
Advanced Book Marketing and Promotion Roadmap

BRIDGE OF LIES

A 12-Month Marketing Strategy
for Authors and Indie Publishers

WELCOME

This is a high-end, bespoke, and incredibly valuable book marketing strategy for authors. It gives you a powerhouse of information, details and plans for marketing your book. It includes a 12-month marketing roadmap for promoting your book, Bridge of Lies, a visual sharing tool kit, a social media calendar, and outreach templates.

This roadmap includes the following sections:

Part 1: Strategic Identity & Story World – Establishing your book's unique market DNA.

Part 2: Your Comparables Strategy – Positioning your work within the literary and cinematic landscape.

Part 3: The Story World – Atmospheric deep-dives into artifacts, themes, and settings.

Part 4: Beta Reader Elements – Highlighting emotional beats that resonate with readers.

Part 5: The Roadmap Checklist – A prioritised action plan to bridge the gap between strategy and execution.

Part 6: The 12-Month Actionable Roadmap – A multi-phase timeline for your launch and long-term career.

Part 7: Outreach & Collaboration – Leveraging the 'Ripple Effect' through influencers and author swaps.

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This roadmap provides a complete 12-month marketing strategy for Bridge of Lies

PART 1

Strategic Identity & Story World

Establish your book's unique market DNA. By the end of Part 1, you will have a clear visual and narrative language to describe your story, ensuring your brand is consistent across all platforms—from Amazon blurbs to character aesthetics.

Your Place in the Market

Bridge of Lies is positioned as a character-driven WWII thriller that will appeal to the massive readership of authors like Kristin Hannah and Anthony Doerr. It meets market expectations with its themes of resistance and survival while offering a unique and compelling hook through its river-journey plot and art-heist subplot.

A key strength of the book is its intensely atmospheric setting, where the Garonne river itself becomes a character, shaping every decision and heightening the suspense. This unique positioning allows Bridge of Lies to stand out in a crowded WWII fiction market while appealing to established reader bases who crave emotional depth, historical authenticity, and page-turning stakes.

Key Market Position

- Character-driven WWII thriller with emotional depth
- Appeals to fans of Kristin Hannah and Anthony Doerr
- Unique river-journey narrative engine
- Compelling art-heist subplot
- Intensely atmospheric French Garonne River setting

Core Themes

- Resistance and survival in Occupied France
- Redemption and personal sacrifice
- Found family bonds forged in war
- The cost of courage in extraordinary circumstances

THE LOGLINE

A: THE LOGLINE

A reclusive French boatbuilder, haunted by his own son's disappearance into the Resistance, must navigate a treacherous river and his own past to guide a hunted young girl to safety before a sadistic Gestapo captain can capture her and the secret she protects.

Your logline is the single-sentence pitch that captures the heart of your story. It identifies your protagonist, their conflict, the stakes, and the antagonist in one compelling statement.

Use this logline when pitching to agents, publishers, and readers. It should appear in your query letter, on your website, and in any media kits or press materials. This is the hook that draws people into your story world.

The logline for Bridge of Lies immediately establishes Garonne as a reluctant hero with a tragic past, introduces the high-stakes mission to protect Noelle, and presents the formidable antagonist Captain Haas. It promises both emotional depth and page-turning suspense.

Master Blurb

A GRIPPING TALE OF COURAGE, REDEMPTION, AND THE FIGHT FOR SURVIVAL IN NAZI-OCCUPIED FRANCE

1942, Occupied France. Antoine "Garonne" Dupont is a man in hiding—not from the Nazis, but from a past that haunts him. The Garonne river is his sanctuary, its misty banks a shield against a world at war. But his peace is shattered when a young girl, Noelle, arrives at his door, orphaned and on the run.

She is the keeper of a dangerous secret, one that a ruthless Gestapo captain will kill to possess. Forced to guide her to safety, Garonne must navigate the treacherous currents of his river and the even more dangerous currents of the French Resistance. On a journey where every shadow is a threat and every stranger a potential traitor, the reluctant boatbuilder must find the courage to face his own ghosts—or watch the war consume the last thing he has left to protect.

Can one broken man become the hero a nation desperately needs?

Bridge of Lies is a standalone adult historical thriller that blends the emotional depth of Kristin Hannah's *The Nightingale* with the page-turning suspense of Anthony Doerr's *All the Light We Cannot See*. Perfect for readers who crave powerful stories of resilience, sacrifice, and the unbreakable bonds forged in the fires of war.

Start your journey down the Garonne today. Discover the hero within the river rat.

Market Position & Comparable Titles

Genre: Upmarket historical thriller with emotional depth and commercial appeal

Comparable Titles: *The Nightingale* by Kristin Hannah • *All the Light We Cannot See* by Anthony Doerr

Target Readers: WWII historical fiction fans, character-driven story lovers, readers seeking powerful narratives

THE "WHAT IF" SCENARIOS

What If Questions

- What if a grief-stricken recluse in Occupied France was forced to become a hero when he became the sole protector of a teenage girl carrying a secret map to lost Jewish treasures?
- What if a young girl's only hope of survival was a dangerous nighttime journey down a river controlled by the Nazis?
- What if the river you'd spent your entire life learning to navigate became your only weapon against the most powerful army in the world?
- What if you had to choose between the safety of isolation and the peril of protecting someone who could cost you everything?
- What if a silk scarf held the key to hidden Jewish treasures—and made you the target of the Gestapo's most sadistic hunter?

How to Use These Statements

- Social Media Engagement: Post as standalone questions to spark conversations and ask followers to share their thoughts.
- Blog Post Topics: Expand each "what if" into a full blog post exploring the historical context.
- Email Newsletter Hooks: Use these questions as opening lines to draw readers in and tease story themes.
- Video Content: Create short TikTok or Reels with these questions over atmospheric WWII-era visuals.

