

Rode to Death

Susan Union

SALES HANDLE

Rode to Death is part of the Randi Sterling mystery series and is set on a horse ranch in a wealthy enclave of San Diego County.

DESCRIPTION

Equine journalist Randi Sterling bonds easily with the horses she writes about—it's men she has a hard time trusting. When she receives a proposition from Jaydee Hill, her charismatic college flame, to move to his ranch in San Diego's wealthy Rancho del Zorro, she is torn. Jaydee is offering her the life she's always dreamed of, but he burned her once before. Is he a changed man or is she heading down a trail of trouble?

Desire and curiosity win her mental coin toss, but she arrives to discover (*surprise!*) Jaydee is already married. She stumbles upon Jaydee's dead bride in a champion stallion's stall and is later horrified when her fingerprints are found on the murder weapon.

Can Randi solve this murder in horseman's paradise or will she become the killer's next victim?

KEY SELLING POINTS

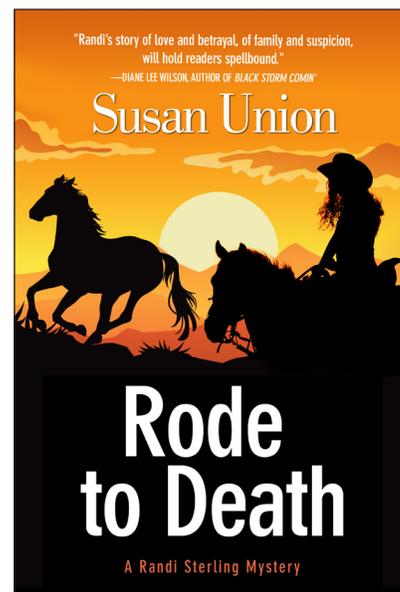
- The upscale world of show horses is a fascinating realm with a huge following and market
- The author is a horse owner, World Show level competitor and an equine journalist
- The author is a member of the American Quarter Horse Association and she has access to approximately 350,000 members and that's just for one breed

AUDIENCE

1. Horse mystery lovers looking to fill the void left by Dick Francis
2. Murder mystery aficionados who like a strong sense of place
3. Women
4. Horse owners

MARKETING

- * Using a publicist to help achieve branding and global marketing goals
- * Promote through the online equestrian blogs and forums
- * Blog tours by targeting areas of showing, specifically in the quarter horse realm
- * Marketing efforts toward all breed forums like "Barnmice"
- * Post a blurb on "America's Horse" a section called "Bits & Spurs," the largest member publication in the world with a reach of 300k
- * Target the regional horse publications such as the Pacific Quarter Horse Association
- * Attend the Malice Domestic Conference and other events
- * Has website at susanunion.com and direct links to her Facebook, Twitter and Goodreads pages on the site, as well as direct sales
- * Use membership in the national chapter of Sisters in Crime and their monthly newsletters
- * Contacting local libraries and local book clubs and then will move on to the rest of San Diego County, all of Southern California and beyond
- * Contacting local papers, *The Coast News*, the *North County Times* and the *San Diego Union Tribune* and a community magazine, as well as the local radio station to write an article about the author and her book



Publisher: Köehler Books

Distributor: Ingram Publisher Services

Pub Date: 02/01/2014

Price: \$17.95 USD / \$18.95 CAD

EAN: 978-1-938467-84-4

Trim: 6 x 9

Format: Trade Paper

Pages: 265



AUTHOR BIO

Susan Union has owned and showed horses since the age of ten. She was a contributing editor for *The Western Horse* magazine and feature article writer for *Quarter Horses USA*, *The Western Horse*, *Horses USA* and *Horse Illustrated* magazines. Her articles and essays have appeared in *A 5th Portion for Chicken Soup for the Soul*, the *Mammoth Times* newspaper and the *Rancho Santa Fe Review*. Her short story, "Stone Cricket" was published in *A Year in Ink*, the 2012 *San Diego Writers Anthology Ink*, Volume 5. Susan lives in Southern California and is currently at work on her Randi Sterling mystery series.



INGRAM PUBLISHER SERVICES
The future of distribution