



Lawrence Reinhold

The Mennonite Girl

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 Mennonite Girl* 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 Mennonite Girl

Book Length

153 pages

Word Count

94,247 words

Report Date

2026-01-06

Summary

Use this blurb for *The Mennonite Girl* as your go-to answer when someone asks what the novel is about. It's short enough for a phone screen and captures the heart of Abigail's search for Leah Dyke, the interwoven histories of Mennonite women, and the legacy of courage that spans continents and generations. Drop it into Goodreads, BookBub, or the start of your Amazon description to keep your messaging consistent. When running ads, add a call-to-action like 'Discover the untold story today' to drive engagement and downloads. Track which version—curiosity-driven or CTA-enhanced—gets more clicks, and use the winner across all your campaigns.

In the summer of 2087, Abigail Rempel arrives in a sunbaked Ukrainian village, clutching a bundle of old letters and a single question: who was Leah Dyke, the woman her grandmother never stopped comparing her to? Abigail, an engineering student cast out by her Mennonite community for daring to dream beyond tradition, finds Leah living alone in a crumbling house—an elderly woman whose sharp gaze hints at a life far larger than the village that now contains her. Days later, Leah is gone, leaving Abigail with only fragments: a war medal, a crystal ballerina music box, and the stories of those who knew her best.

As Abigail volunteers at the local veteran's facility, she uncovers the astonishing truth behind Leah's quiet exterior. Guided by Fedor Bondar, a retired Marine Colonel, and the secret correspondence between Leah and Abigail's grandmother, she pieces together a life that began in rural Wisconsin and stretched across continents and battlefields. Leah's journey—from Mennonite midwife-in-training to legendary medic and Ukrainian war hero—forces Abigail to confront her own anger, her heritage, and the meaning of courage.

Sweeping from the wheat fields of Wisconsin to the war-torn streets of Mariupol, *The Mennonite Girl* is a story of friendship, sacrifice, and the quiet power of women who refuse to be defined by the boundaries set for them.

SEO Keywords

Blend high-intent search phrases and story tropes with unique world-building entities to ensure your book appears for both reader-driven searches and algorithmic recommendations. For 'The Mennonite Girl,' this hybrid approach connects your novel to readers seeking historical military fiction, strong female leads, and Mennonite stories, while also signaling to Amazon's system the book's unique settings and organizations—maximizing both visibility and relevance in competitive categories.

Broad SEO Keywords

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

historical fiction set in Ukraine, women in special operations, Mennonite family saga, female war hero novel, generational secrets fiction, Ukrainian resistance story, espionage thriller with strong female lead, military romance novel, intergenerational trauma fiction, found family in war, medical drama in conflict zones, women breaking tradition fiction, spy novel with Mennonite roots, grief and healing in fiction, female leadership in military, cross-cultural love story, mystery with historical letters, veteran care fiction, psychological warfare novel, legacy of courage fiction

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

- historical military fiction for women
- espionage novel with Mennonite themes
- war romance for adult readers
- female protagonist overcoming tradition
- Ukraine resistance fiction for book clubs
- multi generational family mystery novel

- special operations drama with romance

B. Trope & Micro-Niche Phrases

- reluctant hero journey
- secret letters reveal past
- forbidden love in wartime
- woman in male dominated world
- found family after loss
- legacy of bravery
- hidden identity in conflict

C. Clustering Entities

- Reconnaissance Independent Duty Corpsman School
- Ukrainian Marine Special Forces
- veteran care facility network
- white dove resistance symbol
- Azovstal Steel Works siege

Comparisons

Comps prove to retailers and reviewers that an audience already exists for *The Mennonite Girl*. For your BookBub Featured Deal application, highlight two recent bestsellers such as *The Women* by Kristin Hannah and *The Briar Club* by Kate Quinn, both of which feature courageous women navigating war, espionage, and personal transformation. In your social ads, create a carousel where frame one says, 'If you loved *The Women*...' and frame two finishes, '...you'll binge *The Mennonite Girl*.' Test parallel ads with different comps like *Iron Flame* for readers drawn to military training and strong female leads, or *Lessons in Chemistry* for those interested in women breaking barriers. Let real-time ROAS determine which comp resonates best with your audience. You may discover that a literary fiction comp like *Tom Lake* or a multi-generational saga like *The Covenant of Water* attracts unexpected genre-crossing readers who convert even better than your initial picks.

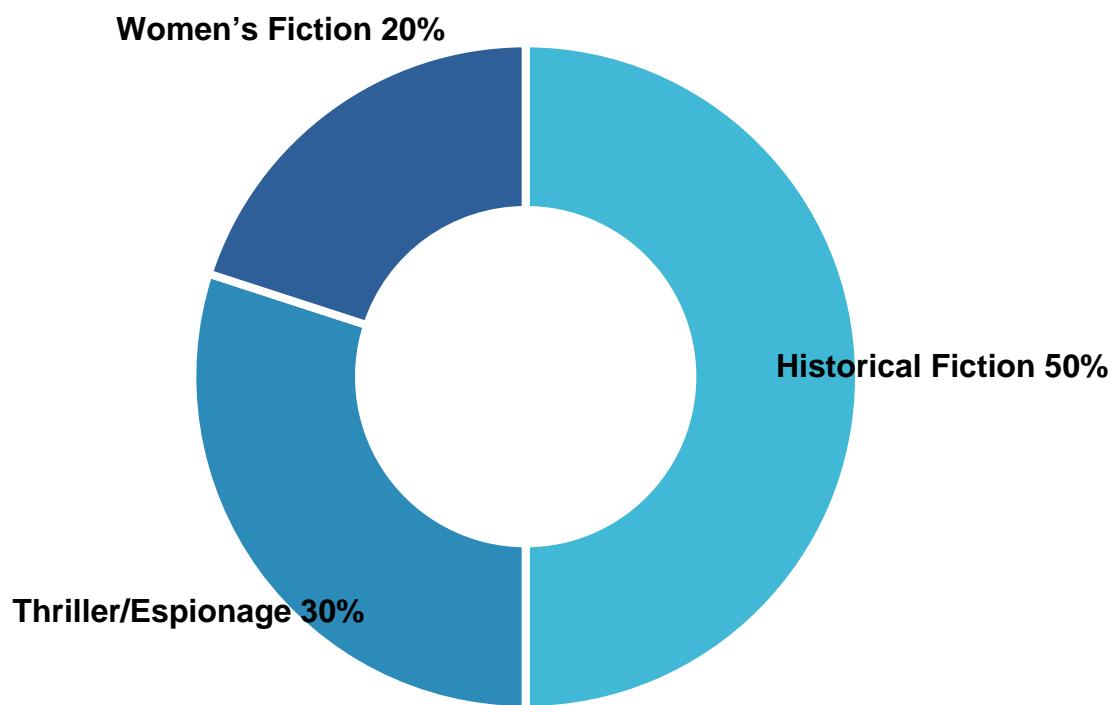
Book Title	Similarities	Differences
The Women Kristin Hannah	Both novels center on courageous women who serve in military medical roles, navigating war zones and personal sacrifice. Each features a protagonist whose journey is shaped by love, loss, and the search for identity, with a strong focus on female empowerment and resilience.	The Women is set during the Vietnam War and focuses on American nurses, while <i>The Mennonite Girl</i> is set in a near-future Ukraine with espionage elements and a Mennonite background. <i>The Mennonite Girl</i> also incorporates a multi-generational mystery and a speculative twist.