Manuscript Hooks – Set 1

The River's Warning

"Something bad is coming, Bernard."

"What could be worse than this?"

"It's going to be bad, really, fucking bad."

"How do you know?"

"Lady Garonne warned me."

Why It Works:

This exchange immediately establishes Garonne's unique, almost mystical connection to the river and sets a tone of deep foreboding. It promises a story where the setting is alive and central to the plot.

How to Use:

Create moody river imagery with quote overlay • Use as opening line in book trailer • Social media teaser: "In Occupied France, even the river knows when danger is coming" • Email newsletter hook • Bookmark design with atmospheric river imagery

The Reluctant Hero

"I want is to live out this stinking war in peace and quiet." I pointed towards the dark hulk of my boathouse. "All I have left is in there... You can fuck around with the Germans all you like but it's not for me."

Why It Works:

This line perfectly encapsulates Garonne's initial character and conflict. It's a raw, relatable sentiment that makes his eventual transformation into a hero all the more powerful. It speaks directly to the theme of ordinary people being forced into extraordinary circumstances.

How to Use:

Character introduction post: "Meet Garonne Dupont: a man who wants nothing to do with war... until war comes to his door" • Quote card with solitary boathouse imagery • Blog posts on reluctant heroes in WWII fiction • Instagram Stories poll: "Would you get involved or stay hidden?"

Manuscript Hooks – Set 2

The Price of Secrets

"Not the scarf, but what it reveals when completely wet."

Why it works:

This is a classic thriller hook. It's mysterious, intriguing, and immediately establishes the high stakes associated with a seemingly innocent object.

How to use:

Create visuals of silk scarves with water droplets • Mystery teasers on social media • Book club discussion guides • Pinterest pins with historical WWII artifacts

The Bridge of Hope

"Bridges connect communities and loved ones, separated by water. When the time comes, your Papa and Maman will be waiting for you on the other side."

Why it works:

This line transforms a physical bridge into a powerful metaphor for hope, connection, and reunion—a core promise to readers of historical fiction.

How to use:

Design quote cards featuring historic bridges • Promotional materials highlighting emotional core • Social media posts during Memorial Day/Veterans Day • Video trailers with bridge visuals

The Heart's Transformation

"Only by having our heart broken can we learn to love others."

Why it works:

Spoken by Noelle, this line encapsulates the emotional core of the story, defining Garonne's journey from grief-stricken isolation to rediscovered love and purpose.

How to use:

Valentine's Day or Father's Day posts • Book club materials discussing grief and healing • Quote graphics for Instagram and Pinterest • Author interviews • Reader outreach showcasing emotional depth

AMAZON KEYWORDS

Recommended Amazon Keywords

- WWII French Resistance fiction
- Historical thriller occupied France
- Father daughter relationship WWII
- Garonne river adventure
- Nazi art heist thriller
- Reluctant hero WWII
- Hidden Jewish treasures WWII
- Gestapo thriller historical fiction
- Maquis freedom fighters France
- Found family wartime story

Where to Use These Keywords

Amazon KDP Backend: Input these exact phrases into the 7 keyword slots when uploading your book. This helps Amazon's algorithm match your book with reader searches.

Blog Content: Write blog posts incorporating these keywords naturally. For example: "The Untold Story of the WWII French Resistance Along the Garonne River."

Social Media Posts: Weave these keywords into your Instagram, Facebook, and Twitter captions to improve searchability. Use hashtag versions like #WWIIFrenchResistance.

Book Description: Integrate several of these keywords naturally into your Amazon book description to improve SEO and reader targeting.

Website/Author Platform: Use these keywords in page titles, meta descriptions, and headers on your author website to attract organic search traffic.

PART 2

Your Comparables Strategy

Position your work within the literary and cinematic landscape. By aligning your story with established titles and trending media, you can instantly signal your book's quality and appeal to new audiences.

BOOK COMPS – OVERVIEW

The Nightingale

by Kristin Hannah

This is your primary market comp. Like your manuscript, it focuses on the female experience and the different forms of resistance in Occupied France. The relationship between Garonne and Noelle echoes the protective, familial bonds at the heart of Hannah's novel.

Strategic Use: Primary Market Comp

All the Light We Cannot See

by Anthony Doerr

Use this comp to highlight your book's literary quality and its focus on a young protagonist navigating the horrors of war. The atmospheric, almost lyrical prose used to describe the Garonne river shares a stylistic sensibility with Doerr's descriptions of Saint-Malo.

Strategic Use: Upmarket / Literary

The Alice Network

by Kate Quinn

This comp emphasizes the suspense and espionage elements of your story. Like Quinn's work, Bridge of Lies features a mystery (the map, the painting) and a cat-and-mouse game between protagonists and a ruthless antagonist.

Strategic Use: Espionage / Thriller Engine

The Postmistress of Paris

by Meg Waite Clayton

This is a strong niche comp. It also focuses on a lesser-known aspect of the war—the efforts to help artists and intellectuals escape the Nazis. Your subplot involving the Klimt painting and the map of hidden Jewish treasures directly aligns with this theme.

Strategic Use: Art Rescue / Cultural Heritage

How to Use Book Comps

Book comparables are powerful positioning tools that instantly signal your book's genre, tone, and audience to readers, retailers, and media. Use these strategies to maximize their effectiveness across all marketing channels.

Social Media

Side-by-side covers with tailored captions: Post images of comparable book covers alongside Bridge of Lies with text like "If you loved The Nightingale's powerful story of resistance in Occupied France, Bridge of Lies will take you on another unforgettable journey." Share similar books and explain why they connect to Bridge of Lies.

Newsletters

"For fans of..." segments: Feature comp titles in your email campaigns with dedicated sections explaining the connection: "Readers who devoured The Nightingale and The Alice Network will find the same heart-pounding tension and emotional depth in Bridge of Lies."

