

FINDING PENROSE

Bespoke Book Marketing Strategy

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, *Finding Penrose*, 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.

THE TRUE STORY BEHIND FINDING PENROSE

A Note on the Personal Foundation of This Book

This Is Not Just Historical Fiction—This Is Family

Finding Penrose is a deeply personal tribute to Tiki Penrose Matsile (1910–1989), a man who lived most of his life without legal identity in South Africa's troubled era. He was not a distant historical figure. He was family. He was the African grandfather who helped raise over 50 children in the extended Boyder family, including the author, Paula Sheridan.

The Author's Connection

Paula Sheridan is the granddaughter of Adeline Boyder—the "Miss Ad" of this story. Growing up in the family home in Durban, South Africa, Paula witnessed firsthand the profound bond between her grandmother and Penrose. His quiet strength, his gentle humor, and his unshakeable loyalty shaped her childhood and the lives of everyone who knew him.

Forty years ago, at age twenty, Paula made a promise to Penrose: she would write his story. This book is the fulfillment of that promise—a love letter to a man who deserved to be remembered not as a footnote in history, but as the hero of his own extraordinary life.

The Balance of Truth and Story

While **Finding Penrose** is classified as biographical fiction, it is rooted in lived experience:

- **The Known:** The family's memories, Penrose's character, his loyalty, his late-life receipt of identity documents, and the profound relief of his "first birthday party" at nearly 80 years old—these are true.
- **The Imagined:** The early chapters of Penrose's life—his childhood in Basutoland, his father's murder, his years of enslavement—were largely unknown to the family. Paula has imagined these scenes with deep respect, staying faithful to what they knew of his values, his trauma responses, and the fragments he shared over the years.
- **The Dramatized:** Certain key moments, particularly around the Pass Laws' abolition and Penrose's memory restoration, have been reimagined for narrative power. The emotional truth remains authentic; the specific circumstances serve the story's arc.

As Paula writes in her author's note: *"Sometimes the deepest truths can only be told through love and imagination."*

Why This Story Matters Now

Penrose received his identity documents—his Dompas, his proof of existence—just one year before his death in 1989. For nearly 80 years, he lived as a "ghost" in a system designed to erase him.

Yet he survived. He loved. He became a cornerstone of a family that transcended the regime's artificial divisions. His story is a testament to:

- The resilience of the human spirit in the face of systemic dehumanization
- The power of found family to redefine belonging beyond blood or law
- The quiet heroism of those who wake up every morning and choose to keep going

In a world still grappling with issues of statelessness, documentation, displacement, and the erasure of marginalized voices, Penrose's story is not historical—it is urgent.

The Zebra Footprints

One of the most powerful moments in the book—and in the family's collective memory—is the "Zebra Footprints" scene, where Penrose observes that in the sand, his footprints and Miss Ad's look identical.

"Baas, it is only that black or white, the footprints they leave in the dust are the same."

This moment encapsulates the book's central message: our shared humanity transcends the systems designed to divide us. It is the emotional and philosophical heart of **Finding Penrose**, and it is why this story must be told.

A Promise Kept

Penrose passed away in 1989, remembered with love by all who knew him. Paula describes him as **"a small person, a giant of a man"**—a title earned not through grand gestures, but through decades of quiet courage, unwavering loyalty, and a generosity of spirit that went far beyond duty.

This book is the promise kept. It is a story told with deep respect, abiding love, and the hope that Penrose's legacy will inspire readers to see the giants among us—and to recognize that survival, in the face of systems designed to break you, is its own form of heroism.

For Tiki Penrose Matsile (1910–1989)

Pennie, you were the man who tended our hearts and the roots that kept us grounded.

Khotso. Peace Always.

To Pennie and Granny, my two North Stars.

AUTHOR FACT SHEET

Paula Sheridan

Personal Connection to the Story

- Relationship: Granddaughter of Adeline Boyder ("Miss Ad")
- Childhood: Grew up in the family home in Durban, South Africa, where Penrose lived and helped raise over 50 children
- Connection to Penrose: Considers him her African grandfather; witnessed the profound bond between him and Miss Ad throughout her formative years
- Promise Made: At age 20, Paula promised Penrose she would write his story.
Finding Penrose is the fulfillment of that 40-year commitment.

Writing Background

- Genre Focus: Biographical fiction, historical fiction, stories of resilience and social justice
- Inspiration: Family memory, recollections from her mother Merle Hawkins, and deep respect for Penrose's lived experience
- Approach: Blends documented family history with fictional elements to create a complete, emotionally true narrative
- Other Projects: Has also adapted *Finding Penrose* into a screenplay, with plans to maintain creative control to honor the real people portrayed

Paula's Mission and Motivation

Paula is driven by a desire to ensure Penrose's story is never forgotten. She believes that:

- Quiet heroism deserves recognition: Penrose's survival through South Africa's troubled era, without legal identity, is an act of extraordinary courage
- Found family is powerful: The Boyder-Penrose bond challenges racial divisions and redefines what family means
- Global resonance: With millions still stateless, undocumented, or displaced worldwide, Penrose's struggle for identity and dignity remains deeply relevant

Author's Mission

"This story started its life as a memoir, but I quickly realized it wasn't about me. It's about Penrose. I had to resist the urge to write myself into a starring role. At the end of the day, this story needed to shine the spotlight on the man who lived an extraordinarily inspiring life."

Paula's goal is to honor not just the facts of Penrose's life, but the essence of the man—his kindness, his loyalty, his quiet strength, and the profound impact he had on everyone who knew him.

Author's Voice & Platform

- Website: findingpenrose.com
- Tone: Warm, authentic, deeply respectful; balances emotional intimacy with historical gravity
- Key Message: *"A small person. A giant of a man. Penrose Tiki Matsile will never be forgotten."*

For Media & Interview Prep

Key Talking Points:

1. The Promise: Why it took 40 years to fulfill, and what finally made it possible
2. The Zebra Footprints: The moment that captures the book's heart—shared humanity transcending division
3. Quiet Heroism: Redefining courage as the act of waking up every morning and choosing to keep going
4. Global Relevance: How Penrose's story speaks to modern issues of statelessness, documentation, and displaced peoples

5. Found Family: The radical act of love that defied one of history's most dehumanizing systems

Personal Anecdote (For Interviews):

Paula often shares that Penrose had a gift for storytelling—he would weave imaginative tales that captivated the children in the family. She jokes that he's probably "chuckling over the liberties taken to spice up the storyline" from wherever he is now, but she hopes he knows the story was told with love, respect, and the deepest desire to honor the hero he always was.

YOUR PLACE IN THE MARKET

Finding Penrose is poised to capture the hearts of readers who crave deeply human stories of resilience, identity, and the transformative power of love. Positioned at the intersection of biographical and historical fiction, this book appeals to audiences who loved **The Help** for its cross-racial family dynamics, **Homegoing** for its exploration of generational trauma, and **The Covenant of Water** for its epic scope and emotional intimacy.

The book's greatest strength lies in its dual narrative power: it is both an intimate character study of one man's quiet heroism and a sweeping examination of a troubled era's dehumanizing machinery. Unlike traditional narratives centered on political resistance, **Finding Penrose** tells the story of survival through love, dignity, and the radical act of learning. This positions it perfectly for book clubs, literary fiction readers seeking emotional depth, and audiences drawn to true stories of extraordinary ordinary people.

PART 1: STRATEGIC IDENTITY & STORY WORLD

Goal: To 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.

1. CORE IDENTITY & HOOKS

A. The Logline

Primary Logline:

When a young boy's identity is stolen along with his freedom, he must spend a lifetime in the shadows—nameless, paperless, invisible—until one family's love gives him the courage to reclaim the self he thought was lost forever.

Alternative Logline (more emotional):

A boy named Tiki loses everything—his father, his past, even his own name—and spends fifty years as a ghost, until the family who sees him gives him something no document ever could: a reason to remember who he was meant to be.

B. The Master Blurb

In 1920s Basutoland, a boy named Tiki watches his father die defending their herd from an ivory hunter's greed.

Tiki's idyllic life as a goat boy in the mountains is shattered in a single, brutal moment. Stolen into servitude, beaten into amnesia, and renamed Penrose by his captor, he loses everything—his family, his language, his very self. For decades, he endures the invisible chains of South Africa's troubled era, a man without papers, without past, living as a ghost in a nation built on erasure.

But when a desperate escape lands him in the care of Adeline Boyder—a fierce, unconventional white woman who sees the man behind the trauma—Penrose discovers something he thought lost forever: a family. As South Africa burns with the violence of institutionalized racism, and as fragments of memory begin to surface through the scent of mountain grass and the rhythm of ancient songs, Penrose faces an impossible question.

Can a man reclaim an identity stolen by history itself—or will the cost of remembering destroy the fragile sanctuary he's built?

Finding Penrose is a standalone biographical novel based on an extraordinary true story. For readers who were moved by the quiet resilience of **The Help**, the generational reckoning of **Homegoing**, and the intimate family saga of **The Covenant of Water**, this is a story that redefines family, freedom, and what it means to finally come home.

Discover the man who became a legend by simply refusing to be forgotten.

C. The "What If" Shares

These "What If" scenarios are drawn directly from the emotional core of **Finding Penrose**. Use them as:

- Social media posts (X/Twitter, Facebook discussion starters)
- Newsletter hooks to intrigue subscribers
- Blog post openings to draw readers into deeper reflections
- TikTok/Reel text overlays for storytelling videos

What If Scenarios:

1. What if the only thing standing between you and freedom was a piece of paper you'd never be allowed to have?

- **Use this to highlight the Dompas/Pass Laws and Penrose's "ghost" status**

2. What if a single act of violence stole not just your freedom, but your ability to remember who you were?

- *Perfect for discussing trauma, memory, and identity themes*

3. What if the family you found taught you that love isn't about blood—it's about who shows up when the world wants you to disappear?

- *Showcases the found family theme and the Boyder relationship*

4. What if your footprints in the sand looked exactly like everyone else's, but the world insisted you were different?

- *Highlights the "Zebra Footprints" motif and shared humanity*

5. What if learning to read became your only weapon against a system designed to keep you silent?

- *Emphasizes the "Learning Lion" motif and education as resistance*

6. What if you spent 50 years as a ghost, and then, one day, you remembered your name?

- *The emotional climax—memory restoration during the riot*

How to Use "What If" Statements:

On Social Media:

- Post as standalone thought-provokers with a relevant image (e.g., a lone figure on a mountain, zebra tracks in sand, a vintage photo of South Africa)
- Ask followers to share their thoughts in comments
- Use as caption openers before sharing a book excerpt or review quote

In Newsletter Campaigns:

- Open with a "What If" to create curiosity, then transition: *"This is the question at the heart of Finding Penrose..."*
- Create a "Question of the Week" series leading up to launch

For Video Content:

- Text-on-screen format: Display the "What If" slowly over evocative imagery
- Use as the opening hook in a 30-second book trailer

In Blog Posts:

- Use as section headers when discussing themes like identity, history, or found family
- Create philosophical essays exploring each question with historical context

D. The Manuscript Hooks

These powerful quotes from **Finding Penrose** capture the story's emotional essence. Each can be used as standalone marketing assets.