<p>Iron Flame Rebecca Yarros</p>	<p>Both books feature strong female leads who defy expectations, military training, and high-stakes missions. They explore themes of loyalty, courage, and the costs of war, with a blend of action and emotional depth.</p>	<p>Iron Flame is a fantasy novel with dragons and magical academies, while The Mennonite Girl is grounded in speculative historical fiction and espionage. The Mennonite Girl also weaves in real-world geopolitical conflict and Mennonite heritage.</p>
<p>Table for Two Amor Towles</p>	<p>Both books explore complex characters facing pivotal moments and personal transformation. They use layered storytelling and multiple perspectives to reveal secrets and hidden histories.</p>	<p>Table for Two is a collection of short stories set in various times and places, while The Mennonite Girl is a single, cohesive narrative with a strong focus on war, espionage, and Mennonite identity.</p>
<p>The Heaven & Earth Grocery Store James McBride</p>	<p>Both novels delve into the lives of marginalized communities, intergenerational secrets, and the power of compassion. They feature protagonists who challenge societal norms and uncover hidden truths.</p>	<p>The Heaven & Earth Grocery Store is set in 1920s Pennsylvania and focuses on Jewish and Black communities, while The Mennonite Girl is set in a future Ukraine with Mennonite and military themes.</p>
<p>Lessons in Chemistry Bonnie Garmus</p>	<p>Both books feature women who break barriers in male-dominated fields, struggle with societal expectations, and inspire others through their courage and intellect.</p>	<p>Lessons in Chemistry is set in 1960s America and centers on a chemist-turned-TV host, while The Mennonite Girl is a war epic with espionage and Mennonite cultural elements set in the future.</p>
<p>Funny Story Emily Henry</p>	<p>Both novels explore themes of self-discovery, overcoming loss, and forging new paths after personal upheaval. They highlight the importance of community and connection.</p>	<p>Funny Story is a contemporary romance with a lighter tone, while The Mennonite Girl is a dramatic, multi-generational war story with espionage and historical depth.</p>

Tom Lake Ann Patchett	Both books use a dual timeline structure to unravel family secrets and explore the impact of the past on the present. They focus on women reflecting on their choices and legacies.	Tom Lake is a quiet, introspective family drama set on a Michigan farm, while The Mennonite Girl is a high-stakes war and espionage narrative set in Ukraine and the US.
The Covenant of Water Abraham Verghese	Both novels span generations, intertwining personal and historical events. They feature protagonists who become healers and leaders in their communities, facing adversity and tragedy.	The Covenant of Water is set in South India over a century, while The Mennonite Girl is set in Ukraine and the US in the late 21st century with a focus on war, espionage, and Mennonite culture.
Let Us Descend Jesmyn Ward	Both books center on women enduring extreme hardship, drawing on inner strength to survive and transform their destinies. They use lyrical prose and deep emotional resonance.	Let Us Descend is set in the antebellum South and deals with slavery, while The Mennonite Girl is a speculative war epic with espionage, set in the future and focused on Mennonite and Ukrainian identities.
The Briar Club Kate Quinn	Both novels feature women caught in the crosshairs of war and espionage, with secret identities and dangerous missions. They explore themes of loyalty, courage, and the cost of secrets.	The Briar Club is set in 1950s Washington DC during the Red Scare, while The Mennonite Girl is set in a near-future Ukraine with Mennonite and military elements.

Genres

For *The Mennonite Girl*, prioritize Historical Fiction as your main genre, targeting readers of war sagas and 21st-century historical epics. Use Thriller/Espionage as a secondary slot, highlighting the international spy plot and military intrigue. Women's Fiction should be rotated in quarterly, focusing on Abigail and Leah's journeys of identity and resilience. Mirror these genres in ads, especially on platforms with strong historical and thriller reader bases.



Synopsis

When crafting a professional synopsis for *The Mennonite Girl*, focus on delivering a clear, comprehensive summary that covers the novel's dual timelines, major plot developments, and character arcs. Your synopsis should:

- Begin with Abigail Rempel's arrival in Ukraine in 2087, her motivations, and her initial encounter with Leah Dyke.
- Detail Leah's backstory, including her Mennonite upbringing, decision to join the U.S. Navy, and transformation into a special operations medic.
- Cover the espionage subplot involving the crystal ballerina figurine, its journey, and its significance to the international conflict.
- Outline Leah's romance and marriage to Colonel Boryslav Bryukhovetsky, his death, and Leah's legendary role during the siege of Mariupol.
- Explain Leah's subsequent targeting by Russian intelligence, her evacuation, return to Ukraine, and rise to military leadership.
- Highlight the evolving relationship between Leah and Tymofiy Bilyk, including his mafia heritage and their mutual loyalty.
- Resolve the figurine mystery and describe Leah's postwar life, her partnership with Fedor Bondar, and her final years with Bilyk.
- Conclude with Abigail's transformation, the memorial for Leah, and the story's thematic resolution.

Use a neutral, fact-based tone and avoid marketing language. Ensure the synopsis is 500-1000 words, covers all major twists and the ending, and demonstrates the novel's structural integrity. For press materials, condense this into a 120-150 word version that highlights the espionage angle, intergenerational legacy, and the blending of war, faith, and identity. For example: "*The Mennonite Girl* traces the journey of two women—one a shunned engineering student, the other a legendary war hero—whose lives are bound by faith, courage, and a crystal figurine at the heart of an international espionage plot." Tailor your synopsis length and focus for agents, editors, or journalists as needed.

The Mennonite Girl opens in June 2087, as Abigail Rempel, a young Mennonite engineering student estranged from her conservative community, arrives in a Ukrainian village near Melitopol. She seeks Leah Dyke, her late grandmother Dorcas Stoltzfus's enigmatic childhood friend, armed only with a bundle of old letters and the knowledge that her grandmother always claimed Abigail resembled Leah. Abigail finds Leah, now an elderly, sharp-eyed woman, but their meeting is brief: Leah dies peacefully days later, leaving Abigail with unanswered questions and a deep sense of loss.