Retail Pages

Comp-aligned keywords and themes: Integrate comparable titles naturally into your Amazon book description and metadata to improve searchability and reader targeting. Use comp-related keywords in your KDP backend.

PR & Media

Pitch angle alignment: Use comps to position your story for journalists and influencers, matching each comp's specific audience appeal. Lead with your primary comp (The Nightingale) and use 2-3 comps maximum per pitch.

Film/TV Comps – Overview

Use these film and television comparables to position Bridge of Lies within the cinematic landscape. These comps signal genre, tone, and audience expectations, making your book instantly relatable to fans of these iconic films.

Inglourious Basterds (Film, 2009)

This film captures the raw, high-stakes nature of the Maquis fight. While your book's tone is more dramatic than satirical, the film embodies the desperate guerrilla-style warfare and the constant threat of sadistic Nazi officers like Haas. Use this to convey the thriller aspect and signal that stakes are life-and-death.

Casablanca (Film, 1942)

Use Rick Blaine's character arc to immediately signal Garonne's journey. Both are men who try to remain neutral but are ultimately pushed by love and morality to take a stand and make a great personal sacrifice. This classic film comparison adds gravitas and positions Garonne as an iconic character archetype.

The Pianist (Film, 2002)

This film's focus on survival in Occupied Europe and the protection of Jewish refugees directly parallels the themes in Bridge of Lies. The intimate, personal stakes and the role of ordinary people in extraordinary circumstances connect both works beautifully.

Dunkirk (Film, 2017)

The film's focus on ordinary people performing extraordinary acts of courage during WWII, combined with its emphasis on river and water-based escapes, makes it a strong visual comp for Bridge of Lies. Use this to emphasize the cinematic, action-driven quality of your narrative.

How to Use Film/TV Comps

Film and TV comparables help you tap into established audiences who already love these stories. Use these strategies to instantly communicate your book's tone, themes, and appeal through visual and narrative connections.

Social Media Edits

Create mood pairings between your book and the films. Share side-by-side images or video clips that capture similar atmospheric moments—tension on the river, resistance fighters in hiding, or moral choices. Use captions that draw connections between Garonne's journey and iconic film moments.

Short-Form Video Content

Develop TikToks or Reels showing scene parallels. Compare Garonne's reluctant hero arc to Rick Blaine's transformation in Casablanca, or parallel the river escape tension to Dunkirk's water-borne evacuation. These visual comparisons help readers instantly understand your book's cinematic appeal.

Blog Posts

Write articles exploring historical fact versus fiction. Example: "From Inglourious Basterds to Bridge of Lies: The Real Stories of French Resistance Fighters." This attracts readers interested in both entertainment and historical accuracy while establishing your authority on WWII history.

Book Club Materials

Include film comp discussions in your book club guides. Create comparison prompts that explore character arcs, moral dilemmas, and storytelling approaches across different mediums. This enriches discussions and helps book clubs connect your novel to films they've already watched.

STORYTELLING SHARING

MOMENTS

Lady Garonne's Warning

From the opening prologue and Chapter 5, Garonne has a unique, almost mystical connection to the river. He listens to "Lady Garonne" and knows when danger is coming based on the river's moods.

The River's Warning

"Something bad is coming, Bernard."

"What could be worse than this?"

"It's going to be bad, really, fucking bad."

"How do you know?"

"Lady Garonne warned me."

Why It Works

This exchange immediately establishes Garonne's unique, almost mystical connection to the river and sets a tone of deep foreboding. It promises a story where the setting is alive and central to the plot.

How to Use for Social Sharing

- Create a mystical, atmospheric image of the Garonne River at twilight with mist rising from the water. Overlay the text: "Lady Garonne warned me. Something bad is coming."
- Write a blog post titled "Lady Garonne: When the River Becomes a Character" exploring how the setting shapes the story.
- Share behind-the-scenes posts about your research into the Garonne River, including historical photos and personal visits to the location.
- Create a Pinterest board dedicated to "The Garonne River in Literature and History" with images, maps, and quotes from the book.
- Post on Instagram Stories with a poll: "Do you believe in signs from nature? Garonne does—and it saves his life."

Storytelling Sharing Moments – Set

2

The Silk Scarf Reveal

The moment Noelle's uncle reveals that the innocent-looking silk scarf contains a hidden map when soaked in water is a thriller-perfect moment. The secret: "Not the scarf, but what it reveals when completely wet."

How to Use for Social Sharing:

- Create a video showing a silk scarf being dipped in water with text appearing as if revealed
- Blog post: "Secret Messages in WWII: The Real History of Hidden Maps and Codes"
- TikTok or Reel showing the scarf reveal with suspenseful music and #WWIISecrets

The Boatyard Sacrifice

In Chapter 85, Garonne makes the heart-wrenching decision to have the Maquis blow up his beloved boatyard at Paillet to create a diversion. This is the moment the "cowering river rat" truly dies and the Resistance fighter is born.

How to Use for Social Sharing:

- Image of burning building with text: "Sometimes the cost of freedom is everything you've built."
- Character study blog: "Garonne's Sacrifice: When Doing the Right Thing Costs Everything"
- Discussion prompt: "What would you sacrifice for a stranger? For your country?"

Pierre's Death at the Bridge

Pierre's ultimate sacrifice in Chapter 114, where he stays behind at the Pont de Langoiran to distract German guards, is one of the most emotionally devastating moments in the story.

How to Use for Social Sharing:

- Memorial post: "Some heroes don't survive their own bravery. Pierre gave everything."
- Blog: "The Bridges of Resistance: Real Stories of Sacrifice in WWII France"
- Image of historic bridge: "A bridge becomes a symbol of sacrifice and ultimate love."

PART 3

The Story World

Atmospheric deep-dives into artifacts, themes, and settings. Transform the world of Bridge of Lies into rich, shareable content that transports your audience into your story before they've even turned the first page.