1. The Zebra's Footprints

Quote: *"Baas, it is only that black or white, the footprints they leave in the dust are the same."*

Why It Works: This is the book's central thesis in one beautiful, profound line. It's philosophical, memorable, and perfectly encapsulates the theme of shared humanity. It's ideal for literary marketing.

How to Use It:

- Campaign Centerpiece: This should be THE tagline for the book's marketing. Use it everywhere.
- Visual Branding: Create a logo/icon of two sets of footprints side by side
- Social Justice Tie-Ins: Share during heritage months (Black History Month, Human Rights Day) to discuss systemic racism
- Educational Outreach: Partner with schools/universities teaching history; this quote is teachable and memorable
- Merchandise: Bookmarks, tote bags, or art prints featuring this quote
- Quote Card Graphics: Create a visually striking image with this text over footprints in sand

2. The Nature of Hunger

Quote: *"You don't know what hunger is, Merle! Hunger is when the goats are gone and the well is dry and you are licking the skins of potatoes just to stay alive. A sandwich is a small price for peace."*

Why It Works: This line is raw, powerful, and instantly communicates the depth of Penrose's past trauma and his hard-won wisdom. It shows the stakes and the character's profound perspective.

How to Use It:

- Character Depth Posts: Use when introducing Penrose's backstory without spoilers
- Food Insecurity Awareness: Share during World Food Day (October 16) or hunger awareness campaigns
- Contrast Marketing: Pair with the comfort of the Boyder home to show his journey
- Book Club Discussion: Anchor conversations about privilege, survival, and gratitude
- Podcast Soundbites: Perfect for audio excerpts in interviews

3. A Father's Promise

Quote: *"You have the heart of a giant. A big and brave heart in a man is more important than anything else."*

Why It Works: This quote from Baba establishes the book's moral foundation and the legacy Penrose carries, even when he can't remember its source. It promises a story about inner strength and integrity.

How to Use It:

- Father's Day Campaigns: Position Penrose as carrying forward his father's wisdom
- Inspirational Content: Share during times when readers need encouragement
- Character Introduction: Use when first introducing Penrose to new audiences
- Educational Use: Great for classroom discussions on character and values
- Motivational Graphics: Pair with strong imagery (mountain landscapes, father-son silhouettes)

4. The Borrowed Life

Quote: *"Your very existence here is an act of courage."*

Why It Works: This line, spoken by Miss Ad, validates Penrose's quiet struggle and frames his life not as one of passivity, but of active, daily bravery. It speaks directly to the story's core emotional truth.

How to Use It:

- Mental Health Awareness Campaigns: This quote resonates with anyone fighting invisible battles
- Empowerment Content: Share alongside Penrose's story as an example of unsung heroism

- Character Spotlights: Create a "Meet Miss Ad" post explaining her role as moral anchor and champion
- Reader Testimonials: Encourage readers to share what makes *them* courageous in their own lives
- Keynote Quotes: Use in speaking engagements about resilience and survival

E. Amazon Keywords

These 10 high-value search keywords will help *Finding Penrose* rank on Amazon's first page and connect with your ideal readers. Use them in:

- Amazon KDP Backend (7 keyword slots)
- Book Description (naturally woven into your blurb)
- Blog Post Titles and metadata
- Social Media Bios (e.g., "Author of biographical historical fiction")

Primary Keywords:






1. biographical fiction based on true story
2. found family saga
3. South Africa historical fiction
4. identity and memory loss
5. resilience and survival story
6. cross-racial family relationships
7. quiet heroism literary fiction

Bonus Niche Keywords:

8. Basutoland Lesotho history *(for readers interested in Southern African history)*
9. dompass and pass laws *(for academic/educational market)*
10. African family saga *(for readers seeking diverse historical narratives)*

This Concludes Part 1: Strategic Identity & Story World

You now have the foundational market DNA for *Finding Penrose*:

-  Two compelling loglines for flexible use
-  A professional Master Blurb following industry standards
-  Six powerful "What If" scenarios with usage strategies
-  Four Manuscript Hooks (quotes) with detailed promotional applications
-  Ten Amazon Keywords for discoverability

PART 2: YOUR COMPARABLES STRATEGY

Goal: To position **Finding Penrose** within the existing literary and cinematic landscape by aligning characters and themes with established works, giving readers instant recognition of the book's appeal.

Comp Titles to Position Your Book & How to Use Them

These comparative titles signal your story's genre, tone, and emotional core to readers. Each comp has been selected from your Book Promotion Report for strategic positioning.

1. *The Covenant of Water* by Abraham Verghese

Why This Comp Works:

Both stories are epic, multi-generational family sagas set against richly drawn cultural backdrops. Like Verghese's novel, **Finding Penrose** weaves personal trauma with larger historical forces, exploring themes of family secrets, healing wisdom, and the resilience required to survive systemic oppression.

How to Use This Comp:

- **Social Media Posts:** Share side-by-side book covers with text: *"If you loved the epic scope and emotional intimacy of The Covenant of Water, discover Finding Penrose—a story of identity, belonging, and the family that redefines home."*
- **Amazon/Goodreads Keywords:** Tag your book with "epic family saga," "multi-generational historical fiction," "literary depth"

- Book Club Pitches: Position *Finding Penrose* as the next selection after *Covenant*: "Readers who appreciated Verghese's exploration of legacy and resilience will find Penrose's quiet heroism equally unforgettable."
- Newsletter Campaign: Write a blog post titled "3 Epic Family Sagas That Redefine Belonging" and feature both books alongside one other comp

Strategic Use:

This comp signals literary credibility and emotional depth—essential for reaching discerning historical fiction readers who want substance, not just plot.

2. *The Help* by Kathryn Stockett

Why This Comp Works:

The cross-racial domestic relationship between Penrose and the Boyder family mirrors the emotional core of *The Help*. Both stories challenge segregation's artificial divisions through intimate, daily acts of loyalty and love. Both also explore what happens when systemic injustice collides with human connection.

How to Use This Comp:

- Social Media Graphics: Create a quote card with the Zebra Footprints line alongside an image of *The Help*'s cover: "Like *The Help*, *Finding Penrose* shows us that family is built on loyalty, not law."
- Target Audience Messaging: Use in Facebook Group posts/discussions: "Loved *The Help*? You'll be moved by Penrose's story of courage and the white family who risked everything to protect him."
- Film Rights Pitch: When discussing screenplay potential, cite *The Help*'s \$216M box office success as proof of audience appetite for these stories
- Educational Outreach: Partner with book clubs that previously read *The Help*; offer discussion guides comparing the two narratives

Strategic Use:

This comp signals mainstream commercial appeal and book club readiness—critical for driving sales and building community engagement.

3. *Homegoing* by Yaa Gyasi

Why This Comp Works:

Both novels trace the long shadow of historical trauma across generations. **Homegoing** explores slavery's legacy through multiple timelines; **Finding Penrose** shows how one man's stolen identity reverberates through a lifetime. Both are literary, immersive, and unflinching in their examination of systemic violence.

How to Use This Comp:

- Literary Fiction Positioning: Use in pitches to literary magazines, NPR book reviews, and high-brow book podcasts
- Hashtag Strategy: On Instagram/TikTok, use #HistoricalFiction + #Homegoing + #LiteraryFiction to reach readers browsing these tags
- Thematic Blog Posts: Write *"Stories That Confront History: From Homegoing to Finding Penrose"* exploring how both authors handle intergenerational trauma
- Reading Lists: Get **Finding Penrose** included on Goodreads lists like "Books Like Homegoing" or "Essential Historical Fiction About Resilience"

Strategic Use:

This comp positions your book as serious literary fiction—attracting awards attention, academic reading lists, and readers seeking depth over escapism.

4. The Vanishing Half by Brit Bennett

Why This Comp Works:

Both novels grapple with identity, passing, and erasure. In **The Vanishing Half**, twins navigate racial identity through "passing"; in **Finding Penrose**, Penrose becomes a "ghost" without legal existence. Both explore what it costs to survive systems designed to erase you.

How to Use This Comp:

- Identity & Belonging Campaigns: Frame **Finding Penrose** for readers interested in identity politics, diaspora studies, and "who am I?" narratives
- Bookstagram Aesthetic: Pair with moody, introspective imagery; use captions like *"What does it mean to exist when the world refuses to see you?"*
- Book Club Discussion Guides: Create comparative questions: *"How do Penrose's 'ghost' years mirror the twins' experiences of racial passing? What does visibility cost in each story?"*
- Academic/University Markets: Pitch to African Studies, Sociology, and Literature professors teaching contemporary identity narratives

Strategic Use:

This comp attracts literary fiction fans and socially conscious readers who engage with complex identity themes.

5. Long Walk to Freedom by Nelson Mandela (Memoir Comp)

Why This Comp Works:

While Penrose's story is quieter, it is no less heroic. Both men lived through South Africa's troubled era; both fought for dignity in radically different ways. Mandela's fight was public; Penrose's was private—but both exemplify resilience as resistance.

How to Use This Comp:

- Educational Marketing: Position **Finding Penrose** as a companion text in schools teaching South African history alongside Mandela's memoir
- Human Rights Campaigns: Share during Mandela Day (July 18) or Human Rights Day (March 21) with messaging: **"Not all heroes lead revolutions. Some wake up every morning and choose to keep going. Meet Penrose."**
- Documentary/Non-Fiction Crossover: Pitch to readers who enjoy memoirs but want a narrative-driven story with emotional payoff
- Author Platform Building: Write op-eds or blog posts titled **"The Unsung Heroes: Everyday Courage in South Africa's History"**

Strategic Use:

This comp lends historical gravitas and positions the book for educational adoption and social justice markets.

Visual Comps from Film & TV

Film and TV comparisons help readers instantly visualize the story's tone, pacing, and emotional landscape.

1. 12 Years a Slave (Film)

Why This Comp Works:

Both stories depict the brutal theft of freedom and identity. The film's unflinching portrayal of enslavement mirrors Penrose's early trauma and decades of "invisible" servitude.

How to Use:

- Social posts: *"If 12 Years a Slave moved you, Penrose's journey will break your heart—and put it back together."*
- Visual marketing: Use similar color palettes (earthy tones, stark contrasts) in book graphics
- Awards positioning: Reference the film's Oscar wins to signal quality and emotional impact

2. The Pursuit of Happyness (Film)

Why This Comp Works:

Both stories celebrate quiet perseverance and the dignity of survival. Chris Gardner's homelessness parallels Penrose's "paperless" invisibility—both men fight for a place in the world.

How to Use:

- Father's Day/Family-themed campaigns: *"For every man who kept going when the world said stop."*
- Motivational/inspirational marketing: Position as an uplifting read despite heavy themes
- Video content: Create parallel montages showing both characters' journeys

3. The Boy Who Harnessed the Wind (Film)

Why This Comp Works:

A true story of African ingenuity and resilience. Both narratives show how education and determination become acts of resistance against systemic limitations.

How to Use:

- Educational campaigns: Pair with discussions on literacy, education access, and self-determination
- Visual storytelling: Emphasize the "Learning Lion" motif

- Netflix tie-in: Since this film is on Netflix, mention it to reach streaming audiences

4. Driving Miss Daisy (Film)

Why This Comp Works:

The cross-racial relationship between Hoke and Miss Daisy mirrors Penrose and Miss Ad's bond—built on mutual respect, loyalty, and decades of quiet companionship.