Determined to understand Leah's significance, Abigail is guided by Fedor Bondar, a retired Ukrainian Marine Colonel and Leah's former commanding officer. Fedor reveals that Leah was not just a quiet villager but a decorated war hero. Abigail volunteers at the local veterans' facility, which Leah helped found, and begins to piece together Leah's extraordinary life through Fedor's stories, audio recordings from a military chaplain, and Leah's correspondence with Dorcas.

Leah's journey begins in a Wisconsin Mennonite community, where she and Dorcas are inseparable. Leah is expected to become the next community midwife, but she feels a deeper calling to serve beyond her insular world. Unlike Abigail, who leaves her community in anger, Leah is drawn outward by purpose. She joins the U.S. Navy, trains as a hospital corpsman, and excels through rigorous medical and special operations training, ultimately becoming a Reconnaissance Independent Duty Corpsman.

Leah's skills lead her to an undercover assignment in Ukraine as a medical advisor. There, she meets Colonel Boryslav Bryukhovetsky, a charismatic Ukrainian Marine Special Forces commander. Their connection is immediate, culminating in a whirlwind romance and marriage. Boryslav gifts Leah a crystal ballerina music box that plays "My Heart Will Go On," a keepsake of their brief happiness before he is deployed to defend the Azovstal Steel Works in Mariupol.

The narrative shifts to reveal the figurine's secret: it is part of an international espionage operation. Chinese operative Xia orchestrates the theft of advanced drone technology, storing the data in fused quartz crystal figurines disguised as music boxes. The figurine is stolen in Antwerp by a petty thief working for the Ukrainian

mafia, who unwittingly passes it to a street vendor. The vendor sells it to Boryslav, who is searching for a wedding gift for Leah.

Tragedy soon follows. Boryslav is killed in the siege of Mariupol. Leah, devastated, travels to the besieged Steel Works to recover his body. Her mission becomes one of service as she stays to tend to wounded soldiers and civilians, earning the code name “The Dove” from Russian intelligence for her compassion and battlefield prowess. In the final days of the siege, Leah is gravely wounded while fending off Russian special forces who seem to be targeting her specifically. She is rescued by Staff Sergeant Tymofiy Bilyk, a formidable soldier she once commanded.

Leah’s marriage to Boryslav has made her a target. Russian intelligence, having lost the stolen data, believes Leah possesses it or knows its location. She is evacuated to the United States for protection but remains hunted, surviving a kidnapping attempt in Montana through resourcefulness and courage. Frustrated by her vulnerability, Leah returns to Ukraine, becomes a citizen, and joins the Ukrainian Marine Corps. She rises to Lieutenant Colonel and serves as Executive Officer to Fedor Bondar in the 101st Marine Brigade. Leah innovates on the battlefield, designing Kevlar-reinforced uniforms and launching psychological warfare campaigns using her “Dove” persona. A viral video of her placing a white dove flag over a slain Russian general prompts the Russian military to place a ten-million-dollar bounty on her head.

Leah’s relationship with Tymofiy Bilyk deepens. Feared by others but loyal to Leah, Bilyk is revealed to be the heir to a powerful Ukrainian mafia family, orphaned by a rival boss. Leah’s mentorship prepares him for leadership, and a profound, unspoken bond forms between them. The mystery of the figurine is resolved when Leah, suspecting its true nature, has it analyzed and discovers it contains the stolen drone data. She turns it over to Ukrainian intelligence, ending her status as a target.

In the final act, Fedor recounts Leah’s postwar life to Abigail. Leah earns a medical degree and co-founds a network of veteran care facilities with Fedor. She and Bilyk, both retired, spend their last years together on a small farm. Bilyk succumbs to Alzheimer’s; Leah cares for him until his death and dies herself the next day, likely from a broken heart.

Armed with Leah's full story, Abigail's anger at her own community is replaced by understanding and inspiration. She arranges a memorial for Leah in her home community, bridging the gap of her shunning. Leah's headstone, placed beside her parents', reads: "Honor, Bravery and Compassion in the Service of God." Abigail, transformed by Leah's example, moves forward with renewed purpose, embracing her future in the spirit of the Mennonite Girl.

The Mennonite Girl is structured as a dual-timeline narrative, balancing Abigail's contemporary quest with Leah's historical journey. The plot is driven by Abigail's search for identity and belonging, mirrored by Leah's pursuit of purpose and service. The story is paced to reveal key mysteries—the true nature of the figurine, Leah's military exploits, and Bilyk's heritage—at regular intervals, maintaining narrative momentum. Both protagonists undergo significant arcs: Abigail moves from anger and alienation to reconciliation and hope, while Leah evolves from a sheltered Mennonite girl to a legendary war hero and compassionate leader. The novel resolves all major plot threads, providing a satisfying payoff for both character and story.

KDP Categories

Suggestions

Email your distributor (KDP, Kobo, IngramSpark, etc.) today with three category requests for 'The Mennonite Girl' so browsing algorithms lock you in before launch. For this book, request: Fiction > Historical > Military, Fiction > Cultural Heritage > Religious, and Fiction > Women's Fiction > Inspirational. Later, consider swapping one slot for a seasonal or trending niche, such as Fiction > Action & Adventure > Espionage if there is a surge in interest around military thrillers. If you notice that the top-100 entry barrier for Historical > Military climbs too high, shift your focus to a less competitive but relevant category like Fiction > Women's Fiction > Family Life to maintain bestseller visibility and maximize organic discovery.

- **Fiction**
 - Historical
 - Military
 - World War III
 - Women
 - Action & Adventure
 - War & Military
 - Espionage
- **Fiction**
 - Cultural Heritage
 - Jewish
 - European
 - Religious
- **Fiction**
 - Women's Fiction
 - Friendship
 - Family Life

- Inspirational

Themes

Use *The Mennonite Girl*'s themes—like 'What does it mean to belong when your calling defies tradition?'—as open-ended questions in Facebook Groups to spark debate. Feature phrases such as 'the moral cost of service' in blog headlines for SEO. Feed theme statements about sacrifice, identity, and resilience into analytics tools to pinpoint which emotional notes resonate, then echo that language in future ads and outreach.

The search for identity and belonging pulses through *The Mennonite Girl*, as both Abigail and Leah grapple with the expectations of their Mennonite upbringing and the call to forge their own paths. Abigail's journey from anger and alienation to understanding mirrors Leah's lifelong negotiation between faith, duty, and self-determination. The novel probes how heritage shapes us, yet also how courage and conviction can redefine where and to whom we belong.

Sacrifice and the moral cost of service are central to Leah's story. Her transformation from a designated midwife to a legendary war medic and commander is marked by repeated choices to put others before herself, often at great personal risk. The narrative interrogates the price of heroism, the emotional scars of violence, and the tension between compassion and the brutal necessities of war, ultimately asking what we owe to others—and to ourselves—in times of crisis.