Artifact Focus – The Silk Scarf

The Artifact

This object appears throughout the story as the central MacGuffin—a beautiful, innocent-looking silk scarf that contains a hidden map to Jewish treasures when wet. It represents both danger and hope, making it the most sought-after object in Occupied France.

Ways to Use This Artifact

- Create stunning visuals of a silk scarf partially submerged in water with faint map lines visible beneath the surface
- Write a blog post: "The Silk Scarf Secret: How WWII Spies Hid Messages in Plain Sight"
- Design a reader giveaway featuring a vintage-style silk scarf as a prize, marketed as "Noelle's Scarf"
- Share Instagram posts with close-up images of silk fabric with text: "In 1942, a silk scarf became the most dangerous object in France"
- Create a Pinterest board titled "WWII Artifacts: Scarves, Maps, and Hidden Treasures" to attract history enthusiasts
- Create a TikTok or Reel showing the "magic" of the scarf reveal with suspenseful music and hashtag #WWIISecrets

ARTIFACT FOCUS – THE MAORI CANOE

Garonne's hand-carved Maori canoe is not just a boat—it's a symbol of his bond with his son Leon, his past, and his legacy. He hides it, uses it for a dangerous mission, and ultimately must let it go. This artifact represents the deeply personal connection between father and son, traditional craftsmanship passed down through generations, and the painful act of releasing the past to survive the present.

Ways to Use This Artifact

- Share images of traditional Maori canoes with captions: "For Garonne, the Maori canoe is more than a boat—it's a connection to his lost son and a symbol of everything he's fighting to protect."
- Write a blog post: "The Symbolism of the Canoe in Bridge of Lies: Heritage, Loss, and Letting Go."
- Create quote cards featuring the canoe: "Some things we build to remember. Some things we destroy to survive."
- Share behind-the-scenes research posts about Maori canoe craftsmanship and why this detail matters to Garonne's character.
- Design social media graphics showing a solitary canoe on misty river waters with overlaid quotes from Garonne about Leon and legacy.
- Include in Pinterest boards about WWII artifacts, father-son relationships, and symbols of sacrifice in literature.

ARTIFACT FOCUS – THE KLIMT PAINTING

The stolen Gustav Klimt painting "The Girl in Gold" is a fictional work inspired by real Nazi art theft. It represents the larger theme of preserving cultural heritage amidst destruction.

What It Represents

This painting embodies the Nazi's systematic looting of Jewish cultural treasures and the desperate efforts to preserve art and heritage during the war. It transforms from a beautiful object into a symbol of power, currency, and ultimately, survival.

Ways to Use This Artifact

- Share images of Gustav Klimt's famous works like "The Woman in Gold" with text: "In Bridge of Lies, a stolen Klimt painting becomes the obsession of a sadistic Gestapo captain –and the key to survival."
- Write a blog post: "Nazi Art Theft: The Real Stories Behind the Fiction in Bridge of Lies."
- Create Pinterest boards featuring Klimt's art, Nazi looted art history, and WWII cultural preservation efforts.
- Design visuals of gilded frames with partial views of golden portraits to evoke the painting's mystery.
- Share on social media: "Art isn't just beautiful—during WWII, it became currency, power, and sometimes, a death sentence."

The Garonne River

Story World Dive

The river is the spine of the entire narrative—a character in its own right. It's both beautiful and treacherous, a source of escape and constant danger. The Garonne flows through every chapter, shaping Garonne's decisions, heightening suspense, and providing the literal and metaphorical path to freedom.

"Lady Garonne warned me. Something bad is coming."

Ways to Use This Story Element:

Blog Post: "The Garonne River: History, Mystery, and the Lifeline of the French Resistance." Explore the river's real history during WWII, its role as a smuggling route for resistance fighters and refugees, and why it's the perfect atmospheric setting for a historical thriller.

Visual Content: Share atmospheric photography of the Garonne River at dawn, in fog, and at night. Pair images with quotes from the book like "Lady Garonne warned me."

Pinterest Boards: Create boards titled "The Garonne River," "French Rivers in Literature," and "WWII Escape Routes" filled with historical maps, photos, and travel imagery.

Instagram Stories: Post a series exploring different moods of the river—calm mornings, stormy nights, misty dawns—with captions connecting each to moments in the book.

Book Club Materials: Include a map of the Garonne River with key locations marked (Bordeaux, Paillet, Île de la Lande, Rions, Castets-en-Dorthe) to help readers follow the journey.

Occupied Bordeaux

The city of Bordeaux under Nazi occupation is richly detailed in Bridge of Lies—from the requisitioned homes to the docks where Jewish families were loaded onto trains. This setting provides powerful visual and emotional content for marketing.

The historical reality of Bordeaux from 1940-1944 offers authentic backdrops for social media, blog content, and reader engagement. Vintage photographs create compelling then-and-now comparisons.

Bordeaux became a city of shadows—where neighbors disappeared, where wine cellars hid more than bottles, and where every corner held both danger and hope.

Ways to Use This Setting

- Blog post: "Bordeaux Under the Swastika: Life in Occupied France 1940-1944"
- Share vintage photos of 1940s Bordeaux with modern comparisons
- Create Instagram carousel: "Then and Now" showing same locations
- Feature ration cards, German signage, requisitioned buildings

Content Ideas

- Literary walking tour guide: "Walking the Streets of Bridge of Lies"
- Pinterest boards: Occupied France, 1940s Bordeaux
- Video content: location scouting footage

Maquis Hideouts

The story features multiple resistance hideouts—the Cave de Valade winery cellar, the cider press, the carrelet (fishing hut)—each with its own atmosphere and danger.

Cave de Valade Winery Cellar

Hidden beneath centuries-old vineyards, these damp underground passages stored more than wine—they sheltered rebels, weapons, and the desperate hope of freedom.