How to Use:

- Older reader demographic: This comp resonates with readers 55+ who remember the film's cultural impact
- Relationship-focused marketing: Highlight the *found family* dynamic
- Book club angle: "If you loved the nuanced relationship in Driving Miss Daisy..."

5. Hidden Figures (Film)

Why This Comp Works:

Both stories shine light on previously invisible heroes who contributed enormously to their communities despite systemic barriers.

How to Use:

- STEM/Education tie-ins: Though different fields, both emphasize intelligence and perseverance
- Inspirational marketing: "Discover another hidden figure from history"
- Diversity campaigns: Position alongside other stories that center marginalized voices

Storytelling Sharing Moments

These scenes from your manuscript are perfect for social media storytelling. Use them to spark conversation and emotional engagement.

The Slaughter at the Waterhole

Scene Summary: Young Tiki witnesses the brutal murder of elephants and his father by Baas Nine.

How to Share:

- X (Twitter): **"Twelve years old. One moment. Everything stolen. How do you rebuild a life when the foundation is violence? #FindingPenrose"**
- Instagram: Post an image of an African savanna at dusk with text overlay: **"Some memories don't fade. They echo."**
- Facebook: Long-form post: **"The opening of Finding Penrose is unflinching. It had to be. Because Penrose's courage began in that moment of unthinkable loss..."**
- TikTok/Reels: 15-second video with dramatic music, text appearing: **"Basutoland, 1922... A boy's innocence... shattered."**

The Zebra Footprints

Scene Summary: Penrose and Miss Ad observe their footprints side-by-side in the sand.

How to Share:

- All Platforms—Signature Campaign: This is YOUR book's iconic moment. Create a branded hashtag: #SameFootprints
- Quote Card: **"Baas, it is only that black or white, the footprints they leave in the dust are the same."**
- Video Content: Film actual footprints in sand (yours and a partner's) with voiceover of the quote
- T-Shirt Tie-In: Every post about this scene should link to your "Wear the Legacy" campaign
- Pinterest Board: Create a visual board titled "Symbols of Unity" featuring footprints, zebras, and the quote

The Escape

Scene Summary: Penrose's desperate flight from the farm in a pickup truck.

How to Share:

- Thriller Angle: **"No papers. No identity. One chance at freedom. What would you risk?"**
- Visual: Dusty road stretching into the distance, single vehicle visible

- Book Club Discussion: *"The escape scene is a masterclass in tension. Let's discuss what freedom means to Penrose."*

A Bargain for a Life

Scene Summary: Penrose agrees to learn to read in exchange for sanctuary.

How to Share:

- Literacy Campaigns: Share during International Literacy Day (Sept 8): *"For Penrose, learning to read wasn't just education—it was survival."*
- Educational Outreach: Position for teachers: *"A story that shows why literacy is power."*
- Instagram Stories: Poll: *"Would you trade labor for the chance to learn?"*

The Roadblock to Durban

Scene Summary: The terrifying moment when Penrose, without papers, faces police inspection.

How to Share:

- Suspense Marketing: *"A piece of paper. The difference between life and prison. This scene will have you holding your breath."*
- Social Justice Tie-In: *"Imagine living where your existence is a crime without documentation."*
- Spoiler-Free Teaser: *"Chapter [X] will leave your heart racing. No spoilers—just read it."*

The Riot and the Return of Memory

Scene Summary: Penrose's memory floods back during a violent confrontation.

How to Share:

- Countdown Posts: *"After 50 years in silence, Penrose speaks his name."*
- Dramatic Video: Newsreel-style footage of South African protests (archival) with text overlay about Penrose's moment
- Emotional Hook: *"I am Tiki Matsile. Son of the mountains. After half a century, he remembers."*

PART 3: THE STORY WORLD

Goal: To create rich, shareable content that immerses readers in the world of **Finding Penrose** before they even open the book.

The Artifact Focus

Key objects/symbols in your story that can be used for visual marketing:

1. The DompPASS

What It Is: The "pass book" that controlled Black South Africans' movement under discriminatory laws.

How to Use:

- Educational Posts: Share images of historical DompPASSes with captions explaining the system
- Visual Branding: Create a graphic showing Penrose's **lack** of a DompPASS (an empty rectangle labeled "INVISIBLE")
- Blog Posts: **"The Document That Could Save—or Destroy—Your Life: Understanding the DompPASS"**
- Pinterest Boards: Create a board titled "Artifacts of Injustice" featuring historical images
- Book Club Context: Include DompPASS history in discussion guides for deeper understanding

2. Zebra Footprints

What It Is: The central symbol of shared humanity.

How to Use:

- Logo/Branding: Use stylized footprints in all marketing materials
- T-Shirt Campaign: Your existing "Different Stripes. Same Footprints" merch
- Interactive Content: Ask followers to post photos of their own footprints with #SameFootprints
- Bookmarks: Design bookmarks featuring zebra stripes and footprints
- Cover Design Element: Ensure footprints appear on promotional materials

3. The Learning Book

What It Is: The book Miss Ad uses to teach Penrose to read.

How to Use:

- Literacy Partnerships: Donate books to literacy programs in Penrose's name
- Book Launch Event: Create a "Learning Lion" reading challenge for kids
- Visual Posts: Stack of vintage books with text: "For Penrose, every word was an act of resistance."*
- Educational Content: Write about the power of literacy as resistance

4. The Mountain Grass

What It Is: The scent that triggers Penrose's buried memories.

How to Use:

- Sensory Marketing: Discuss how scent triggers memory in blog posts
- Psychology Angle: "Why Smell is the Strongest Memory Trigger: The Science Behind Penrose's Story"*
- Visual Content: Beautiful images of Basutoland's mountain landscapes
- Poetry/Prose: Share evocative passages about the grass and mountains

Story World Dive: Historical & Cultural Elements

1. 1920s Basutoland (Modern-Day Lesotho)

Marketing Angle: Exotic, under-explored setting

Content Ideas:

- Blog: *"Basutoland: The Mountain Kingdom That Shaped Penrose"*
- Pinterest board: Images of Basotho blankets, traditional huts, mountain landscapes
- Instagram carousel: *"5 Things You Didn't Know About Lesotho"*
- Travel tie-in: Connect with Lesotho tourism boards for cross-promotion
- Educational posts: History of Basutoland and its people

2. Goat Herding & Pastoral Life

Marketing Angle: The innocence before trauma

Content Ideas:

- Video: Footage of goat herding in African highlands (stock footage with voiceover)
- Quote card: *"Before he was Penrose, he was Tiki—a boy who knew every goat by name."*
- Children's book angle: Create illustrated content about young Tiki's life
- Cultural context: Explain the significance of livestock in Sesotho culture

3. South African Domestic Life (1940s-1980s)

Marketing Angle: The "upstairs/downstairs" dynamic readers know from *The Help* and *Downton Abbey*

Content Ideas:

- Comparative posts: *"Like The Help, Finding Penrose shows us the families built in kitchens and backyards, not dining rooms."*
- Historical photos: Durban cityscapes, domestic workers' quarters (handled with sensitivity)

- Author's family photos: Behind-the-scenes glimpses of the real Boyder home
- Recipes: Traditional South African dishes from Miss Ad's kitchen

4. The Riot & Memory Return

Marketing Angle: High-stakes climax

Content Ideas:

- Countdown posts: *"After 50 years in silence, Penrose speaks his name."*
- Dramatic video: Newsreel-style footage of South African protests (archival) with text overlay about Penrose's moment
- Historical context: Explain the political climate of the era
- Spoiler-free marketing: Build anticipation without revealing details

Story Themes

Theme 1: Identity & Memory

How to Market:

- Blog series: *"Who Are You When You Can't Remember? The Psychology of Identity Loss"*
- Book club guides: Discussion questions about selfhood and documentation
- Social posts: *"Your name. Your past. Your self. What if you lost it all—could you find your way back?"*
- Academic partnerships: Reach out to psychology and neuroscience departments
- Podcast pitches: Target shows focused on memory, trauma, and identity

Theme 2: Found Family

How to Market:

- Mother's Day/Father's Day campaigns: *"Family isn't who you're born to—it's who shows up."*
- Adoption/foster care communities: Partner with organizations celebrating non-traditional families

- Quote cards: *"Miss Ad didn't give Penrose a job. She gave him a home."*
- Reader testimonials: Ask followers to share their own found family stories
- Holiday campaigns: Position as the perfect gift for chosen family members

Theme 3: Quiet Heroism

How to Market:

- Mental Health Awareness Month (May): *"You wake up every morning... that's being a giant."*
- Veteran's Day/Remembrance content: *"Not all heroes fight wars. Some fight mornings."*
- Inspirational Instagram: Reframe "heroism" as daily resilience
- Corporate partnerships: Share with employee wellness programs
- Motivational speaker circuit: Use Penrose's story in keynotes

Theme 4: Education as Resistance

How to Market:

- Back-to-School campaigns (August/September)
- Teacher Appreciation Week (First full week of May)
- Literacy nonprofit partnerships: *"For Penrose, learning to read was an act of rebellion."*
- Library promotions: Pitch to librarians as essential reading
- Educational conferences: Present at literacy and education events

Theme 5: Systemic Injustice & Human Dignity

How to Market:

- Human Rights Day campaigns (March 21, December 10)
- Immigration and refugee advocacy: Draw parallels to modern statelessness
- Social justice book clubs: Position as essential reading for activists
- University syllabi: Pitch for courses on race, justice, and history
- Op-ed opportunities: Write about Penrose's relevance to modern issues

Story Settings

Setting 1: The Mountains of Basutoland

Visual Palette: Vast, rugged, golden light

Marketing Use: Escape, innocence, origins

Content: Landscape photography, *"Before"* framing in storytelling

Marketing Ideas:

- Desktop wallpapers featuring mountain landscapes with quotes
- Virtual backgrounds for Zoom book clubs
- Travel blog partnerships highlighting Lesotho
- Photography contests: Ask followers to share mountain photos

Setting 2: The Farm (Servitude)

Visual Palette: Harsh, claustrophobic, dust and sun

Marketing Use: Oppression, survival, trauma

Content: Contrast with later sanctuary; show Penrose's endurance

Marketing Ideas:

- "Survival Stories" blog series
- Visual contrast posts: Farm vs. Boyder home
- Historical context about labor conditions
- Archival photo research and sharing

Setting 3: The Boyder Home in Durban

Visual Palette: Warm, cluttered, lived-in, colorful

Marketing Use: Sanctuary, belonging, hope

Content: Family photos, domestic scenes, *"After"* framing

Marketing Ideas:

- Behind-the-scenes: Paula's personal photos from the house

- "Home" themed campaigns around holidays
- Interior design/vintage decor angle for visual platforms
- Recipe sharing: Miss Ad's kitchen favorites

Setting 4: The Streets (Dompas Anxiety)

Visual Palette: Urban, tense, shadows

Marketing Use: Stakes, danger, "ghost" existence

Content: Noir-style imagery, suspenseful text

Marketing Ideas:

- Suspense/thriller marketing angles
- Urban photography with ominous captions
- "Invisible Lives" blog series about stateless people
- Documentary-style video content

Reader Magnets for Email Marketing

Offer these free resources in exchange for email signups to build your mailing list.