The enduring power of love and human connection is woven throughout the novel, from Leah's brief but profound marriage to Boryslav, to her lifelong bond with Dorcas, and her complex, redemptive relationship with Tymofiy Bilyk. These relationships transcend time, loss, and even death, suggesting that love—whether romantic, platonic, or communal—can be both a source of vulnerability and the wellspring of resilience that enables survival and healing.

Book Tropes

To promote *The Mennonite Girl* on TikTok, YouTube, or LinkedIn, hashtag a single trope like #FishOutOfWater to tap into the trend of protagonists navigating unfamiliar worlds, or combine two tropes—"Found Family + Secret Identity"—to create a compelling Reel caption such as 'She left her Mennonite roots and became a war hero known only as The Dove.' Use carousel ads to showcase clips of Leah's transformation from a small-town girl to a legendary commander, Abigail's search for belonging, and the high-stakes espionage involving the crystal figurine. Let the algorithm retarget viewers with the trope they linger on most, whether it's the star-crossed love story, the ancestral mystery, or the found family among soldiers.

Fish Out of Water: In *The Mennonite Girl*, both Abigail and Leah are thrust into environments that challenge their upbringing and beliefs. Abigail, an engineering student, is shunned by her conservative Mennonite community for pursuing higher education. Leah, originally destined to be a Mennonite midwife, defies her community's expectations by joining the U.S. Navy and later integrating into Ukrainian military life. Their journeys highlight the struggle and growth that come from being outsiders in unfamiliar worlds.

Found Family: The theme of found family is central to *The Mennonite Girl*. Leah forges deep bonds with fellow soldiers, particularly with Colonel Fedor Bondar and Tymofiy Bilyk, who become her surrogate family after she leaves her Mennonite roots. Abigail, too, finds a sense of belonging among the Ukrainian veterans and through her connection to Leah's legacy, ultimately bridging the gap with her own estranged community.

Star-Crossed Lovers: Leah and Colonel Boryslav Bryukhovetsky's romance in *The Mennonite Girl* is marked by intense passion and tragic timing. Their whirlwind marriage is cut short by war, and Boryslav's death leaves Leah devastated. Their love story is both a driving force for Leah's actions and a poignant example of love doomed by circumstances beyond their control.

Secret Identity / Double Life: Leah's transformation from a Mennonite girl to a legendary war hero known as 'The Dove' is a classic secret identity trope in *The Mennonite Girl*. Her covert operations, the hidden espionage surrounding the crystal figurine, and her life under constant threat from Russian intelligence all contribute to the double life she must lead, balancing her public persona with the secrets she carries.

Legacy and Ancestral Mystery: Abigail's quest to uncover the truth about Leah and her grandmother Dorcas in *The Mennonite Girl* is driven by the mysteries and legacies left behind by previous generations. The bundle of letters, the enigmatic figurine, and the hidden histories all serve to connect Abigail to her past, guiding her toward understanding her identity and purpose.

Target Audience

For *The Mennonite Girl*, segment campaigns by faith-questioning women, modern military history buffs, Ukrainian diaspora readers, and espionage thriller fans. Use persona-specific ad copy referencing Mennonite heritage, Ukraine's war, female heroism, and the espionage plot. Target diaspora groups, military podcasts, and BookTok for discovery. Create landing pages highlighting the book's intergenerational mystery, authentic war detail, and unique female lead to maximize engagement.

1. Disillusioned Faithful Daughter

Demographics: Age 22-32; Some college or undergraduate degree; Lower-middle to middle class; Young adult, recently independent

Lifestyle: Straddles traditional upbringing and modern aspirations

Reading Motivations: Wants to see women break free from restrictive communities; Seeks stories of reconciliation with family and faith; Drawn to intergenerational mysteries and hidden histories

Other Interests: Genealogy research, Writing letters or journaling, Exploring Mennonite or Anabaptist history

Media Habits: Discovers books via BookTok accounts focused on religious deconstruction, Faith and feminism podcasts, Instagram book clubs; Active on Instagram, TikTok

2. Modern Military History Enthusiast

Demographics: Age 35-50; Bachelor's or master's degree; Middle to upper-middle class; Established professional, often with military or government background

Lifestyle: Disciplined, analytical, values real-world heroism

Reading Motivations: Seeks authentic depictions of modern warfare and special operations; Interested in the intersection of espionage, technology, and geopolitics; Wants to learn about overlooked female figures in military history

Other Interests: Military memoirs, War documentaries, Collecting military memorabilia, Following current events in Ukraine and Eastern Europe

Media Habits: Discovers books via Military history podcasts, Specialized Facebook groups, YouTube channels on modern warfare; Active on Facebook, Reddit

3. Diaspora Ukrainian Patriot

Demographics: Age 28-45; College-educated; Middle class; Second-generation immigrant, often with young family

Lifestyle: Active in diaspora organizations, values intergenerational connection

Reading Motivations: Wants to see Ukrainian stories and heroes represented in fiction; Seeks narratives that connect diaspora experience to homeland struggles; Drawn to stories of women's courage and sacrifice in war

Other Interests: Ukrainian folk music and dance, Volunteering for refugee or veterans' causes, Learning about Ukrainian history and language

Media Habits: Discovers books via Diaspora community newsletters, Ukrainian cultural festivals, Instagram accounts of Ukrainian authors; Active on Facebook, Instagram

4. Espionage Thriller Aficionado

Demographics: Age 30-44; Bachelor's degree or higher; Middle to upper-middle class; Mid-career professional, often single or partnered without children

Lifestyle: Enjoys fast-paced, cerebral entertainment

Reading Motivations: Seeks high-stakes international intrigue with a fresh twist; Drawn to morally complex protagonists and ambiguous villains; Enjoys stories that blend action with emotional depth

Other Interests: Spy movies and series, Geopolitical podcasts, Cryptography puzzles

Media Habits: Discovers books via Thriller-focused Goodreads lists, Reddit threads (r/thrillers, r/spyfiction), BookTube channels; Active on Reddit, YouTube

Sales Pitches

Stuck on how to pitch *The Mennonite Girl*? Try this: Start with a direct pull from a pitch—like 'Step into the summer of 2087 with *The Mennonite Girl*, where Abigail Rempel's search for her family's secrets leads her from a Ukrainian village to the heart of war-torn Mariupol.' Once you're comfortable, swap the verb or emotional hook to fit your platform—use 'Uncover' for a mystery-loving Facebook group, or 'Experience' for a TikTok book trailer. Growth marketers can label each version with UTM tags (e.g., `utm_source=instagram&utm_content=quiet-power`) to track which angle—legacy, heroism, or friendship—drives the most engagement for *The Mennonite Girl*.