The Cider Press

A rural farm building where the scent of fermenting apples masked the scent of fear. Here, resistance members planned dangerous missions under the guise of harvest work.

The Carrelet (Fishing Hut)

Perched on stilts above the river, this traditional fishing hut became a critical waypoint. Its isolation made it perfect for covert meetings and river-based escapes.

Ways to Use This Content

- Blog: "Hidden in Plain Sight: Real Maquis Hideouts and Resistance Safe Houses in France"
- Visual Content: Share images of French wine cellars, old fishing huts, and rural farm buildings
- Instagram Carousel: Multi-slide post featuring each hideout with historical context and story excerpts
- Pinterest Boards: "French Resistance Hideouts," "WWII Safe Houses," "Rural France 1940s"

Story Themes

Redemption and Second Chances

Garonne's journey from grief-stricken isolation to heroic protector embodies the theme of redemption. His transformation shows that it's never too late to choose courage.

"Only by having our heart broken can we learn to love others."

Found Family

The bond between Garonne, Noelle, Pierre, Helaine, and the twins represents the theme that family isn't always blood—it's who you fight alongside. In war, family is whoever refuses to leave your side.

Garonne becomes 'Pépère' to a girl who isn't his blood—but becomes his heart. These are the bonds forged in the fires of war that define the story's emotional core.

Ways to Use These Themes:

- Blog post: "Finding Courage After Loss: The Redemption Arc in Bridge of Lies"
- Create quote cards with character transformation moments
- Discussion posts: "Have you ever had a second chance to do the right thing?"
- Book club discussion questions exploring redemption and grief
- Create #MyFoundFamily hashtag campaign for reader engagement
- Reader stories: "Who is your found family?"
- Visual content: images of people holding hands or embracing
- Memorial Day / Veterans Day tribute posts honoring sacrifice

The Cost of Courage

Nearly every character in Bridge of Lies sacrifices something—Pierre his life, Garonne his boatyard, Helaine her security. Courage is never free.

"Sometimes the cost of freedom is everything you've ever built."

Ways to Use This Theme:

- Blog Post: "The True Price of Resistance: What Real French Heroes Gave Up to Fight the Nazis."
- Quote Cards featuring the sacrifice theme for social media sharing
- Memorial Day/Veterans Day posts connecting fictional characters to real WWII heroes
- Discussion Prompts: "What would you sacrifice for a stranger? For your country?"

Key Settings

The Garonne River at Night: The moonlit river, shrouded in mist, becomes a character itself—both beautiful and deadly. Use moody photos of rivers at night with fog and moonlight, paired with captions like "In the darkness, Lady Garonne whispers warnings—and offers escape."

The Wine Cellars of Bordeaux: The underground cellars where the Maquis hide are damp, dark, and filled with tension. Share images of historic wine cellars with captions: "These cellars stored more than wine—they held secrets, rebels, and hope."

The Pont de Langiran (The Bridge): The iron bridge where Pierre makes his final stand is both a physical location and a powerful symbol. Share images of historic French bridges with text: "A bridge becomes the site of the ultimate act of love."

Reader Magnets

These reader magnets are lead-generation tools designed to build your email list before and during your book launch. Each offers genuine value to potential readers in exchange for their email address.

Reader Magnet Ideas:

A Map of Garonne's Journey – Create a beautifully illustrated map tracing the river journey from Bordeaux to Castets-en-Dorthe, marking key locations like Paillet, Île de la Lande, and Rions.

The Silk Scarf Secret: A Short Guide to WWII Hidden Messages – A short, visually appealing PDF exploring real WWII secret codes, hidden messages, and espionage tools.

Deleted Scene: Pierre's Backstory – A short exclusive scene showing Pierre's recruitment into the Maquis or a moment from his earlier resistance work.

Garonne's River Journal – A collection of "journal entries" written from Garonne's perspective, reflecting on the river, his son Leon, and his transformation.

A Guide to Visiting WWII Bordeaux – A travel guide for readers interested in visiting the real locations from Bridge of Lies.

Implementation Strategy:

Use these magnets on landing pages, in social media bios, and throughout your website. Create dedicated opt-in forms for each magnet, then nurture subscribers with a welcome sequence that builds anticipation for the book launch.

THE HOOK TO REEL SCRIPT

+ GENRE FIT

The Hook to Reel Script

Based on your manuscript hooks, here's a 15-second TikTok/Reel script designed to capture attention and drive engagement:

Visual: A slow-motion shot of a hand trailing through dark river water at night, moonlight reflecting on the ripples.

Text on Screen: "Lady Garonne warned me. Something bad is coming." (appearing word by word)

Voiceover: "In 1942, the river knew before anyone else. And if you listened... you survived." (urgent whisper)

Final Frame: Book cover of Bridge of Lies with text: "Coming Soon."

Music: Tense, atmospheric thriller soundtrack.

Genre Fit and Niche Trends

The market for WWII fiction remains robust, with readers seeking unique settings and thriller elements:

Current Trends: Lesser-known WWII fronts; unique settings (Garonne River vs. Paris/Berlin); thriller engines with high-stakes suspense; complex moral choices faced by ordinary citizens.

Your Niche: River-based escape narratives; water-borne WWII escapes; art heist and treasure map subplots; comparable to Dunkirk's water-based tension.

Reader-Genre Fit: Bridge of Lies blends upmarket literary quality with commercial page-turning appeal. The beautiful prose attracts character-driven readers while the breathless pacing satisfies thriller fans.

Marketing Position: "For readers who want both beautiful writing and breathless pacing. This isn't just historical fiction—it's a heart-pounding thriller where every chapter brings new danger."

PART 4

Beta Reader Elements

Surface the emotional spine: who it's for, what resonated, and how to market with reader language. Highlight the areas from the beta reader report that focus on the emotional beats of your story—these will resonate deeply with other potential readers.

Who Is This Story For?