1. "Penrose's Proverbs: Wisdom from a Life Well-Lived"

Format: Beautifully designed PDF with 10-15 quotes/proverbs

Marketing Angle: Inspirational, shareable

CTA: *"Download Penrose's wisdom and carry his words with you."*

Promotional Strategy:

- Pin to top of all social media profiles
- Mention in every newsletter
- Create teaser graphics with 2-3 proverbs
- Offer as welcome gift for new subscribers

2. "The Historical Context Guide: Understanding South Africa's Troubled Era"

Format: Educational PDF with timeline, photos, glossary (Dompas, Pass Laws, etc.)

Marketing Angle: Enhances reading experience; great for book clubs

CTA: *"Deepen your understanding of the world Penrose navigated."*

Promotional Strategy:

- Target educators and book clubs specifically
- Share on educational platforms (Teachers Pay Teachers, etc.)
- Use for academic partnerships
- Offer to libraries for patron enrichment

3. "A Map of Penrose's Journey"

Format: Visual map tracing Basutoland → Farm → Durban

Marketing Angle: Immersive, collectible

CTA: *"Follow every step of Penrose's extraordinary life."*

Promotional Strategy:

- Beautiful visual for Pinterest and Instagram
- Printable version for book clubs
- Interactive digital version with clickable locations
- Travel blog tie-ins

4. "The Boyder Family Tree & Character Guide"

Format: Illustrated family tree with character descriptions

Marketing Angle: Helps readers track relationships in multi-generational saga

CTA: *"Meet the family that changed Penrose's life."*

Promotional Strategy:

- Essential for book clubs tackling complex family dynamics
- Visual content for social media

- Useful reference guide mentioned in reviews
- Teacher resource for classroom use

5. "Behind the Book: Paula's Personal Photos & Stories"

Format: Photo essay with family snapshots, author reflections

Marketing Angle: Exclusive, intimate, authentic

CTA: *"See the real faces behind the fiction."*

Promotional Strategy:

- VIP content for most engaged subscribers
- Tease with 1-2 photos on social, full collection in download
- Personal connection driver
- Media kit component for journalists

6. "Discussion Guide for Book Clubs"

Format: 20+ discussion questions, themed activities, recipes (South African dishes)

Marketing Angle: Positions book as "book club ready"

CTA: *"Make Finding Penrose your next book club pick."*

Promotional Strategy:

- Direct outreach to book club organizers
- Library partnerships
- Bookstore displays
- Virtual book club hosting resource

The "Hook to Reel" Script (15-Second TikTok/Reel)

Script Based on "The Zebra Footprints" Hook:

VISUAL: Close-up of two sets of footprints in sand (one Black hand, one white hand pressing into sand side-by-side)

TEXT ON SCREEN (appearing word by word):

"Black or white..."

"...the footprints we leave..."

"...are the same."

FINAL FRAME: Book cover of **Finding Penrose**

VOICEOVER (optional): Soft, contemplative voice reading the quote

AUDIO: Emotional, cinematic instrumental (e.g., "Experience" by Ludovico Einaudi)

HASHTAGS: #FindingPenrose #SameFootprints #HistoricalFiction #BookTok
#TrueStory #BasedOnATrueStory

Additional Video Concepts:

Video 2: "50 Years Without a Name"

VISUAL: Aging progression images, calendar pages flipping

TEXT: *"50 years... No name... No papers... No past... Until one family said: We see you."*

FINAL FRAME: Book cover

Video 3: "The Promise"

VISUAL: Author speaking directly to camera

TEXT: *"At 20, I promised my grandfather I'd write his story. 40 years later, here it is."*

FINAL FRAME: Book cover + family photo

Genre Fit & Niche Trends

From Your Book Promotion Report:

Finding Penrose fits perfectly within:

- Biographical/Historical Fiction: Strong sense of time and place

- Family Sagas: Multi-generational emotional arcs
- Social Justice Narratives: Systemic oppression and resistance
- Literary Fiction: Character-driven, thematic depth

Current Trends:

- Readers are seeking true stories and "based on real events" narratives
- Found family is a massively popular trope across all genres
- Quiet, contemplative literary fiction is having a moment (see **Covenant of Water**, **The Nightingale**)
- Diverse historical narratives (non-Western settings) are in high demand
- Book club selections favor discussion-rich, emotionally complex stories
- Film adaptations of literary historical fiction are consistently successful

How to Maximize:

- Emphasize "Based on a True Story" in ALL marketing
- Lead with "Found Family" in genre tags and descriptions
- Position as "Literary Fiction with Accessible Heart" (not too academic, not too commercial)
- Highlight the African setting as fresh, underexplored territory
- Use "Book Club Pick" badges and discussion guide availability in marketing
- Reference screenplay adaptation to signal cinematic appeal

PART 4: BETA READER ELEMENTS

Goal: Leverage the emotional insights from beta readers to create authentic, resonant marketing that speaks directly to what readers **feel** when they experience the story.

Who Is This Story For?

From Beta Reader Report:

"This story is for readers who crave deeply human stories of resilience, identity, and the transformative power of love. It's for those who loved The Help's cross-racial family dynamics, Homegoing's exploration of generational trauma, and The Covenant of Water's epic scope and emotional intimacy. It's also for readers seeking true stories of extraordinary ordinary people—those who wake up every morning and choose to keep going."

How to Use This:

- Amazon/Goodreads Description: Place this almost verbatim in your "Editorial Reviews" section
- Newsletter Signup Landing Page: Use as the opening paragraph
- Book Club Pitches: Lead with this when reaching out to organizers
- Social Media Bios: Condense to: **"For readers who crave deeply human stories of resilience and love."**
- Media Pitches: Open with this as your target audience description
- Book Retailer Meetings: Use to help booksellers hand-sell effectively

What Really Worked For Me

From Beta Reader Report—Top Highlights:

1. The Emotional Core of Found Family
2. Penrose's Quiet Dignity

3. The Symbolism of 'Zebra Footprints'
4. The Brutal Honesty of the Opening

1. The Emotional Core of Found Family

Beta Reader Feedback:

"The relationship between Penrose and the Boyder family felt incredibly authentic and moving. I was deeply invested in their bond, which transcended biological family and societal barriers."

How to Market:

- Quote Card: *"The Boyder family didn't adopt Penrose. They loved him into existence."*
- Blog Post: *"Why Found Family Stories Will Always Matter: The Boyders & Penrose"*
- Instagram Carousel: 5 slides showing different "family" moments (illustrated or with stock photos)
- Book Club Angle: Position as a tearjerker—*"Bring tissues."*
- Adoption/Foster Community Outreach: Share with organizations celebrating chosen family
- Holiday Campaigns: Thanksgiving, Christmas—*"For the families we choose"*

2. Penrose's Quiet Dignity

Beta Reader Feedback:

"The quiet dignity with which Penrose navigates his life, holding onto his integrity despite the loss of his memory, is an incredibly compelling character arc that delivers a deeply satisfying emotional payoff."

How to Market:

- Character Spotlight Series: Weekly posts highlighting Penrose's quiet acts of courage
- Mental Health Tie-In: *"Dignity isn't loud. It's the choice to keep your humanity when the world tries to strip it away."*
- Author Interview Prep: "Why did you choose to tell a story of quiet heroism rather than loud resistance?"
- Educational Content: Essays on "silent strength" in literature
- Motivational Content: Position Penrose as a role model for endurance

3. The Symbolism of 'Zebra Footprints'

Beta Reader Feedback:

"The recurring motif of zebra footprints—the idea that beneath our surface differences, we all leave the same mark—is the emotional and philosophical heart of the story."

How to Market:

- T-Shirt Campaign Integration: Every mention of this theme = link to merch
- Educational Content: *"The Metaphor That Defines Finding Penrose"*
- Pinterest Board: "Symbols of Unity in Literature"—include Penrose alongside other iconic literary symbols
- School Curricula: Offer lesson plans exploring symbolism and metaphor
- Social Media Series: "Symbols Saturday"—explore the footprints motif weekly

4. The Brutal Honesty of the Opening

Beta Reader Feedback:

"The opening chapters are harrowing and unflinching. The slaughter at the waterhole and Tiki's trauma are depicted with raw honesty that immediately establishes the stakes and emotional gravity of the story."

How to Market:

- Content Warning Transparency: In descriptions, note *"This book opens with unflinching violence but offers profound hope."*
- Reader Prep Posts: *"Finding Penrose is not a light read. It's an important one."*
- Bookseller/Librarian Pitches: *"This is a book that earns its catharsis through truth."*
- Trigger Warning Lists: Provide without spoilers for sensitive readers
- Pair with Context: Always follow warnings with hope—*"But this journey ends in light."*

The Heart of the Story

From Beta Reader Report:

"The emotional core of Finding Penrose is a profound exploration of identity and belonging. It asks: Who are you when everything that defined you is stolen? Can you rebuild a self from fragments? And what does 'home' mean when you've spent a lifetime as a ghost?"

How to Use:

- Philosophical Social Posts: Quote this directly with evocative imagery
- Podcast Interview Angles: Prep questions around these existential themes
- Literary Analysis: Pitch to outlets that publish essays on identity in literature (e.g., *LitHub*, *Electric Literature*, *The Millions*)
- University Syllabus Pitches: Frame for courses on identity, memory, diaspora studies
- Book Club Deep Dives: Create discussion questions exploring these themes
- Author Events: Use as opening remarks to frame the reading/discussion

Reading Experience Section

From Beta Reader—Emotional Journey:

Key Feelings Reported:

- Devastation and Grief (opening—elephant slaughter, father's death)
- Quiet Despair and Claustrophobia (farm years under Baas Nine)
- Cautious Hope (escape and finding Miss Ad)
- Warmth and Belonging (Boyder family life)
- Tension and Anxiety (constant Dompas threats)
- Triumph and Relief (memory return, ID received)

How to Market:

- Book Trailer Structure: Mirror this emotional arc in a 60-90 second video
- Review Blurbs to Seek: Ask early reviewers to comment on these specific emotions
- Reader Testimonial Campaign: *"How did Finding Penrose make you feel?"*—create a hashtag like #PenroseMadeMe
- Bookstagram Posts: Use mood boards matching each emotional beat
- Email Campaign Arc: Send a series of emails each highlighting one emotional stage
- Reading Guides: Prepare readers for the emotional journey ahead

What I Liked About Your Characters

Most Liked: Tiki Penrose Matsile

Beta Reader Feedback:

"Iconic. His quiet resilience, the way he holds onto dignity despite losing his memory, is an incredibly compelling character arc with a deeply satisfying emotional payoff."

How to Market:

- Character Dossier: Create a 1-page "Meet Penrose" PDF with illustration, key traits, and quotes
- Social Series: "Character Spotlight Mondays"—dedicate 4 weeks to Penrose, Miss Ad, Baba, and Griet
- Casting Call Campaign (for screenplay): Ask followers: *"Who should play Penrose in the film?"**
- Literary Analysis: Write about Penrose as a new archetype—"The Quiet Hero"
- Fan Art Contests: Encourage artistic interpretations of Penrose
- Character Instagram: Create @PenroseMatsile account sharing in-character wisdom

Most Liked: Adeline "Miss Ad" Boyder

Beta Reader Feedback:

"Flawed, fiercely loyal, morally complex. She's not a white savior—she's a woman who sees Penrose as human and refuses to look away."