Step into the summer of 2087 with *The Mennonite Girl*, where Abigail Rempel's search for her family's secrets leads her from a Ukrainian village to the heart of war-torn Mariupol. Discover a moving tale of courage, legacy, and the women who shape history.

What if the quietest person in the room held the loudest story? *The Mennonite Girl* unravels Leah Dyke's hidden past, inviting readers to question the boundaries of tradition, identity, and the true meaning of heroism.

For fans of sweeping historical fiction, *The Mennonite Girl* offers a dual narrative of discovery and resilience. Follow Abigail as she pieces together her grandmother's legacy through lost letters, a war medal, and the echoes of a forgotten heroine.

In *The Mennonite Girl*, two women's lives intertwine across continents and generations. Abigail's journey to uncover Leah's secrets becomes a powerful meditation on friendship, sacrifice, and the quiet rebellion of those who refuse to be defined by their origins.

Sales Pitches

By Audience

If your newsletter this week is focused on women's fiction, use the pitch for 'Women's fiction fans' from *The Mennonite Girl* and send it to your list. When setting up BookBub or Amazon ads, match each pitch to its audience: target 'military thriller readers' with keywords like 'special ops fiction' or 'Brad Thor', and use the 'Ukrainian culture and history' pitch with interests such as 'Ukrainian literature' or 'Olga Tokarczuk'. Monitor your ad dashboards—if the 'intergenerational mysteries' segment gets over 3% CTR, increase its daily budget to maximize reach among readers who love layered, time-spanning secrets.

Historical fiction lovers

Step into the future and the past with *The Mennonite Girl*, a sweeping saga that weaves Mennonite heritage, war-torn Ukraine, and a decades-spanning mystery into a powerful tale of courage, love, and legacy. Perfect for fans of layered, character-driven historical epics.

Military thriller readers

If you crave high-stakes action and espionage, *The Mennonite Girl* delivers: secret missions, daring rescues, and a legendary special ops medic hunted by Russian intelligence. This is a military thriller with heart, grit, and a heroine you'll never forget.

Women's fiction fans

Discover the extraordinary journey of Leah Dyke in *The Mennonite Girl*—from Mennonite midwife to war hero and healer. This is a story of resilience, friendship, and finding your purpose, perfect for readers who love strong, complex women at the center of the story.

Readers interested in Ukrainian culture and history

The Mennonite Girl offers a rare, immersive look at Ukrainian life, from rural villages to the front lines of war. Through Leah's eyes, experience the resilience, heartbreak, and hope of a nation—and the people who shape its future.

Fans of intergenerational mysteries

Unravel a decades-old secret alongside Abigail in *The Mennonite Girl*, where letters, lost love, and a mysterious figurine connect generations. If you love stories where the past and present collide, this novel is your next obsession.

Romantic suspense readers

With a whirlwind romance, forbidden love, and a heroine pursued across continents, *The Mennonite Girl* blends pulse-pounding suspense with unforgettable passion. Perfect for those who want their love stories with a side of danger.

Comparisons

Narrative Crossroads

When pitching '*The Mennonite Girl*', use mash-ups like '*The Nightingale* meets *All the Light We Cannot See*' to instantly signal the novel's blend of female-driven wartime heroism and layered, intergenerational mystery. For podcasts focused on women's history or military intrigue, lead with the '*Hanna* meets *The Alice Network*' angle to highlight the collision of pacifist roots and covert operations. In Reddit threads about unconventional war stories or faith under fire, drop the '*The Power of One* meets *Zero Dark Thirty*' comparison to spark discussion about outsider protagonists and the moral costs of conflict. Keep these crossroads handy to tailor your pitch—whether you're talking to historical fiction fans, thriller enthusiasts, or readers hungry for stories of resilience and transformation.

The Nightingale* meets *All the Light We Cannot See

Where the fierce, unsung heroism of women in wartime from *The Nightingale* meets the intricate, multi-layered storytelling and intergenerational mystery of *All the Light We Cannot See*, you'll discover '*The Mennonite Girl*', a novel that threads together the legacy of female courage, the scars of conflict, and the search for identity across decades. Like Vianne and Isabelle, Leah Dyke is propelled by conviction into the heart of war, but her journey is refracted through the lens of Mennonite tradition and the shadowy world of espionage. The narrative's dual timelines and the slow revelation of secrets echo Doerr's structure, while the emotional resonance and moral complexity set it apart.

Hanna* meets *The Alice Network

At the intersection of the relentless, high-stakes pursuit and survival of *Hanna* and the dual narrative of female spies and seekers in *The Alice Network*, '*The Mennonite Girl*' emerges as a story where a pacifist upbringing collides with the brutal demands of war and intelligence. Leah's transformation from Mennonite midwife-in-training to legendary special operations medic and hunted target mirrors Hanna's evolution from sheltered girl to formidable survivor, while Abigail's quest to uncover Leah's past channels the investigative drive and emotional reckoning of Kate Quinn's heroines. The result is a novel that balances kinetic action with the quiet ache of memory and belonging.

The Power of One* meets *Zero Dark Thirty

Where the coming-of-age resilience and outsider's journey of *The Power of One* converges with the procedural intensity and moral ambiguity of *Zero Dark Thirty*, readers will find '*The Mennonite Girl*' perfectly positioned as a tale of personal conviction forged in the crucible of global conflict. Leah's evolution from a marginalized Mennonite girl to a mythic figure in modern warfare echoes Peekay's fight for self-determination, while the espionage, covert operations, and psychological warfare evoke the relentless pursuit and ethical gray zones of Bigelow's film. Yet, at its core, the novel remains grounded in the redemptive power of compassion and the enduring bonds of chosen family.

Sales Copy

Steal the headline 'Two Women. One War. A Legacy That Refuses to Be Forgotten.' and the first paragraph of body copy for your Kickstarter or landing-page hero section—they're crafted to immediately immerse readers in Abigail's quest and Leah's hidden past. As you build out your campaign, break the copy into its 'pain, promise, proof' skeleton: use the pain line—'When Abigail Rempel is cast out by her Mennonite community...'—in a retargeting ad to connect with readers who feel like outsiders. Feature the promise—'Step into a sweeping tale of resilience and hope. Order your copy of *The Mennonite Girl* today...'—in a pinned social post to highlight the novel's emotional payoff. For proof, spotlight the book's unique blend of historical detail and character-driven drama in cold-outreach emails, referencing specifics like 'spanning from rural Wisconsin to the battle-scarred streets of Mariupol' and 'guided by a retired Marine Colonel.' Track which section keeps readers engaged the longest and elevate that language into every top-of-page asset, ensuring your campaign for *The Mennonite Girl* resonates with both historical fiction fans and those drawn to stories of women breaking tradition.

Two Women. One War. A Legacy That Refuses to Be Forgotten.

Uncover the secrets of courage and connection in *The Mennonite Girl* by Lawrence Reinhold.