This story is for readers who love immersive historical fiction set during World War II, particularly those fascinated by the French Resistance. It will deeply resonate with anyone who enjoys character-driven stories of ordinary people rising to extraordinary circumstances, much like in Kristin Hannah's *The Nightingale* or Anthony Doerr's *All the Light We Cannot See*.

Readers looking for a blend of high-stakes tension, emotional depth, and a powerful sense of place will find themselves completely captivated. The book appeals to readers who crave atmospheric settings where the location becomes as important as the characters themselves, and who appreciate stories that balance literary prose with page-turning suspense.

"For fans of Hannah and Doerr, a new voice in WWII fiction has arrived."

How to Use This

- Create targeted social media posts comparing to comp titles
- Use in book descriptions and promotional materials to immediately signal to the right audience
- Share in reader groups on Facebook and Goodreads that focus on WWII fiction and character-driven historical novels
- Include in email newsletters to position the book for subscribers who have similar reading tastes
- Design promotional graphics featuring these comp titles with text like "For fans of Hannah and Doerr"

Target Reader Profile

- WWII historical fiction enthusiasts
- Character-driven story lovers
- Atmospheric setting enthusiasts
- Literary thriller readers who want both beautiful writing and breathless pacing

What Really Worked – The River

Beta Reader Response:

"I felt like the river was a character in its own right. Your descriptions of 'Lady Garonne' were so vivid—from the 'moonlight shimmered on La Garonne, creating a secret path through the darkness' to the way the tide could be both a friend and an enemy. It created this powerful, ever-present backdrop of both beauty and danger that I found completely engrossing. It made the world of the story feel so tangible and alive."

Ways to Use This for Promotion:

Social Media Posts: Share atmospheric images of rivers at night with the beta reader quote overlaid: "The river was a character in its own right."

Blog Posts: Write "Behind the Scenes: How the Garonne River Shaped Every Scene in Bridge of Lies" exploring your research and connection to the setting.

Visual Content: Create a video montage of Garonne River footage with voiceover reading this beta reader testimonial.

Email Newsletter: Feature this quote prominently with the subject line: "Readers are calling it 'a character in its own right'—meet Lady Garonne."

Book Club Materials: Include discussion questions like "How does the river function as both ally and enemy in the story?"

Garonne's Transformation

Beta Reader Response

"Garonne's journey from a self-proclaimed 'miserable old bastard' to a reluctant hero was the emotional anchor of the entire story for me. At first, I felt his resistance and his desire to be left alone. But watching him slowly open his heart to Noelle, and then find a new purpose in the fight for France, was incredibly moving. The moment he decides to blow up his own boatyard, sacrificing his life's work, was a gut-punch that perfectly illustrated how profoundly he had changed."

WAYS TO USE THIS FOR PROMOTION

- **Character Study Posts:** Create a series of social media posts showing Garonne's transformation with images and quotes from different stages of his journey.
- **Blog Content:** Write "From River Rat to Resistance Hero: The Journey of Garonne Dupont" as a character analysis that readers can share.
- **Quote Graphics:** Design quote cards featuring "The moment he decides to blow up his own boatyard... was a gut-punch" with dramatic imagery of fire or destruction.
- **Reader Engagement:** Post on Facebook or Instagram: "Have you ever had to sacrifice something you loved for something you believed in? Garonne does—and it changes everything."
- **Book Trailer Content:** Feature this transformation arc as the emotional spine of any video promotional material.

Unrelenting Tension

Beta Reader Response:

"I was on the edge of my seat for so much of this story. You did an incredible job of building suspense and making the threat of the Gestapo, and specifically Haas, feel constant and terrifying. The escape from the island, the night in the carrelet with the patrol boat sweeping its light over them, and the final confrontation in Rions—these scenes had my heart pounding. The pacing of these action sequences was masterful."

Ways to Use This for Promotion:

Thriller Positioning: Use this quote in all promotional materials to position Bridge of Lies as a page-turner: "I was on the edge of my seat... my heart was pounding."

Social Media Teasers: Share excerpts from the most tense scenes with captions like "Beta readers couldn't put it down. Can you?"

Review Quotes: Feature this testimonial prominently on your book cover, website, and Amazon page as an early review.

Email Subject Lines: "Beta readers say this book had their hearts pounding. Are you ready?"

Instagram Stories: Create a poll asking "How do you like your thrillers?" with options like "Slow burn" vs "Edge of your seat."

PART 5

Checklists

Printable, scannable, and sequenced action lists to guide you from pre-launch through ongoing promotion. Use checkboxes to track your progress. Keep these checklists for every launch to ensure nothing falls through the cracks.

PRE-LAUNCH CHECKLIST

3-6 Months Before Launch

FOUNDATION BUILDING

- Claim your Amazon Author Central Profile
- Set up author accounts on Goodreads (author + book page)
- Create a professional author website (About/Books/Media/Contact)
- Design and upload at least 3 reader magnets

CONTENT CREATION

- Write and schedule 10 blog posts
- Design 20 quote graphics featuring manuscript hooks
- Build 5 Pinterest boards (story world, WWII history, artifacts)

PLATFORM BUILDING

- Reach out to 10 WWII historical fiction book bloggers
- Join 5 Facebook reader groups focused on historical fiction
- Set up newsletter welcome sequence with reader magnet delivery

LAUNCH WEEK CHECKLIST

The 7-Day Push to Publication

COUNTDOWN CONTENT

- Daily teaser posts (quotes, artifacts, river imagery)
- Instagram Stories and Reels (15-second clips)
- Host 1 live Q&A session (Facebook or Instagram Live)
- Pin launch announcement post across all platforms

OPERATIONS

- Final metadata check (Amazon, Goodreads, all retailers)
- Follow up with ARC readers for reviews
- Send street team share pack (graphics, captions, links)
- Audit retail pages for correct links and descriptions