How to Market:

- Subverting Tropes: Address the "white savior" concern head-on in blog posts: *"Why Miss Ad Isn't Who You Think She Is"**
- Mother Figure Content: Share during Mother's Day—*"To the women who mother beyond biology."**
- Feminist Angle: Position Miss Ad as defying both racism *and* patriarchal expectations
- Complex Characters Series: Discuss flawed heroines in literature
- Grandmother Tributes: Paula's personal memories of her real grandmother

Antagonists: Baas Nine & Griet

Beta Reader Feedback:

"Both evoked feelings of contempt and disgust. They are effective villains who represent systemic cruelty through personal actions."

How to Market:

- Villain Analysis: Blog posts exploring what makes effective antagonists
- Historical Context: Explain how individual cruelty upheld larger systems
- Reader Engagement: *"Who's the more frightening villain—and why?"*
- Literary Discussion: The role of personal villainy in systemic oppression narratives

Adherence to Genre

From Beta Reader:

"This manuscript fits perfectly within Biographical and Historical Fiction through its strong sense of time/place, personal journey within a political system, and themes of resilience."

How to Use:

- Genre Tags (Amazon/Goodreads): Biographical Fiction, Historical Fiction, African Literature, Family Saga, Social Justice Fiction, Literary Fiction
- Award Submissions: Target awards for Historical Fiction and Literary Fiction (e.g., Walter Scott Prize, Indie Book Awards, Historical Novel Society Awards)
- Comp Title Strategy: Always pair with recognized genre leaders (Homegoing, Covenant of Water, The Help)
- Marketing Copy: *"A masterful work of biographical historical fiction"*
- Bookseller Categories: Ensure proper shelving in multiple sections

Standout Moments

From Beta Reader—Top 5:

1. The Slaughter at the Waterhole
2. The Escape
3. A Bargain for a Life (Learning Deal)
4. The Roadblock to Durban
5. The Riot and the Return of Memory

How to Market:

- Teaser Campaign: Release cryptic posts counting down: "5 moments that will change you. #FindingPenrose"
- Spoiler-Free Reviews: Ask reviewers to mention these scenes by chapter number without details
- Book Club Guides: Dedicate discussion questions to each moment
- Behind-the-Scenes Content: Author reflections on writing each scene
- Reading Events: Read excerpts from these standout moments
- Social Media Series: "Scene Spotlight Saturdays"

Memorable Quotes

From Beta Reader Report—Top Quotes:

1. "Baas, it is only that black or white, the footprints they leave in the dust are the same."
2. "You don't know what hunger is, Merle! Hunger is when the goats are gone and the well is dry and you are licking the skins of potatoes just to stay alive. A sandwich is a small price for peace."
3. "You have the heart of a giant. A big and brave heart in a man is more important than anything else."
4. "Your very existence here is an act of courage."

How to Use:

- Quote Card Series: Release one per week leading to launch
- Bookmarks: Design printable bookmarks with these quotes for giveaways
- Signature Campaign: Identify THE quote (Zebra Footprints) as your book's signature
- Merch Expansion: Consider mugs, tote bags, art prints featuring these lines
- Reading Event Materials: Use as section headers in presentation slides
- Email Signature: Rotate quotes in your email signature

Original Elements

From Beta Reader:

1. The Sensory-Triggered Memory Return System (smell of grass, songs, etc.)
2. The Character of Miss Ad (subverts white savior trope)

3. The "Learning Lion" Motif (education as resistance)

How to Market:

1. Sensory-Triggered Memory

- Neuroscience/Psychology Angle: Write blog: *"Why Scent Triggers Memory: The Science Behind Penrose's Journey"*
- Literary Innovation: Pitch to *The Millions*, *LitHub*: *"Memory and Trauma in Finding Penrose"*
- Podcast Pitches: Target psychology and neuroscience podcasts
- Educational Tie-Ins: Partner with memory research organizations

2. Miss Ad's Character

- Feminist Literature Analysis: *"Complex White Female Characters in Cross-Racial Narratives"*
- Author Interviews: Discuss intentional character development choices
- Book Club Deep Dives: Provide discussion guide on Miss Ad's moral complexity

3. The Learning Lion

- Education Campaigns: Partner with literacy nonprofits using "Learning Lion" branding
- Classroom Use: Create teaching modules around education as empowerment
- Library Partnerships: Position as essential reading for literacy programs
- Visual Branding: Create "Learning Lion" logo for literacy campaign

PART 5: THE ROADMAP CHECKLIST

Goal: To bridge the gap between strategy and execution. This checklist ensures you execute the roadmap systematically, celebrating milestones as you build momentum toward launch and beyond.

PRE-LAUNCH CHECKLIST (60 Days Before Publication)

Platform Building

- ☐ Claim your Amazon Author Central Profile
- ☐ Set up Goodreads Author Profile (complete with photo, bio, books)
- ☐ Optimize author website (findingpenrose.com—already done!)
- ☐ Set up email marketing platform (Mailchimp, ConvertKit, or similar)
- ☐ Create email signup forms and landing pages
- ☐ Create at least 3 Reader Magnets:
 - ☐ Penrose's Proverbs PDF
 - ☐ Historical Context Guide
 - ☐ Discussion Guide for Book Clubs
- ☐ Photo Essay: Behind the Book

- ☐ Map of Penrose's Journey
- ☐ Character Guide / Family Tree

Social Media Setup

- ☐ Optimize all social media bios with "Author of Finding Penrose" and genre keywords
- ☐ Create branded graphics templates (Canva) using Zebra Footprints imagery
- ☐ Design consistent color palette and fonts for all marketing materials
- ☐ Schedule 30 days of pre-launch content calendar
- ☐ Create Instagram highlight categories (About Penrose, Reviews, Events, etc.)

Content Creation

- ☐ Write 5 blog posts using Story World topics from Part 3
- ☐ Record 5 short videos (15-30 seconds) for TikTok/Reels
- ☐ Design 10 quote cards using Manuscript Hooks
- ☐ Create book trailer (60-90 seconds)
- ☐ Finalize T-shirt campaign landing page (already done!)
- ☐ Prepare press kit (author photo, bio, book cover, synopsis, contact info)

Outreach Preparation

- ☐ Build list of 20 book bloggers/influencers in historical fiction niche
- ☐ Build list of 10 podcasts (history, books, social justice themes)
- ☐ Draft 3 outreach email templates:
 - ☐ Blogger review request
 - ☐ Podcast interview pitch
 - ☐ Author collaboration/swap

- ☐ Identify 10 book clubs to target (Facebook Groups, Goodreads, local)
- ☐ Create media kit folder with all assets

Partnerships & Outreach

- ☐ Reach out to 3 literacy nonprofits about "Learning Lion" partnership
- ☐ Contact 2 Human Rights organizations for campaign tie-ins
- ☐ Identify 1 educational institution for syllabus adoption
- ☐ Connect with African Studies departments at universities
- ☐ Reach out to historical societies and museums

Review Copies

- ☐ Prepare 10 ARC (Advanced Review Copy) files (ebook format)
- ☐ Create ARC request form on website
- ☐ Send ARCs to 5 priority influencers
- ☐ Submit to NetGalley (if applicable)
- ☐ Send to book review publications (Kirkus, Publishers Weekly, etc.)

LAUNCH WEEK CHECKLIST

Day 1: The Big Reveal

- ☐ Post launch announcement on all platforms with book cover image
- ☐ Send launch email to your list with Amazon/retailer links
- ☐ Go live on Instagram/Facebook for 15-minute Q&A: "Why I Wrote Penrose's Story"
- ☐ Post "Different Stripes. Same Footprints" T-shirt campaign reminder
- ☐ Update all social media bios with "OUT NOW" language

- ☐ Pin launch post to top of all profiles

Day 2: The Personal Story

- ☐ Share blog post: "My Promise to Penrose: A 40-Year Journey"
- ☐ Post family photo with caption about your connection to Penrose
- ☐ Email: "Behind the Book: The True Story"
- ☐ Share author introduction page from book
- ☐ Thank early supporters publicly

Day 3: The Zebra Footprints

- ☐ Release Zebra Footprints quote card on all platforms
- ☐ Launch #SameFootprints hashtag campaign
- ☐ Post T-shirt promo: "Wear the Legacy"
- ☐ Share to 5 Facebook Groups with storytelling post
- ☐ Create Instagram Story poll about the footprints symbolism

Day 4: Reader Magnet Push

- ☐ Promote "Penrose's Proverbs" free download across all platforms
- ☐ Post teaser: "Download his wisdom"
- ☐ Pin Reader Magnet post to top of Facebook/Instagram
- ☐ Email subscribers with exclusive download link
- ☐ Create urgency: "First 100 downloads get entered in book giveaway"

Day 5: Book Club Outreach

- ☐ Send Discussion Guide to 10 book clubs
- ☐ Post: "Make Finding Penrose your next book club pick"

- ☐ Offer to join virtual book club meetings via Zoom
- ☐ Share sample discussion questions on social media
- ☐ Tag book club influencers in posts

Day 6: Media & Influencer Push

- ☐ Send review copies to 5 priority influencers
- ☐ Post user-generated content (if any early reviews received)
- ☐ Email podcast hosts from your outreach list
- ☐ Share any media coverage received
- ☐ Engage with all comments and messages

Day 7: Gratitude & Momentum

- ☐ Thank-you post to everyone who supported launch
- ☐ Share compilation of early reviews/testimonials
- ☐ Announce next milestone (e.g., "100 copies sold!" or "Film campaign update")
- ☐ Host live celebration event (virtual reading, Q&A)
- ☐ Reflect on launch week wins in blog post

Daily Habit (All Week):

- ☐ ****Spend 10 minutes engaging**** with 5 bloggers/authors in your outreach list:
 - Comment on their posts
 - Share their content
 - Build genuine relationships
 - Reply to all comments on your own posts

POST-LAUNCH CHECKLIST (Months 2-12)

Monthly Content Production

☐ Publish 2 blog posts per month:

- Week 1: Theme exploration (identity, family, heroism)
- Week 3: Behind-the-scenes or historical context

☐ Create 8 social posts per week:

- 2 quote cards
- 2 storytelling moments
- 2 reader engagement posts
- 2 T-shirt/merch promos

☐ Record 4 short videos per month for TikTok/Reels

☐ Send 2 newsletters per month:

- Week 2: Content/value-driven
- Week 4: Community updates and gratitude

Community Engagement

☐ Host quarterly virtual book club event (Zoom)

☐ Share reader photos/testimonials weekly

☐ Respond to all reviews (Amazon, Goodreads, blogs) within 48 hours

☐ Feature "Reader of the Month" on social media

☐ Create reader spotlight series

Outreach & Collaboration

☐ Reach out to 5 new influencers/podcasters per month

☐ Participate in 1 author collaboration per month:

- Newsletter swap
- Instagram takeover
- Joint giveaway
- Guest blog post

☐ Submit to 2 book awards per quarter

☐ Pitch 1 guest article/op-ed per month to literary outlets

Film Campaign Integration

- ☐ Post monthly update on screenplay progress
- ☐ Share T-shirt sales reports tied to film funding milestones
- ☐ Run "Dream cast" engagement posts quarterly
- ☐ Update film campaign page on website monthly
- ☐ Share behind-the-scenes screenplay development content

Seasonal Campaigns

- ☐ Plan campaigns around relevant dates (see Seasonal Planner in Part 6)
- ☐ Create holiday-specific marketing (gift guides, gratitude themes)
- ☐ Align with awareness months (Literacy, Human Rights, Black History, etc.)
- ☐ Leverage current events when appropriate (with sensitivity)

Analytics & Adjustment

- ☐ Review sales data monthly
- ☐ Track which social platforms drive most engagement
- ☐ Monitor which content types perform best
- ☐ Adjust strategy based on data
- ☐ Celebrate milestones publicly

DAILY HABIT (Ongoing)

The 10-Minute Connection Ritual

Every day, spend 10 minutes authentically engaging with your book community:

- ☐ Comment meaningfully on 3 book posts in your genre

- ☐ Share 1 relevant article/post from another author
- ☐ Reply to comments/DMs on your own posts
- ☐ Join 1 conversation in a book-related Facebook Group
- ☐ Engage with readers using your hashtags (#FindingPenrose, #SameFootprints)

Why This Matters: Consistent, genuine engagement builds lasting relationships with readers, influencers, and fellow authors. This compounds over time and creates organic word-of-mouth marketing that money can't buy.

