

Caroline Vaught

Ms. Wigal

The Business of Publishing 3300-01

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TI Sheet

**Title:** Fractured Kingdom

**Author:** Caroline Vaught

**Category:** NA, Fantasy

**Publisher:** Black Bird

**Pub Date:** 06/23/20

**Ship Date:** 06/23/20

**Price:** \$25.00 USD

**Pages:** 367

**Trim Info:** 6.4 x 9.6 inches

**First Printing:** 15,000

**Sales Line:**

Two royal brothers separated by rebellion fight to keep their kingdom from falling apart while hanging on to each other.

**Description:**

A king feared by his people, a prince loved by all, two brothers that are inseparable.

Cassius has always been feared by the people of Malorae, but when he becomes king, things go spiraling out of control. With him in power, nobles start disappearing and the military presence in the streets has people wondering whether or not he's the right person to be running things.

Alphareth is the prince that everyone loves. He sees the good in the world and in everyone he meets - including his murderous brother. When uprisings start and Al suddenly disappears, no one can keep Cassius from fighting to find him. With two kingdoms fighting and a few loyal supporters at his back, Cassius juggles impending war and finding his brother while Al tangles with the rebellion - wondering if Cassius is someone capable of being saved.

**Sales Points:**

- Explores the relationship of two brothers instead of a romance and focuses on the family dynamic
- Shows the story from the perspective of two different sides (the “villain” and the “hero”)
- Shows the backstory of the “villain” (Cassius) and how it shaped him to become who he is
- Doesn’t paint a picture of the villain being redeemable and shows him as he truly is
- Features strong female leads
- Pushes the arts as something that is important to the main character (Alphareth “Al”)
- Brings familial abuse to the forefront as causation of mental impairment/obsession/rage (Cassius)
- *Fractured Kingdom* is, in its essence, about two brothers that are constantly separated by their ideas and beliefs, but love each other unconditionally and would do anything for the other

**Keywords:** Fantasy, New Adult, Siblings, Rebellion, Politics, Dark Fantasy, Death

**Marketing Plans:**

- Galley distribution to bloggers and stores
- Make a blog tour with several bloggers including guest posts, interviews, excerpts, and reviews
  - 14 bloggers for a tour that lasts 2 weeks (1 blogger per day)
- Preorder offer including bookmark and collectible pin
- Create a Facebook page only accessible to people that preorder
  - Includes exclusive giveaways only for the people that joined, sneak peeks, and behind the scenes
- Twitter hashtag #FamilyTies

**Publicity Selling Points:**

- Book tour to major cities (New York, Nashville, Chicago, etc.)
- Interviews with Shelf Awareness and Bookriot
- Panel at ALA and BookCon
- NPR spotlight
- Reviews in PW and Kirkus

**Author Bio:**

Caroline Vaught is a Belmont University graduate with a bachelors in Publishing. She is currently a junior publicist at Three Points Publicity and lives in Nashville, TN with her two dogs and her husband. When she isn't writing, she can be found hiking through the Tennessee wilderness or curled up with a book. *Fractured Kingdom*, her debut novel, is set to publish in June 2020. For more information, visit her website [www.carolinevaughtbooks.com](http://www.carolinevaughtbooks.com).

**Comparative Titles:**

<b>Title</b>	<b>Author</b>	<b>Publisher/ ISBN</b>	<b>Pub. Date</b>	<b>Price</b>	<b>Page Count</b>	<b>Amazon Rank</b>
The Magicians	Lev Grossman	Viking/9780670020553	08/11/09	\$28.00	416	36,738
Half a King	Joe Abercrombie	Random House/0804178321	07/15/2014	\$26.00	352	391,549

## Marketing Research

- Where are people more likely to hear about *Fractured Kingdom*?
  - Since this is aimed more at younger people, they are likely to hear about it online. Targeting places like Amazon, Goodreads, and Facebook with advertisements on similar books increases the chance that someone will stumble across it and become interested.
- Are college students more likely to read this than middle schoolers or high schoolers?
  - Look at what middle/high school students are reading versus college students. It is assumed that college students and high school students would be more inclined to read this since it has darker themes while middle schoolers are far too young to be interested or would be directed away from it by their parents/teachers/etc.
- Do people age 20-40 like the family dynamic and a book centered on brothers?
  - Examine what people are reading. Boys might be more interested due to the focus on male relationships whereas this might deter female readers. At this age, people might not be as interested in the relationships and want to focus on the action and the plot more.
- Will females want to read this?
  - Give a survey to see what females are looking for in their books. Even though the main characters are male, there are a bunch of strong female lead characters that females could be interested in or relate to.

## Email Pitch

### Reading Through Infinity

- Website: <https://readingthroughinfinity.com/>
- Email: [kj93lovatt@gmail.com](mailto:kj93lovatt@gmail.com)
- Twitter: <https://twitter.com/katelovescolour/>
- Names: Kate
- Type of coverage: Review

I chose to pitch Reading Through Infinity because their platform will help showcase how different *Fractured Kingdom* is from other Dark Fantasy books. The blogger, Kate, has explicitly stated in her bio and in her Review Policy that she likes fantasy and uses YA as a separate category which makes me think that she would be open to NA books. Since she is such a fantasy based reader, she will have a wide knowledge of the genre. She has also participated in blog tours for some highly anticipated YA books, which shows that she is very serious about what she does and has gotten her name and brand out.

Hey Kate,

I recently read your blog tour Q&A with Nicki Pru Preto and absolutely loved it. I think it's great how blogs can make a more intimate author-reader relationship. Since you enjoy fantasy so much, I thought you would want to hear about a **brand new NA dark fantasy book**, *Fractured Kingdom*, that will be released June 2020. Debut author Caroline Vaught has a style of writing that *Publisher's Weekly* has described as **“lyrical and eye-catching...akin to V.E. Schwab and Madeline Miller”**. *Fractured Kingdom* explores the relationship between two brothers - a king and his younger prince brother - and a world that puts their relationship to the test with threats of rebellion and life-changing lies.

**Would you be interested in reviewing *Fractured Kingdom*?**

If you want to learn more about *Fractured Kingdom* and Caroline Vaught, you can check out her [press kit here](#).

Let me know what you think!

Sincerely,

Freya Lombardi

Senior Publicist

Three Points Publicity

## Reflection

For this project, I found everything way easier to set up and piece things together than I did the first time we did stuff. The TI sheet was particularly interesting because it gave me the chance to set everything up before diving into the nitty-gritty detail. The marketing and publicity points were a challenge because I wanted to do something attainable while maintaining that aura of something new. I did the regular galley distribution along with some preorder incentives along with a blog tour to get the word out about my book without being too costly or farfetched. I know a few authors that do their Facebook groups in order to give exclusive insights but only to a select few people also known as a Street Team. They are used to get the word out by social media or by mouth in exchange for snippets or POVs from other characters.

I went with generic publicity points because I felt like there isn't a whole lot of space for an NA dark fantasy to be creative with like you can with a nonfiction book. A book tour seemed fitting enough as well as having the author join panels and doing interviews/getting reviews from the standard industry places.

Since this was a book I was already writing, I realized that my plot was actually pretty good for sales points. There is enough uniqueness to it that I could find a lot of different things that set it apart from the other fantasy novels. The aspect of brotherly relationships, the lack of a romantic relationship, and using strong female roles are all things that set *Fractured Kingdom* apart from other books that have been published or are currently being published.