

# GOODBYE, ORCHID

*To Love Her, He Had To Leave Her*

CAROL VAN DEN HENDE

"An inspiring and explosive novel that shows how two people confront the misperceptions in their lives."

—Larry Kirshbaum, literary agent and publishing advisor

## DESCRIPTION

**RIISING FROM ASHES IS HARD.  
GIVING UP THE ONE YOU LOVE IS HARDER.**

Thirty-two year-old Phoenix Walker is an entrepreneur who has built an agency with a heart almost as big as his own. To add to his good fortune, he's falling for Orchid Paige, the beautiful half-Asian marketer who's collaborated with him on a winning military campaign.

Until an accident changes him forever.

Now, he's faced with the hardest decision of his life. Does he burden the woman whose traumatic childhood makes him feel protective of her? Or does true love mean leaving her without explaining why?

## MARKETING

- Carol is a marketer, MBA and speaker who will introduce her debut to audiences where she's presenting workshops (e.g. NINC, RWA chapters, etc.)
- Multi-author ARC tour with NY Times best-selling author(s)
- Print media, including placement in alma mater alumni magazines and Mensa Bulletin
- BookSparks PR agency will:
  - \* Develop press materials/media kit
  - \* Send galleys to media, reviewers and personal connections
  - \* Pitch online media outlets from consumer media to women's media, publishing trade media and book reviews as well as place essays and interviews
  - \* Pitch select local media outlets (short lead media in local area/print, online)
- Bookstagrammers
- Non-profit events, including Heather Abbott Foundation fundraiser
- Book club discussions, including Delbarton Mothers' Guild
- Organic and paid reach on Facebook and google to build email list and drive conversion
- Leverage social media, including FB, Instagram, goodreads, Youtube, twitter
- LinkedIn articles, posts
- Endorsements and editorial reviews from best-selling authors
- Library and bookstore distribution and launch events
- Amazon ads, optimized by Amazon expert
- Author will generate buzz through cover reveal and contest wins

## AUTHOR BIO



Carol Van Den Hende is an author and Lone Star Writing Contest finalist who pens stories of resilience and hope. She's also a speaker, strategist, and serves on nonprofit boards. One secret to her good fortune? Her humorous husband, fun-loving twins, and rescue cat, who prove that love really does conquer all.

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**HARD COVER:** \$29.95, 978-1-64663-190-2

**EBOOK:** \$7.99, 978-1-64663-189-6

**TRIM:** 6" x 9", 280 pages

**FICTION:** Contemporary

## AUDIENCE

- Adult/Millennial readers who relate to the themes of acceptance and resilience
- Higher household incomes (>\$50K) and education levels (college graduate)
- Military personnel
- People with a disability or knows someone with one (1 in 3 Americans)
- Women who love wounded heroes, emotional stories and HEA
- Fans of *Me Before You* or *An Affair to Remember*

## KEY SELLING POINTS

- Diversity is on trend: With the momentum behind diverse books, the next frontier is diversity in ability. After all, 1 in 3 Americans has a disability and 1 in 5 knows someone who does
- The time is right for uplifting stories
- Military cause: Since the story is inspired by injured military personnel, a portion of the book's proceeds will help the military and trauma survivors

## ONLINE

www.carolvandenhende.com