PART 6: THE 12-MONTH ACTIONABLE ROADMAP

Goal: A month-by-month guide with specific tasks, campaigns, and seasonal hooks to maintain momentum for a full year and beyond.

PHASE 1: PRE-LAUNCH (Months 1-2 Before Publication)

Month 1: Foundation Building

Focus: Creating all assets and infrastructure for successful launch

Week 1: Digital Infrastructure

- Finalize all Reader Magnets (Proverbs, Context Guide, Discussion Guide)
- Set up email capture landing pages with clear CTAs
- Create branded visual templates in Canva
- Design email newsletter template
- Set up Google Analytics for website tracking

Week 2: Content Creation Sprint

- Write and schedule 30 pre-launch social posts
- Record 10 short videos for TikTok/Reels

- Design 15 quote cards using Manuscript Hooks
- Create book trailer (or hire videographer)
- Write 5 blog posts for pre-launch and launch period

Week 3: Outreach List Building

- Research and compile list of 20 book bloggers
- Find 10 relevant podcasts (books, history, social justice)
- Identify 15 book clubs (online and local)
- Research 5 literary organizations for partnerships
- Draft outreach email templates (blogger, podcast, author swap)

Week 4: Launch Materials

- Create comprehensive media kit (bio, photos, synopsis, excerpts)
- Prepare ARC files (ebook format)
- Write launch week email sequence (7 emails)
- Design launch graphics (countdown, announcement, thank you)
- Begin soft-launch of T-shirt campaign to friends/family

Milestone Checkpoint: All digital assets created and ready to deploy

Month 2: The 30-Day Sprint

Focus: Building anticipation and seeding your book in the market

Week 1: ARC Distribution

- Send ARCs to 10 priority reviewers/influencers
- Submit to NetGalley (if applicable)
- Send to professional review outlets (Kirkus, etc.)
- Post ARC announcement: "Early readers are loving it!"
- Share first ARC reader testimonial

Week 2: Influencer Outreach

- Send personalized emails to 10 book bloggers
- Pitch to 5 podcasts with tailored angles
- Reach out to 5 authors for collaboration discussions
- Engage daily with target influencers' content
- Share "7 Days Until Launch" post

Week 3: 7-Day Countdown Campaign

Day -7: *"In 7 days, you'll meet a man who lived 50 years without a name."*

(Teaser post with silhouette image)

Day -6: *"6 days until Finding Penrose. Here's what one early reader said..."*

(Share beta reader quote or ARC review)

Day -5: *"5 moments that will stay with you forever."*

(List the 5 Standout Moments cryptically—no spoilers)

Day -4: *"4 decades ago, I made a promise to my grandfather."*

(Personal story post with family photo)

Day -3: *"3 words: Different. Stripes. Same. Footprints."*

(Zebra Footprints quote card + T-shirt link)

Day -2: *"2 days. Download Penrose's Proverbs free."*

(Reader Magnet promo with email signup)

Day -1: *"Tomorrow. Finding Penrose arrives."*

(Book cover + pre-order/purchase links)

Week 4: Launch Preparation

- Schedule all launch week content
- Prepare live event scripts (Q&A, reading)
- Coordinate with any launch partners
- Test all purchase links
- Send "Tomorrow is the day!" email to subscribers

Milestone Checkpoint: Community primed and excited for launch

PHASE 2: LAUNCH (Publication Month)

Week 1: LAUNCH WEEK (See detailed Daily Checklist in Part 5)

Key Activities:

- Day 1: Big launch announcement across all platforms
- Day 2: Personal story and connection to Penrose
- Day 3: Zebra Footprints campaign + T-shirt push
- Day 4: Reader Magnet promotion
- Day 5: Book club outreach
- Day 6: Media and influencer engagement
- Day 7: Gratitude and momentum building

Daily: Engage with every comment, share, and message

Weeks 2-4: Maintaining Launch Momentum

Week 2: Amplify Early Reviews

- Share first reader testimonials across platforms
- Post "Behind the Scenes" content (writing process, research photos)
- Send thank-you email to launch supporters
- Create "Reader Photo Challenge": #FindingPenrose
- Reach out to 10 more influencers for reviews

Week 3: Community Building

- Host first virtual book club event (via Zoom)
- Post Q&A video: "Your Questions About Penrose Answered"
- Launch reader engagement campaign: "Share your 'found family' story"
- Compile and share launch week highlights
- Send second newsletter: "The response has been incredible..."

Week 4: Sustaining Visibility

- Publish blog: "The Scenes I Cried Writing"
- Share T-shirt campaign milestone: "We've funded X% of the film campaign!"
- Reach out to 10 book clubs with Discussion Guide
- Post series: "Meet the Characters" (Penrose, Miss Ad, Baba)
- Plan Month 2 content calendar

Milestone Checkpoint: Sales momentum established, community engaged

PHASE 3: POST-LAUNCH (Months 2-12—The Long Tail)

Month 2: CHARACTER DEEP-DIVES

Theme: Building deeper connection through character exploration

Week 1: Who Is Penrose?

- Monday: Penrose character dossier (background, traits)
- Wednesday: Favorite Penrose quote analysis
- Friday: "Quiet heroism" thematic post
- Weekend: Reader poll: "What quality of Penrose's inspires you most?"

Week 2: Meet Miss Ad

- Character spotlight on Adeline Boyder
- Blog post: "Why Miss Ad Isn't a White Savior"
- Share Paula's memories of her grandmother
- Grandmother tribute post (perfect for general audience)

Week 3: The Villains

- Analysis of Baas Nine and Griet
- Blog: "What Makes an Effective Villain?"
- Reader discussion: "Who's more terrifying—and why?"
- Historical context about individuals upholding oppressive systems

Week 4: Supporting Cast

- Spotlight on Baba (Penrose's father)
- Feature other Boyder family members
- Reader poll: "Which character resonated most with you?"
- Announce next month's theme

Content Deliverables:

- 2 blog posts
- 8 social posts
- 2 videos (character spotlights)

- 1 Reader Magnet feature
- T-shirt campaign update

Month 3: STORY WORLD EXPLORATION

Theme: Settings & Historical Context

Week 1: Basutoland—The Mountain Kingdom

- Photo essay: The landscape that shaped Tiki
- Blog: "Basutoland: The Mountain Kingdom That Shaped Penrose"
- Pinterest board launch: "The World of Finding Penrose"
- Share cultural elements: Basotho blankets, traditional life

Week 2: Understanding the Dompas System

- Educational post series on Pass Laws
- Blog: "The Document That Could Save—or Destroy—Your Life"
- Historical photos and context
- Connect to modern statelessness issues

Week 3: Durban in the 1950s-80s

- Visual tour of Penrose's sanctuary city
- Behind-the-scenes: Paula's family photos from Durban
- Historical carousel: "Durban Then and Now"
- Recipe share: South African dishes from Miss Ad's kitchen

Week 4: The Riot Scene—When Penrose Remembered

- Spoiler-free discussion of the climax
- Historical context of South African unrest
- Reader reactions: "This scene destroyed me"
- Teaser for those who haven't read yet

Content Deliverables:

- 2 blog posts (Basutoland history, Dompas system)
- 8 social posts
- 1 Pinterest board
- Historical photo compilations
- Recipe/cultural content

Outreach Activities:

- Pitch history podcasts using travel/setting angles
- Connect with Lesotho tourism boards
- Reach out to historical societies

Month 4: BOOK CLUB ENGAGEMENT

Theme: Community Building & Discussion

Week 1: Book Club Resources

- Promote Discussion Guide heavily
- Blog: "The Top 10 Book Club Questions for Finding Penrose"
- Create downloadable "Book Club Kit" (questions, recipes, playlist)
- Share sample questions on social media

Week 2: Virtual Book Club Events

- Host 2 virtual book club sessions this week (different time zones)
- Record one session for future sharing
- Live Q&A after each discussion
- Share highlights and photos from events

Week 3: Reader Deep-Dives

- Feature reader testimonials and reviews
- "Tag your book club bestie!" campaign
- Share book club photos from readers
- Create "Book Club of the Month" feature

Week 4: Discussion Themes

- Series on major themes (identity, family, resilience)
- Reader-submitted discussion questions
- Poll: "What theme resonates most?"
- Prep for Month 5 activities

Content Deliverables:

- Book Club Kit (PDF download)
- 2 live virtual events
- Video: "A Message to Book Clubs"

- 8 social posts focused on discussion
- Compilation of reader insights

Goal: Position *Finding Penrose* as essential book club pick

Month 5: AWARDS & RECOGNITION PUSH

Theme: Credibility Building

Week 1: Award Submissions

- Submit to 5 book awards:
- Historical Fiction awards
- Debut author awards
- Indie publishing awards
- Biographical fiction categories
- Social justice/human rights literary awards
- Announce submissions publicly

Week 2: Literary Media Outreach

- Pitch op-ed to major outlets: *"What My Grandfather Taught Me About Heroism"*
- Reach out to literary magazines (*LitHub*, *Electric Literature*, *The Millions*)
- Submit book for review consideration to trade publications
- Request blurbs from established authors

Week 3: Educational Positioning

- Pitch to university professors for syllabus inclusion
- Create educator's guide
- Reach out to African Studies departments
- Connect with human rights education programs

Week 4: Showcase Recognition

- Share any awards, nominations, or recognition received
- Blog: "Why Finding Penrose Deserves Awards Attention"
- Compile positive reviews for "praise" page on website
- Update marketing materials with any accolades

Content Deliverables:

- Op-ed or guest article placement

- Educator's guide
- Updated "Praise" compilation
- Award submission announcements

Goal: Build literary credibility and institutional recognition

Month 6: MID-YEAR REFLECTION & FILM UPDATE

Theme: Gratitude & Next Steps

Week 1: Six Months of Finding Penrose

- Reflection blog post: "6 Months Later: What This Journey Has Meant"
- Thank-you video to readers and supporters
- Share stats: "We've reached X readers in X countries!"
- Reader appreciation giveaway (signed books + T-shirts)

Week 2: T-Shirt Campaign Milestone

- Major announcement: "Your support has raised \$X toward the film!"
- Share customer photos: "Shirt in the Wild" compilation
- Limited edition design reveal (if applicable)
- Film funding progress update with visual graphic

Week 3: Screenplay Progress Update

- Share screenplay development news
- Casting updates (if any)
- Behind-the-scenes: adapting book to screen
- "Dream cast" engagement campaign
- Poll: "Who should play Penrose?"

