphor for modern anxieties around deepfakes, disinformation, and digital identity theft. Reference the 'Synopsis' where her identity is used for covert ops.

*Best Timing: Relevant during discussions of election interference, AI, or major data breaches.*

## **4. Lost Royals and Modern Power: When History Re-emerges**

This is a fascinating human-interest angle. Pitch it to history-focused outlets or lifestyle magazines. Explore the public's fascination with lost royalty and frame the book as a 'what if' scenario where a historical lineage becomes a key to modern geopolitical power.

*Best Timing: Can be tied to any major royal event or historical anniversary in European history.*

## Ongoing Optimization - Maintain momentum long-term

Ongoing Habit	Section(s) to Use	Why it Matters	Frequency
Monthly Ad & Keyword Audit	Keywords, Comparable Titles & Analysis	Reader tastes and Amazon's algorithm change constantly. Staying on top of which keywords and comp titles are converting is crucial for long-term sales.	Monthly
Quarterly Content Strategy Review	Blog Series Outline, Themes and Tropes	Plan your next three months of content to stay consistent. Pull new ideas from the book's rich themes to keep your marketing fresh and engaging.	Quarterly
Monitor for New Comparable Titles	Comparable Titles & Analysis	When a new bestseller in your genre is released, you have a fresh audience to target with ads and a new conversation to join.	Quarterly

Seasonal Media Pitching	Timely Angles & News Hooks	Align your pitches with annual events (e.g., International Women's Day, anniversaries of geopolitical events) to increase the likelihood of media pickup.	Seasonally
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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.