When Abigail Rempel is cast out by her Mennonite community, she travels to a Ukrainian village with nothing but a bundle of old letters and a single burning question: who was Leah Dyke, the woman her grandmother could never forget?

As Abigail unravels Leah's past—spanning from rural Wisconsin to the battle-scarred streets of Mariupol—she discovers a story of friendship, sacrifice, and the quiet power of women who break the boundaries set for them. Guided by a retired Marine Colonel and the hidden correspondence between two generations, Abigail must confront her own anger and heritage while piecing together the truth behind a legendary medic and war hero.

Step into a sweeping tale of resilience and hope. Order your copy of *The Mennonite Girl* today and experience a novel where every secret changes everything.

First print run is limited—secure your copy of *The Mennonite Girl* before it sells out.

Press Release

Send the release unaltered to local media this week—many outlets paste it verbatim. Next, clip out the quote block, refresh it with a timely stat (for example, 'Pre-orders for *The Mennonite Girl* surged 312% after the Ukraine peace summit coverage'), 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 LinkedIn, spin the same release into an article highlighting the novel's intergenerational themes and its resonance with current conversations about women's roles in conflict, tagging relevant influencers or veterans' advocates to spark secondary shares.

Exiled Student Uncovers Wartime Secrets in Ukrainian Village

Lawrence Reinhold's new novel blends historical suspense and generational reckoning as two women's lives collide across decades.

In the blistering summer of 2087, Abigail Rempel steps into a forgotten Ukrainian village, armed with a stack of mysterious letters and a single burning question about her family's past. Cast out by her Mennonite community for daring to defy tradition, Abigail's search leads her to Leah Dyke—a solitary elder whose quiet life hides a legacy of heroism. When Leah vanishes, Abigail is left with only a handful of clues and the growing realization that the boundaries of her own life are not as fixed as she once believed.

As Abigail volunteers at the local veteran's facility, she's drawn deeper into Leah's shadowy history: a war medal tucked in a drawer, a crystal ballerina music box that plays a haunting tune, and the whispered stories of those who remember Leah's courage. With the help of Fedor Bondar, a retired Marine Colonel, Abigail pieces together Leah's journey from rural Wisconsin to the frontlines of Mariupol, where she became a legendary medic and a symbol of resistance. Each revelation forces Abigail to reckon with her own anger and the expectations she's been taught to obey. In a world still grappling with the scars of war and the cost of standing apart, *The*

Mennonite Girl pulses with urgency—reminding us how the quietest acts of defiance can echo across generations.

I wanted to write a story about the women history almost forgot—the ones who fought, healed, and endured in ways that rarely make the headlines. Abigail and Leah both wrestle with what it means to belong, and I hope readers see a bit of their own courage reflected in these pages.

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

Uncovering the Legacy of 'The Mennonite Girl': A journey through character, resilience, and the stories that define us, inspired by the novel.

The series will begin with spoiler-free introductions to the characters and central mystery, gradually moving into thematic discussions with mild spoilers about the characters' life choices, but avoiding major plot twists or the novel's conclusion. The voice will remain narrative and direct, mirroring the author's style.

Post 1

A Name on an Envelope: The Question That Started a Journey

Introducing the central mystery of Leah Dyke through the eyes of Abigail Rempel, exploring the catalyst for a life-changing journey.

This post covers:

- The power of a single name to ignite a quest for understanding.
- The contrast between a neglected home and a powerful legacy.
- Establishing the stoic, observant tone of the novel.

Post 2

Two Stubborn, Strong-Willed Girls

Comparing the parallel journeys of Leah and Abigail, two young women from different generations who both chose to defy the expectations of their community.

This post covers:

- The shared trait of a 'strong will' as both a burden and a strength.
- The decision to leave one's community is not about rejection, but about seeking a different path.
- How the past, through Leah's story, informs Abigail's present.

Post 3

A Friendship Kept by Secret Mail

Exploring the profound and resilient friendship between Leah and Dorcas, a bond that transcended distance, time, and shunning through the power of letters.

This post covers:

- The courage it takes to maintain a forbidden connection.
- How letters can become a lifeline, preserving a relationship against all odds.
- The theme of loyalty and what it means to be a true friend.

Post 4

On Writing: Weaving a Story Across Time

A behind-the-scenes look at the craft of writing 'The Mennonite Girl', focusing on the narrative technique of using letters and flashbacks to connect two storylines.

This post covers:

- The challenge and reward of telling a story from two different time periods.
- Using letters as a narrative device to provide an intimate, first-person perspective from the past.
- How a dual-perspective structure builds mystery and emotional resonance.

Post 5

'To Thine Own Self Be True': The Weight of a Forbidden Quote

Analyzing the central theme of identity and authenticity, anchored by Leah's use of a Shakespeare quote that sets her apart from her community.

This post covers:

- The significance of Leah finding wisdom outside the Bible.
- The conflict between communal identity and individual truth.
- How this single quote encapsulates Leah's entire life philosophy.

Post 6

The Unspoken Cost of Leaving

Examining the profound emotional toll of leaving one's home and family, as experienced by both Leah and Abigail.

This post covers:

- Leaving is not a simple act of rebellion but a painful, complex decision.
- The quiet grief and unspoken goodbyes that accompany such a choice.
- The resilience required to build a new life from scratch.

Post 7

More Than a Midwife: The Making of a Legend

Hinting at the extraordinary life Leah built after leaving her community, transforming from an aspiring midwife into a respected and formidable figure.

This post covers:

- Leah's ambition was never to escape her skills, but to expand them on a larger stage.
- The journey from a quiet community to a war-torn country.
- The resilience and determination required to become 'Dr. Dyke'.

Post 8

What We Leave Behind: A Legacy in Letters

Reflecting on the novel's conclusion of Abigail's initial journey and the overarching theme of legacy—what we inherit and what we choose to build for ourselves.

This post covers:

- A legacy is more than money or property; it's the story and the impact of a life lived.
- Abigail's journey to find Leah was ultimately a journey to find herself.
- The novel invites readers to consider their own legacy and the stories they will leave behind.

Reader Magnet Ideas

To maximize the impact of these reader magnets for *The Mennonite Girl*, focus on building your email list, which is your most valuable author asset. Offer one magnet, such as "The Colonel's Dance," as the primary incentive for newsletter signups on your website, in your social media bios, and in the back matter of the book itself. This direct call to action is the most effective way to capture readers who have just finished the story and are hungry for more.

Once a reader is on your list, you can use an automated email sequence to deliver the other magnets over several weeks. For example, your welcome email delivers the first magnet, and a week later, you can send another email offering "The Angel of Azovstal" to deepen their emotional connection to Leah's journey. Promote these magnets individually on social media, tailoring the message to the audience. Post about the romance in "The Colonel's Dance" for Valentine's Day, or share a thrilling snippet from "The Quartz Gambit" to attract fans of spy fiction.

