

THE PALM READER

CHRISTOPHER BOWRON

DESCRIPTION

JACKSON WALKER once again faces his demons in this haunting sequel to *Devil in the Grass*. Now working as an investigative lawyer for Peter Robertson, Jack teams with Janie Callaghan to solve the disappearance of a sleazy client specializing in taboo pornography. Meanwhile the evil head of the Church of Satan weaves an intricate web to lure Walker as the sacrificial lamb in an Everglades Black Mass ritual.

KEY SELLING POINTS

- Fast paced thriller - a sequel based on the popular debut by Christopher Bowron *Devil in the Grass*.
- Written in the backdrop of the Everglades and Southwest Florida, readers familiar with the area will be enticed as well as those who enjoy exotic locations to read about.
- *The Palm Reader* will take readers, like *Devil* did, to the edge of their comfort zones in what some like to call a "twisted manner." Christopher Bowron has developed a writing style which makes readers want to turn the pages with "on the edge", sometimes sexy, and often conflict-filled themes and surprises.

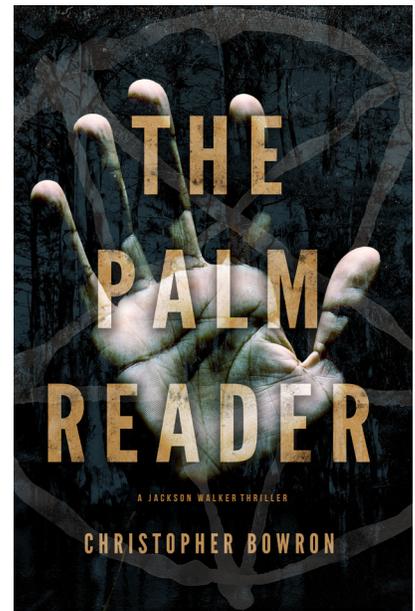
MARKETING AND PUBLICITY HIGHLIGHTS

- Christopherbowron.com has been overhauled to optimize the landing site for social media advertising. The author plans on doing Facebook, Goodreads, and Amazon specific advertising. He will also be utilizing over 100 free advertising sites.
- The author's goal is to expand his following. He has a mail list campaign in place to capture emails. He will offer free excerpts and other items to get readers to his site.
- The author has a list of over 50 book bloggers who will do a review and promote the book.
- He has done over 20 signings for his previous book, *Devil in the Grass*, and has a list of locations that are willing to have him back and is planning to expand that list.
- The author will do a book launch in Niagara—He sold over 100 books last time. He already has a few bars that carry his last book and plan to continue that trend.
- The author is going to be interviewed by Vicki Drane on her radio show.
- He will use Bookbub, Online Book Club, Chicklit Cafe and Book Daily promotion.

AUTHOR BIO



Christopher Bowron's roots stretch back four generations in historic Niagara-on-the-Lake, voted the prettiest town in Canada. He owns a bachelor of arts from Brock University and is a lover of wine and all sports including salt water fishing, which usually finds its way into his writing. Thrillers, Mystery and Historical Fiction top his reading list. He and his wife Carmen have a second residence in southwest Florida where he has spent a good part of his life since childhood. Southwest Florida and the Everglades is the backdrop for his first novel, *Devil in the Grass*, published by Köehler Books, which in 2016 became a #1 Best Seller on Amazon.



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Distributor: Ingram

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SOFT COVER: \$18.95, 978-1-63393-636-2

HARD COVER: \$26.95, 978-1-63393-638-6

EBOOK: \$7.99, 978-1-63393-637-9

TRIM: 6"x 9", 326 pages

FICTION: Thriller

AUDIENCE

- Readers of Mysteries and Thrillers
- Existing follower readership in South Florida.
- Readers who enjoy books with a dark edge, along the lines of Stephen King—soft horror.

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