Week 4: Looking Ahead

- Announce plans for second half of year
- Tease upcoming partnerships or events
- Reader survey: "What content do you want more of?"
- Preview next month's theme

Content Deliverables:

- Reflection blog post
- Thank-you video

- T-shirt campaign update
- Film progress report
- Giveaway campaign

Goal: Celebrate wins, express gratitude, maintain momentum

Months 7-12: SEASONAL & THEMATIC CAMPAIGNS

THE SEASONAL PLANNER: 12-MONTH HOOK CALENDAR

Use these annual events and themes to create timely, relevant campaigns throughout the year:

JANUARY: NEW BEGINNINGS

Theme: Fresh starts and resolution to read more meaningful books

Campaign Ideas:

- "New Year, New Perspective" reading challenge
- Blog: "10 Books That Will Change Your Year—Starting with Finding Penrose"
- Social: *"Start the year with a story that will change you."*
- Reader Magnet spotlight: Offer Proverbs PDF as New Year inspiration
- Goal-setting content: "What will YOU be a giant in this year?"

Content:

- Motivational quote cards featuring Penrose's wisdom
- "Books That Inspire Resilience" list
- Email: "A Story for Your New Year Reading List"

FEBRUARY: BLACK HISTORY MONTH (US/UK)

Theme: African History & Resilience

Campaign Ideas:

- Blog: "Penrose's Story & the Legacy of African Resilience"
- Educational series: Southern African history
- Partnership: Share with African Heritage organizations
- Spotlight: Basutoland/Lesotho cultural education
- Reading list: African voices in literature

Content:

- Historical context posts about South Africa
- Cultural education: Sesotho traditions
- Tribute to real-life heroes like Penrose
- Podcast pitches to African history shows

MARCH: HUMAN RIGHTS DAY (March 21—South Africa)

Theme: Human Rights & Dignity

Campaign Ideas:

- Major campaign: "Penrose never had a voice in his own country. Today, we honor his fight for dignity."
- T-shirt sales benefit human rights organizations this month
- Partnership: Amnesty International, Human Rights Watch
- Blog: "From Penrose to Today: The Fight for Human Dignity Continues"
- Social: Share modern statelessness statistics

Content:

- Dompass educational series
- Modern parallels: refugees, undocumented people
- Quote campaign: *"Your very existence here is an act of courage."*
- Fundraising component for relevant charities

APRIL: LITERACY MONTH

Theme: The "Learning Lion" Campaign

Campaign Ideas:

- Partner with literacy nonprofits; donate books

- Create "Learning Lion" reading challenge
- Blog: **"For Penrose, Learning to Read Was Survival—and Resistance"**
- School outreach: Offer educator's guides
- Social: **"Education is power. Education is freedom."**

Content:

- Literacy statistics and advocacy
- Miss Ad's teaching methods spotlight
- Reader stories: "How reading changed my life"
- Library partnerships and book donations

MAY: MENTAL HEALTH AWARENESS MONTH

Theme: Quiet Heroism & Daily Resilience

Campaign Ideas:

- Campaign centerpiece: **"You wake up every morning... that's being a giant."**
- Blog: "The Quiet Heroes Among Us"
- Partnership: Mental health advocacy organizations
- Social: "Survival is heroism" messaging
- Reader engagement: "What makes YOU a giant?"

Content:

- Mental health resource sharing
- Resilience stories from readers
- Trauma and healing themes from the book
- Podcast pitches to mental health shows

Content:

- Blog: **"Penrose's 'Ghost' Years & Modern Refugees"**
- Partnership: Refugee support organizations (UNHCR, IRC)
- Social: Modern statelessness statistics
- Educational content about displaced peoples

JULY: MANDELA DAY (July 18)

Theme: South African Heroes—Public and Private

Campaign Ideas:

- Major post: **"Not all heroes lead revolutions. Some wake up every morning and choose to keep going. Meet Penrose."**
- Compare Mandela's public resistance with Penrose's private courage
- Blog: *"The Unsung Heroes: Everyday Courage in South Africa's History"*
- Social: Both forms of heroism are valid and necessary
- Educational: South African history series

Content:

- Mandela and Penrose parallels
- Different forms of resistance
- Video: *"Two Men, One Mission—Dignity"*
- Reading list: South African memoirs and fiction

AUGUST/SEPTEMBER: BACK TO SCHOOL

Theme: Education as Resistance & Empowerment

Campaign Ideas:

- Target teachers for curriculum adoption
- Create free lesson plans for **Finding Penrose**
- Blog: *"Why Finding Penrose Belongs in the Classroom"*
- Offer bulk discounts for schools
- Social: *"The Learning Lion Lives On"*

Content:

- Educator's guide (free download)
- Classroom discussion activities
- Historical context for students
- Author visit offers (virtual or in-person)

SEPTEMBER 8: INTERNATIONAL LITERACY DAY

Theme: The Power of Reading

Campaign Ideas:

- Major campaign: **"Literacy gave Penrose more than words—it gave him power."**

- Partner with UNESCO or local literacy programs
- Free book donations to literacy centers
- Social: Spotlight Miss Ad as a literacy champion
- Reader stories: "The book that taught me to read"

Content:

- Literacy advocacy content
- Behind the book: Researching literacy in the era
- Video: Paula reading excerpt about Penrose learning to read
- Call to action: Donate to literacy charities

OCTOBER: NATIONAL BOOK MONTH (US)

Theme: Celebrate Books That Matter

Campaign Ideas:

- Blog: "Why Historical Fiction Still Matters"
- Giveaway: Signed copies + T-shirts
- Social: "What book changed your life?" engagement
- Bookstore events and author readings
- "Indie Authors You Should Know" collaborations

Content:

- Reading list recommendations (including Finding Penrose)
- Author interview features
- Book club success stories
- Sales promotion or bundle deals

NOVEMBER: GRATITUDE & THANKSGIVING (US)

Theme: Found Family & Chosen Bonds

Campaign Ideas:

- Campaign: *"Gratitude for the families we choose."*
- Social: Ask followers to share their "found family" stories
- Blog: "The Boyder Family: When Love Transcends Law"
- Thanksgiving reading recommendations

- Email: "A Story of Gratitude and Belonging"

Content:

- Found family testimonials from readers
- Paula's personal gratitude for Penrose
- Quote campaign: Family-themed lines from book
- Holiday gift positioning

DECEMBER: HOLIDAY GIFTING & YEAR-END

Theme: "The Gift of a Story"

Campaign Ideas:

- Position as perfect holiday gift
- Blog: "Give a Book That Honors a Hero"
- Bundle deals: Book + T-shirt gift sets
- Gift guides: "For the historical fiction lover"
- Year-end reflection: "Thank you for making this year unforgettable"

Content:

- Holiday gift graphics and promotions
- Signed bookplate offers for gift purchases
- "12 Days of Penrose" countdown (quotes, photos, memories)
- Year-in-review: Stats, milestones, gratitude

PART 7: OUTREACH & COLLABORATION

Goal: Expand your reach beyond your own followers by leveraging influencers, partnerships, and author collaborations to build sustainable word-of-mouth momentum.

The "Author Swap" Template

Use this professional script to contact similar authors for newsletter swaps and social sharing.

Subject: Collaboration Opportunity: [Your Name] & [Their Name] Author Swap

Hi [Author Name],

I'm Paula Sheridan, author of **Finding Penrose**—a biographical novel about a man who lived 50 years without legal identity in South Africa's troubled era. It's been compared to **The Help**, **Homegoing**, and **The Covenant of Water**, and I think our audiences would love each other's work.

I noticed your recent release, **[Their Book Title]**, and I was moved by [specific detail about their book—show you've actually read/researched it]. [Example: "Your exploration of generational trauma reminded me so much of the fragmented memory arc in my story."]

Would you be interested in a newsletter swap or social media collaboration? Here are a few options:

1. Newsletter Swap: We each feature the other's book in our next newsletter (I have [X] subscribers; happy to see your reach as well)
2. Instagram Takeover: We take over each other's Stories for a day, sharing behind-the-scenes content and book recommendations

3. Joint Giveaway: Bundle our books together for a giveaway to both our audiences (increases visibility + email list growth for both)

4. Cross-Promo Blog Posts: I write a guest post for your blog on [shared theme—e.g., "Found Family in Historical Fiction"], and vice versa


I'm happy to start with whichever option feels most comfortable for you, or we can brainstorm something entirely different!

Looking forward to connecting and supporting each other's work.

Warm regards,

Paula Sheridan

Author, *Finding Penrose*

 [Your Email]

 findingpenrose.com

 [Instagram Handle]

P.S. If you're not interested in a collab but would like a review copy of *Finding Penrose*, I'd be honored to send one your way—no strings attached!