These specific stories are designed to leverage the core strengths of your book: its complex characters and interwoven genres. By offering a romance scene, a war story, a mafia prequel, and a spy thriller, you appeal to different reader tastes while enriching the main narrative. This strategy not only rewards current fans but also creates powerful, shareable content that can attract new readers. It transforms a single book into an immersive story world, building a loyal fanbase eager for your next release, especially a potential sequel centered on Bilyk.

Idea 1

The Angel of Azovstal: The Lost Recordings of Father Faddei

This powerful short story is presented as the transcribed audio recordings of Father Faddei, the chaplain who served alongside Leah during the brutal siege of the Azovstal Steel Works. It chronicles the final, desperate days of the battle from his perspective, detailing Leah's unwavering courage and compassion in the face of overwhelming horror.

Why this works: Readers of *The Mennonite Girl* are left with haunting questions about the full extent of the trauma at the Steel Works. This alternate point of view provides a raw, emotional, and faith-driven account of Leah's heroism, filling in a critical gap in her story and revealing the profound impact she had on those who witnessed her actions.

Idea 2

The Colonel's Dance: A Boryslav Bryukhovetsky Story

Experience the night Leah and Boryslav fell in love, told entirely from Colonel Bryukhovetsky's point of view. This bonus chapter reveals his thoughts from the moment he first sees Leah at the formal dinner to the moment he asks her to marry him, including the story of how he acquired the fateful crystal figurine.

Why this works: Leah and Boryslav's whirlwind romance is a pivotal and heartbreaking part of *The Mennonite Girl*. This reader magnet offers an intimate look into Boryslav's heart, deepening the emotional weight of their relationship and giving readers the romantic perspective they crave after seeing the story unfold primarily through Leah's eyes.

Idea 3

The Son of Rumyantsev: A Bilyk Prequel

This gritty prequel novelette plunges readers into the dark underworld of the Ukrainian mafia. It tells the story of a twelve-year-old Tymofiy Bilyk on the night his family is brutally murdered by the usurper Bazhenov, forcing him onto the streets and setting him on the path that will eventually cross with Leah Dyke's.

Why this works: Bilyk is one of the most complex and intriguing characters in the book, but his history is only hinted at. This story provides the violent, tragic backstory that shaped him into the fierce soldier Leah meets, satisfying reader curiosity and adding immense depth to his character arc.

Idea 4

The Quartz Gambit: A Xia Q█ File

This standalone spy thriller short story follows the enigmatic project manager Xia Q█. It details her high-stakes operation, from recruiting the rogue programmer Hào rán B█n to orchestrating the creation and delivery of the musical figurine containing the stolen Chinese drone data.

*Why this works: The espionage plot involving the crystal figurine is a major driver of the conflict in *The Mennonite Girl*. This reader magnet expands that universe, offering a fast-paced, high-tech story that will thrill readers who were fascinated by the international intrigue and the mysterious origins of Leah's wedding gift.*

Idea 5

The Vory's Inheritance: An Epilogue

Set five years after the events of the main story, this extended epilogue follows Bilyk as he finally receives the call to meet with the Vory v zakone hierarchy. He must now formally claim his father's title and territory, navigating a treacherous world of loyalty and betrayal while reconciling the man Leah helped him become with the legacy he was born into.

Why this works: The book ends with Bilyk on the cusp of a major life change, leaving readers desperate to know what happens next. This epilogue acts as a bridge to a potential sequel, providing a satisfying glimpse into Bilyk's future and answering the burning question of what becomes of him after he leaves the military.

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.

This marketing plan leverages the unique, multi-genre appeal of "The Mennonite Girl" to reach four distinct but passionate audiences. Success hinges on segmented messaging that highlights the book's blend of faith deconstruction, authentic military action, Ukrainian heroism, and high-stakes espionage.

- The book's primary strength is its "X meets Y" positioning: a compelling fusion of 'Unorthodox' and 'American Sniper', which must be the cornerstone of its marketing.
- The four target personas are highly distinct; campaigns must be tailored with specific ad copy, platforms, and outreach to resonate with each group individually.
- The contemporary setting in Ukraine provides a powerful, ongoing news hook that can be leveraged for timely media pitches and content, giving the book sustained relevance.

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

Timeline: Months -3 to -1

1. Finalize Metadata Foundation

Lock in your book's discoverability on Amazon. Use your 'Keywords' section to populate all 7 KDP backend keyword slots. Implement the top 3 recommendations from your 'KDP Categories' report to ensure you're placed in relevant, low-competition categories. Reference your 'Comparable Titles & Analysis' to find additional author and title keywords for your Amazon Ad campaigns.

■ **Deadline:** 90 days before launch

2. Assemble a Segmented ARC Team

Create a landing page for Advanced Reader Copy (ARC) sign-ups. Actively recruit readers from each of your four core audiences by posting in relevant Facebook groups (e.g., military history groups, Ukrainian diaspora community pages) and using targeted social media posts. Use the 'Reader Magnet Ideas' to offer an exclusive prequel scene between Leah and Dorcas to incentivize sign-ups.

■ **Deadline:** 75 days before launch

3. Launch NetGalley/BookSirens Campaign

Set up a 6-week campaign on a platform like NetGalley or BookSirens. Use your 'Back-Cover Blurb' for the description. When creating your profile, explicitly tag genres like 'Military Fiction,' 'Thriller,' 'Religious Fiction,' and 'Women's Adventure' to attract the right reviewers. The goal is 15-20 honest reviews before launch day.

■ **Deadline:** 60 days before launch

4. Initiate Targeted Podcast & Influencer Outreach

Begin pitching yourself as a guest. Use the persona-specific angles from your 'Sales Pitches' report. For the 'Disillusioned Faithful Daughter' persona, pitch podcasts on faith deconstruction. For 'Modern Military History Enthusiasts,' pitch military history and geopolitical podcasts, highlighting the book's technical accuracy and unique female spec-ops hero. Aim to book 3-5 appearances to go

live during launch month.

■ **Deadline:** Start 60 days before launch; follow up 30 days before

5. Create & Schedule Social Content

Use your 'Blog Series Outline' to write 4-6 blog posts that you can also repurpose for social media. Create a bank of 20-30 social media graphics featuring compelling quotes, character introductions (Abigail vs. Leah), and thematic questions related to the 'Themes and Tropes' section (e.g., 'What does it mean to serve a calling higher than your community?'). Schedule this content to ramp up as you approach launch day.