PR & OUTREACH

- Send day-of press note to media contacts and bloggers
- Post launch announcement on Goodreads and BookBub
- Send thank-you email to early readers and supporters

POST-LAUNCH & ONGOING

CHECKLIST

Post-Launch (First 30 Days)

- Reply to all early reviews personally (Amazon, Goodreads, social)
- Publish 2 blogs per month (historical research, character deep-dives)
- Create and post 2 short-form reels or TikToks per week
- Make book club discussion kit live and downloadable
- Pitch 5 WWII history or book-focused podcasts for author interviews
- Launch 3 reader magnets (map, journal, deleted scene)

Ongoing (Months 2-12)

- Produce 12-15 short-form videos per month across platforms
- Run quarterly themed promotions (VE Day, Bastille Day, Veterans Day, Holidays)
- Send monthly newsletter with exclusive content and updates
- Coordinate quarterly author swaps and cross-promotions
- Conduct library and bookstore outreach (local signings, events)
- Test and optimize paid advertising campaigns (Amazon, Facebook)

PART 6

The 12-Month Actionable Roadmap

Three phases + countdown + sprints + long-tail momentum. This comprehensive roadmap guides you from pre-launch preparation through launch week intensity and into sustained year-long growth.

Build, launch, sustain.

PART 6: THE 12-MONTH ROADMAP

Phases Overview + 7-Day Countdown

THREE PHASES

Phase 1: Pre-Launch — The Build-Up. Foundation building, content creation, and platform development in the months leading to launch.

Phase 2: Launch — The Big Push. The 7-day countdown, launch week execution, and first 30 days sprint to maximize visibility and momentum.

Phase 3: Post-Launch — The Long Tail. Sustained marketing efforts from months 2-12, deepening reader connections and building long-term career momentum.

7-DAY COUNTDOWN TO LAUNCH

D-6: Meet Garonne Dupont — Introduce your protagonist with character study post and backstory teaser

D-5: Meet Noelle Kellerman — Spotlight the young girl at the heart of the story

D-4: The River as Character — Share atmospheric imagery and quotes about Lady Garonne

D-3: Silk Scarf Secret — Reveal the hidden map MacGuffin with mystery teaser

D-2: Antagonist Captain Haas — Build tension by introducing the sadistic Gestapo hunter

D-1: Beta Reader Praise — Share powerful testimonials and early reviews

D-0: LAUNCH DAY — GO LIVE WITH COORDINATED POSTS ACROSS ALL PLATFORMS

FIRST 30 DAYS SPRINT

Week 1: Foundation & Outreach

- Launch behind-the-scenes research thread on social media
- Pitch 5 WWII historical fiction bloggers with personalized outreach
- Pin quote cards and key visuals across Pinterest boards
- Daily Instagram Stories featuring artifacts and settings

Week 2: Content Release & Engagement

- Release downloadable book club discussion kit
- Host 1 live session on Instagram or Facebook (Q&A or reading)
- Follow up with ARC readers to encourage Amazon reviews
- Share reader testimonials and early praise

Week 3: Multimedia & Community

- Launch email list magnet push (map download campaign)
- Create 2 short-form reels: silk scarf reveal and river escape
- Host Goodreads Q&A session with author profile
- Engage in relevant Facebook reader groups with value-first approach

Week 4: Optimization & Reflection

- Test Amazon and Facebook ads with multiple creative variants
- Optimize retail copy based on early reader feedback
- Publish month-one roundup post: lessons learned and thank-yous
- Analyze metrics and adjust strategy for Month 2

MONTHS 2-3: BUILDING MOMENTUM

Phase 3: Post-Launch – The Long Tail

Goals

+100 Reviews: Build social proof and visibility on retail platforms

+500 Email Subscribers: Grow your core audience for future book launches

+3 Media Features: Secure podcast interviews, blog features, or press mentions

Actions

Author Collaboration

- Swap with 2 authors in your genre for newsletter cross-promotion
- Coordinate joint giveaways to expand reach to similar readers

Platform Building

- BookBub profile posts (weekly) sharing behind-the-scenes content
- Library request campaigns encouraging readers to request at local libraries
- Pitch 10 history/book podcasts focusing on WWII and historical fiction

Content Strategy

- Launch river-history content series exploring the real Garonne River
- Pinterest growth strategy with SEO-optimized pins linking to blog content
- Create evergreen social content that can be reshared throughout the year

MONTHS 4-6: SUSTAINING INTEREST

Phase 3: Post-Launch – Evergreen Content & Authority Building

Goals

Expand Reach: Connect with new audiences beyond your initial launch circle

Stabilize Sales: Create consistent revenue through evergreen content and sustained marketing

Build Authority: Position yourself as an expert in WWII historical fiction

Actions

- Create evergreen content including blog posts about the Garonne River, WWII history, and research process
- Scale paid ads on Amazon and Facebook with proven creatives
- Rotate ad creatives monthly to prevent ad fatigue and test new angles
- Launch reader magnet #2 (e.g., deleted scene or character journal)
- Host a Goodreads giveaway to boost visibility and reviews
- Schedule bookstore signings in your region or cities with WWII historical interest
- Pitch speaking events to history clubs, libraries, and literary societies
- Build library partnerships for book club kits and author talks

MONTHS 7-12: DEEPEN & LOOK AHEAD

Phase 3: Post-Launch – Sustained Engagement & Reflection

Months 7-9: Deepening Connections

- Reach out to 10 book clubs with discussion guide
- Submit to literary festivals and speaking opportunities
- Pitch anthology or compilation inclusion
- Host virtual book club events (quarterly)

Months 10-12: Reflection & Next Steps

- Anniversary promo campaign with special pricing
- Publish lessons learned thread on social media
- Seed next book with excerpt or exclusive magnet
- End-of-year reader appreciation campaign

Seasonal Marketing Hooks (Key Months Throughout the Year)

January: New Year, Fresh Start – "Start the year with courage and hope"

March: International Women's Day – Celebrate Noelle and Helaine's strength

May: VE Day (Victory in Europe) – Commemorate WWII liberation

July: Bastille Day – Honor French heritage and resistance

November: Veterans Day – Remember those who sacrificed

December: Holiday Gift Giving – Perfect gift for history lovers

PART 7

Outreach & Collaboration

Activate the ripple effect: author swaps, influencers, hashtags, and travel-log tie-ins. Leverage strategic partnerships to amplify your book's reach and build lasting connections with readers, bloggers, and the literary community.

The Author Swap Template

Professional Email Script for Newsletter Collaboration

Email Template

Subject: Reader Swap Idea – Bridge of Lies x [\[Their Book\]](#)

Hi [\[Name\]](#),

I'm [\[Author\]](#) of *Bridge of Lies* (WWII thriller set on the Garonne). Our audiences overlap ([\[comp titles\]](#)). Would you be open to a newsletter swap next month?

I can feature [\[Their Book\]](#) with summary, links, and giveaway; happy to provide assets and a free copy.

Suggested dates: [\[X/Y\]](#)

Thanks for considering—cheering your launch!

—[\[Signature\]](#)

Personalization Tips: Replace blue placeholders with specific details. Research the author's recent work and mention a genuine connection to their themes. Propose 2-3 date options and offer flexibility. Always include a link to your book's page and your author bio.

BLOGGER & INFLUENCER SCOUTING

Identify and connect with the right voices to amplify your book's reach. Target influencers whose audiences align with WWII historical fiction readers.

Who to Scout:

1. **WWII History Enthusiasts** – Social media accounts and blogs dedicated to WWII history, French Resistance, and historical preservation.
2. **Bookstagrammers** – Instagram book reviewers who feature historical fiction, WWII novels, and literary fiction with aesthetic photography.
3. **BookTube & BookTok Creators** – Video content creators on YouTube and TikTok who review historical fiction and create engaging book content.
4. **Specialized Bloggers** – Book bloggers focusing on historical fiction, upmarket fiction, and character-driven narratives.
5. **History Podcasters** – Podcast hosts covering WWII history, historical literature, and author interviews.
6. **Goodreads Influencers** – Active reviewers and group moderators with large followings in historical fiction communities.

Outreach Elements:

- Personalize your hook – reference their recent content
- Comp-aligned pitch – mention titles they've reviewed
- Offer complimentary copy (print or digital)
- Suggest 3 post ideas tailored to their style
- Provide easy-to-use assets (graphics, quotes, excerpts)
- Set clear deadline & follow-up plan

Best Practices:

- Research their audience fit first
- Keep emails concise (under 150 words)
- Make sharing effortless
- Follow up once after 7 days

INFLUENCER OUTREACH

EMAIL TEMPLATE

Use this professional email template to reach out to BookTok creators, Bookstagrammers, book bloggers, and influencers in the historical fiction and WWII niche. Personalize each outreach to show genuine interest in their content.

Email Template

Subject: Feature idea: Secret map in a silk scarf (WWII thriller)

Hi [Creator Name],

I loved your recent post on [specific content/topic]. I thought *Bridge of Lies* might resonate with your audience—it follows a dangerous river escape in Occupied France and a hidden-map scarf hunted by the Gestapo.

Would your audience enjoy a 30–60 second feature or Instagram carousel about the book? I'd be happy to send you a complimentary copy, ready-to-post assets, and an exclusive excerpt.

Possible content angles: the river as a living character; Nazi looted art; reluctant heroes of the Resistance.

Thanks for considering!

—[Your Name]

[Author website link]

Personalization Tips

Always reference specific content: Mention a particular post, video, or topic the creator recently shared to demonstrate genuine engagement rather than mass outreach.

Tailor your hook: Adjust the story angle based on their audience—history enthusiasts may prefer the Resistance angle, while thriller fans want the suspense elements.

Offer choices: Provide 2-3 content angles they can choose from, giving them creative control while highlighting your book's versatility.

Include links: Attach your author website, book page, and a simple media kit with cover images, book description, and author bio.

Follow up once: If you don't hear back within 5-7 days, send one polite follow-up. Respect their time and move on if there's no response.

YOUR HASHTAG HIVE + TRAVEL LOG STRATEGY

Your Hashtag Hive

Broad Reach

#HistoricalFiction #WWIIFiction #HistoricalThriller #BookstagramReads

Niche & Genre-Specific

#FrenchResistance #OccupiedFrance #WWIIResistance #Maquis #ArtHeist
#FoundFamily

Setting & Atmosphere

#GaronneRiver #BordeauxFrance #RiverThriller #AtmosphericFiction

Book-Specific

#BridgeOfLies #BridgeOfLiesBook #ReadBridgeOfLies

The Travel Log Strategy

Literary Tourism Partnership

Connect Bridge of Lies to the Garonne River and Bordeaux region as a literary destination. Create downloadable walking maps tracing key locations from the novel (Paillet, Rions, Pont de Langiran). Develop "then and now" photo comparisons of 1940s vs. modern-day settings.

Collaboration Opportunities

Partner with Bordeaux tourism boards, local history museums, and French travel bloggers. Offer a free "Literary Walking Tour PDF" as a reader magnet. Pitch travel content to history and literary travel publications.

Content Ideas

"Walk in Garonne's Footsteps" blog series • Virtual river tour video • Historic site photography • Partnership with French heritage organizations • Book launch at Bordeaux bookshops or libraries

"Across darkness and fog,

the river remembers."

Bridge of Lies is a story of courage found,
love recovered, and bridges that bring us home.

BEGIN YOUR JOURNEY

Visit our website for exclusive reader magnets,
book club discussion guides, and author events.

www.bridgeofliesbook.com