■ **Deadline:** 30 days before launch

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

Timeline: Launch Day through Day 30

1. Execute Launch Day Price Pulse & Email Blitz

Set the ebook price to \$0.99 or \$2.99 for the first 3-5 days to drive sales velocity and improve rank in your 'KDP Categories'. Send a sequence of 3 emails to your mailing list: 1) 'It's Here! - Launch Day,' 2) 'Readers are calling it...' (featuring an early review snippet), and 3) 'Launch price ending soon!' Your goal is to concentrate as many sales as possible in the first 72 hours.

■ **Deadline:** Launch Day

2. Activate Segmented Ad Campaigns

Launch your pre-built ad campaigns. For Facebook/Instagram, run four separate campaigns, each with customized creative and targeting one of your 'Audience Personas'. Use the persona-specific hooks from 'Ad Copy Variations'. For Amazon Ads, launch keyword-targeting campaigns using your 'Keywords' list and product-targeting campaigns aimed at your 'Comparable Titles'. Start with a modest daily budget (\$10-15 per platform) and monitor closely.

■ **Deadline:** Launch Day

3. Coordinated Social Media Push

On launch day, orchestrate a coordinated push with your ARC team and any secured influencers. Provide them with a simple media kit including the book cover, purchase links, and suggested hashtags (#TheMennoniteGirl, #UkrainianHero, #FaithAndFiction). The author should be highly active online, sharing posts, responding to comments, and going 'Live' to read the first chapter.

■ **Deadline:** Launch Day & Week 1

4. Deploy Press Release & Follow Up on Pitches

Distribute your 'Press Release Template' to local media, military bloggers, Ukrainian cultural news outlets, and religious news sites that cover fiction. This is the period when your pre-booked podcast appearances should be airing. Share these episodes widely across all platforms.

■ **Deadline:** Week 1

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

Timeline: Months 2-6 post-launch

1. Run a Goodreads Giveaway

Set up a Goodreads Giveaway for 100 ebook copies (or 5-10 print copies). This will drive thousands of readers to add the book to their 'Want to Read' shelf, creating a long-term source of organic visibility on the platform. This is a low-cost way to reach thousands of avid readers.

■ **Deadline:** Month 2

2. Content Repurposing & Deep Dives

Turn your 'Blog Series Outline' topics into a series of TikTok/Reels videos or a YouTube series. For example, create a short video on 'The Real-Life Heroines of

the War in Ukraine' or '5 Things You Didn't Know About Mennonite Culture.' This expands your reach to new audiences on video-first platforms.

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

3. Apply for a BookBub Featured Deal

Begin submitting 'The Mennonite Girl' for a BookBub Featured Deal in categories like 'Thrillers' or 'Historical Fiction.' You will need a critical mass of positive reviews (aim for 50+) before being seriously considered. Submit every 30 days. Securing a deal can create a massive second launch wave.

■ **Deadline:** Start applying in Month 3

4. Engage in Author Cross-Promotions

Identify 5-10 authors from your 'Comparable Titles' report who have a similar readership. Reach out to them to propose a newsletter swap or a social media 'takeover.' This is a highly effective way to get your book in front of a pre-qualified audience of likely readers.

■ **Deadline:** Ongoing, Months 3-6

Award Submission Strategy

1. Foreword INDIES Book of the Year Awards

Recommended Category: Primary: War & Military (Fiction). Secondary: Thriller & Suspense.

Typical Deadline: Submissions open March - January annually.

Why This Fits: Highly respected indie award. The book's detailed depiction of the Ukraine conflict and Leah's journey make it a strong contender in the War & Military category.

Requirements: Published within the award year. Requires entry fee and physical/digital copies for judges.

2. Independent Publisher Book Awards (IPPYs)

Recommended Category: Military/Wartime Fiction.

Typical Deadline: Submissions typically close in February.

Why This Fits: One of the largest indie book awards. The unique 'Mennonite hero' angle gives it a standout quality that judges look for.

Requirements: Published within the last two years. Requires entry fee and physical copies.

3. Chanticleer International Book Awards (CIBA)

Recommended Category: Global Thriller Awards (for espionage fiction).

Typical Deadline: Rolling deadlines by genre throughout the year.

Why This Fits: The CIBA awards are genre-specific, allowing the book's espionage subplot (stolen drone tech, international operatives) to shine against direct competitors.

Requirements: Requires entry fee and digital submission. Evaluation is based on a multi-round review process.

4. Next Generation Indie Book Awards

Recommended Category: Action/Adventure.

Typical Deadline: Submissions typically close in February.

Why This Fits: A broad category where Leah's incredible journey from farm girl to special operator to battlefield commander fits perfectly within the 'Adventure' theme.

Requirements: Published within the last two years. Requires entry fee and physical copies.

Timely Angles & News Hooks

Leverage these current trends and conversations to position your book for media coverage and relevant social media discussions.

1. The Human Face of the War in Ukraine

Pitch op-eds or interviews focusing on how fiction can explore the personal sacrifice and resilience behind the headlines. Frame Leah's story as an embodiment of the Ukrainian spirit. Target diaspora news outlets and military affairs journalists.

Best Timing: Ongoing

2. Women in Elite Military Roles

Connect Leah's journey as a Reconnaissance Independent Duty Corpsman to real-world news about women breaking barriers in special operations. Create social media content highlighting Leah's skills and leadership, using hashtags like #WomenInCombat.

Best Timing: When relevant news stories break

3. The 'Deconstruction' Phenomenon

Position Abigail's story within the larger cultural conversation about young adults leaving or questioning conservative religious upbringings. Engage with #exvangelical and #deconstruction communities on TikTok and Instagram, sharing how the book explores finding purpose outside of rigid tradition.

Best Timing: Ongoing

4. The New Cold War: Tech, Espionage, and Hybrid Warfare

Pitch to tech and geopolitical podcasts/blogs, focusing on the highly realistic espionage subplot involving stolen Chinese drone technology. Frame it as 'the kind of spy story that's happening right now.' Use this to appeal to the 'Espionage Thriller Aficionado' persona.

Best Timing: During news cycles about US-China-Russia tech competition

Ongoing Optimization - Maintain momentum long-term

Ongoing Habit	Section(s) to Use	Why it Matters	Frequency
Segmented Ad Audit	Ad Copy Variations, Audience Personas Analysis	Ensure ads for each persona remain effective by testing new copy/images and pausing underperforming campaigns to maximize your budget.	Monthly
Keyword & Category Refresh	Keywords, KDP Categories	Amazon's ecosystem changes. Check for new, high-traffic keywords or less competitive categories where the book can rank higher and find new readers.	Quarterly
Seasonal Media Pitching	Themes and Tropes, Sales Pitches	Connect the book to relevant holidays. Pitch Leah's story for International Women's Day (March) or Memorial Day/Veterans Day (May/November).	Seasonally

Review Mining for Social Proof	N/A	Pull powerful, specific quotes from new reader reviews. These are the most authentic marketing copy you have. Turn them into shareable graphics.	Monthly
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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.