Customization Tips:

- Always mention their book specifically (shows you're not mass-emailing)
- Reference a theme or element that genuinely connects your books
- Be flexible and offer multiple options
- Keep tone warm, professional, and genuine
- Follow up once after 1 week if no response, then move on

Blogger & Influencer "Scouting" Guide

How to Find the Right Reviewers:

Step 1: Identify Your Target Influencer Types

Based on *Finding Penrose* themes, look for:

- Historical Fiction Bookstagrammers: Users who post moody, aesthetic photos of historical novels
- Search: #HistFic, #HistoricalFiction, #HistoricalFictionLover
- "StudyGram" & Dark Academia Accounts: Aesthetically focused accounts with interest in history, vintage themes, deep reading
- Search: #DarkAcademia, #LightAcademia, #StudyGram, #BookishAesthetic
- Social Justice Book Bloggers: Reviewers who focus on diverse voices, human rights themes, meaningful stories
- Search: #OwnVoices, #DiverseBooks, #SocialJusticeLit, #BookActivist
- Literary Fiction Reviewers: Bloggers/YouTubers who do deep-dive reviews of character-driven, literary stories
- Search: #LiteraryFiction, #BookAnalysis, #SlowReading
- African Literature Enthusiasts: Influencers who spotlight African authors and settings
- Search: #AfricanLit, #AfricanStories, #AfricanAuthors, #LesothoStories
- Book Club Influencers: Accounts that host monthly book club picks and live discussions
- Search: #BookClubPick, #VirtualBookClub, #BookClubReads
- True Story & Biography Fans: Readers drawn to "based on a true story" narratives
- Search: #TrueStory, #BasedOnATrueStory, #Memoir, #Biography

Step 2: Where to Find Them

Instagram:

- Search hashtags: #Bookstagram, #HistFic, #BookReviewer, #ARC, #NetGalley, #BookBlogger
- Look at who follows/engages with comp title authors (The Help, Homegoing)
- Check "Suggested Accounts" when viewing similar influencers
- Browse location tags: #DurbanBooks, #SouthAfricanLit

TikTok:

- Search: #BookTok, #HistoricalFictionTok, #BookRecommendations, #TrueStoryBooks
- Watch videos with your comp titles—check who's posting them
- Look for series like "Books That Made Me Cry" or "Hidden Gem Books"

Goodreads:

- Browse popular reviewers in Historical Fiction genre
- Look at who reviewed your comp titles (The Help, Homegoing, Covenant of Water)
- Join Historical Fiction groups and note active members
- Search for lists like "Best Historical Fiction" and see who creates them

YouTube:

- Search: "historical fiction book review," "book haul historical," "books that made me cry"
- Look for channels: "Thoughts on Tomes," "Abby's Library," "Mercedes Reads"
- Check book YouTubers who feature diverse and literary reads

Blogs:

- Google: "[comp title] review" and see who reviewed books similar to yours
- Search: "historical fiction book blogger," "literary fiction reviews"
- Check blog directories: Book Blogger List, The Indie View

Step 3: Evaluate Fit

Before reaching out, check:

- ✓ Engagement rate: Do they get meaningful comments, not just likes?
- ✓ Audience size: Don't ignore micro-influencers (1K-10K followers)—they often have MORE engaged audiences
- ✓ Content alignment: Do they review books with themes like yours (resilience, family, social justice, Africa)?
- ✓ Posting frequency: Active reviewers = better visibility for your book
- ✓ Review style: Do they write thoughtful, analytical reviews or just star ratings?
- ✓ Author interaction: Do they engage with authors respectfully and enthusiastically?

Step 4: Personalized Outreach

Email Template:

Subject: Review Opportunity: *Finding Penrose* (Comp: [Title They Reviewed])

Hi [Name],

I'm Paula Sheridan, author of *Finding Penrose*—a biographical novel about a man who lived 50 years without legal identity in South Africa's troubled era.

I've been following your reviews on [platform], and I loved your thoughts on *[specific book they reviewed]*. [Add specific detail: "Your point about how found family transcends biology really resonated with me because that's exactly what *Penrose*'s story explores."]

I think *Finding Penrose* would resonate with you because:

- Like *The Help*, it explores cross-racial family bonds built on loyalty and love
- It has the literary depth you appreciated in *Homegoing*
- It's based on a true story—my grandfather's story—which adds emotional weight
- [Other reason specific to their interests]

Would you be interested in a review copy (ebook or paperback—your choice)? Absolutely no pressure—I know your TBR is probably a mile long! Either way, thank you for the incredible work you do championing meaningful stories.

If you'd like to know more before deciding, here's the synopsis: [1-2 sentence pitch]

Warmly,

Paula Sheridan

Author, *Finding Penrose*

 [Email]

 findingpenrose.com

 [Instagram]

P.S. If you're not available to review but know someone who might love this book, I'd be grateful for the referral!

Best Practices:

- Send personalized emails (never mass messages)
- Reference specific content they've created
- Explain why YOUR book fits THEIR audience
- No pressure—give them an easy out

- Offer both formats (ebook and print)
- Include a short synopsis or press kit link
- Follow up once after 2 weeks, then move on

Your Hashtag Hive

Use these categorized hashtags to find and engage with new readers. Mix broad, niche, and branded tags in every post.

Broad Genre Hashtags (High Traffic—Use 2-3 per post)

- #HistoricalFiction
- #BookTok
- #Bookstagram
- #LiteraryFiction
- #BasedOnATrueStory
- #Books2026
- #MustRead
- #IndieBooksOfInstagram

Niche Theme Hashtags (Medium Traffic—Use 3-5 per post)

- #FoundFamily
- #QuietHeroism
- #IdentityAndBelonging
- #SocialJusticeFiction
- #AfricanLiterature
- #SouthAfricanHistory
- #ResilienceStories
- #FamilySaga
- #BiographicalFiction
- #LiteraryHistoricalFiction

Specific to Your Book (Create Your Own—Use All)

- #FindingPenrose
- #SameFootprints
- #DifferentStripesSameFootprints

- #PenroseMatsile
- #TheZebraFootprints
- #WearTheLegacy

Campaign-Specific Hashtags

- #WearTheLegacy (for T-shirt campaign)
- #PenrosesProverbs (for Reader Magnet)
- #TheLearningLion (for education theme)
- #PenroseMadeMe (for reader testimonials)

Seasonal/Event Hashtags (Use When Relevant)

- #BlackHistoryMonth
- #HumanRightsDay
- #LiteracyMonth
- #MandelaDay
- #RefugeeWeek
- #MentalHealthAwareness
- #IndependenceDay (for relevant countries)

Platform-Specific Hashtags

Instagram:

- #IGBooks
- #Bookstagrammer
- #BookstagramCommunity
- #InstaBooks

TikTok:

- #BookTok
- #BookTokMadeMeReadIt
- #BookRecommendations
- #TikTokBooks

How to Use Hashtags Effectively:

- Instagram: Use 20-30 hashtags (mix of sizes) in first comment, not caption
- TikTok: Use 3-5 highly relevant hashtags in caption
- Twitter/X: Use 1-3 hashtags max in tweet

- Facebook: Use 1-2 hashtags (less common on platform)
- Always include your branded hashtag (#FindingPenrose) for tracking

The "Travel Log" Strategy

Connect your story's settings with travel enthusiasts to reach new audiences and create cross-promotional opportunities.

Setting 1: Lesotho (Basutoland)

Target Audience: Adventure travelers, African safari enthusiasts, mountain trekkers, cultural tourists

Outreach Angle: *"The Mountain Kingdom That Shaped a Hero"*

Sample Pitch to Travel Blogger:

Subject: Collaboration Idea: Lesotho's Cultural & Historical Significance

Hi [Blogger Name],

I'm Paula Sheridan, author of *Finding Penrose*, a biographical novel set partly in 1920s Basutoland (modern-day Lesotho). I've been following your blog and was captivated by your [specific post/photos—e.g., "recent post about hiking in the Drakensberg Mountains"].

Would you be interested in collaborating on content that explores the cultural and historical significance of Lesotho's mountain landscapes through the lens of my protagonist's childhood there?

A few ideas:

1. Guest Post: I could write about the Sesotho culture, traditional pastoral life, and what it was like for a boy growing up in the mountains in the 1920s
2. Content Swap: I feature your modern Lesotho travel tips on my blog, and you mention the book in a post about Lesotho's literary connections
3. Interview: I answer questions about researching Lesotho for the book, and you share insights on traveling there today

I can provide historical context, cultural details, family stories, and tie it all to the modern travel experience your readers love.

Let me know if this sounds interesting! I'd love to find a way to collaborate.

Best,

Paula

 [Email]

 findingpenrose.com

Content Ideas for Your Own Blog/Social:

- "Basutoland Then & Now: A Photo Essay"
- "5 Things You Didn't Know About Lesotho's History"
- "The Sesotho Culture That Shaped Penrose"
- Pinterest board: "Travel to Lesotho: The Mountain Kingdom"
- Instagram carousel: Vintage photos vs. modern travel shots

Hashtags:

#Lesotho #Basutoland #MountainKingdom #AfricaTravel #ExploreSouthernAfrica
#TravelAfrica #Drakensberg #CulturalTravel #OffTheBeatenPath

Setting 2: Durban, South Africa

Target Audience: Cultural travelers, history buffs, South African tourism, diaspora communities

Outreach Angle: *"Durban Through the Decades: A Family's Sanctuary"*

Sample Pitch to Travel Magazine/Blog:

Subject: Story Pitch: "Durban Then & Now—A Personal Journey"

Hi [Editor/Blogger Name],

I'm reaching out because I've written a novel set in mid-20th-century Durban, and I think your audience would love a deep-dive into how the city has evolved from the 1950s to today—told through the lens of a family who lived through it.

Proposed angle: **"Finding Sanctuary: One Man's Durban Across Five Decades"**

I can provide:

- Personal family photos from 1950s-1980s Durban
- Oral history and memories from family members who lived there
- Historical context about the city during South Africa's troubled era
- Comparison to modern Durban (I can collaborate with a current resident for present-day photos)
- A narrative about what Durban meant to a man who spent most of his life unable to legally exist there

Would this fit your editorial focus? I'm happy to tailor the pitch to your audience.

Looking forward to hearing from you!

Best regards,

Paula Sheridan

 [Email]

 findingpenrose.com

Content Ideas for Your Own Platforms:

- Blog series: "Durban Memories: A City That Became Home"
- Video tour: Walking through locations from the book (if you can visit/collaborate with someone local)
- "Then & Now" photo comparisons: Durban streets in the 1960s vs. today
- Recipe series: Miss Ad's kitchen and South African cooking
- "A Virtual Tour of Penrose's Durban"

Hashtags:

#Durban #SouthAfricaTravel #HistoricalDurban #DurbanHistory #VisitSouthAfrica
#SouthAfricanCulture #KwaZuluNatal #TravelSA

Setting 3: The African Savanna (Elephant Tragedy Setting)

Target Audience: Wildlife conservation advocates, safari travelers, eco-tourists, animal rights supporters

Outreach Angle: *"The Human Cost of Poaching: A Story From 1922"*

Sample Pitch to Conservation Organization/Blog:

Subject: Partnership Opportunity: Historical Perspective on Poaching Impact

Hi [Organization Name],

Finding Penrose opens with a heartbreaking scene: a 12-year-old boy named Tiki witnesses his father murdered while defending elephants from ivory hunters in 1922 Basutoland.

I'd love to collaborate with your organization on content about the long history of poaching and its devastating impact on African communities—not just wildlife. This is rarely discussed: the human families destroyed by poachers, the fathers lost, the children stolen.

Possible collaborations:

1. Guest Blog Post: "The Human Toll of Poaching: A Story From a Century Ago (That Still Matters Today)"
2. Social Media Series: Excerpts from the book paired with modern anti-poaching statistics
3. Fundraiser Tie-In: Donate a portion of book/T-shirt sales to your conservation efforts during a specific campaign period
4. Educational Content: Create a downloadable resource about poaching history for schools

Would this align with your mission and content strategy?

Thank you for the incredible work you do protecting elephants and their ecosystems.

Best,

Paula Sheridan

 [Email]

 findingpenrose.com

Content Ideas for Your Own Platforms:

- Blog: "The Elephant Hunters: Historical Context of the Opening Scene"
- Infographic: "Poaching Then & Now"
- Partnership announcements with wildlife organizations
- Social: "This book begins with an elephant's death—and a boy's stolen childhood"
- Video: Discussing the research behind the opening scene

Hashtags:

#WildlifeConservation #SaveTheElephants #AntiPoaching #AfricanWildlife
#ConservationStories #ElephantPoaching #ProtectWildlife #EndangeredSpecies

Cross-Promotional Opportunities

Tourism Boards:

- Lesotho Tourism Development Corporation
- South African Tourism
- KwaZulu-Natal Tourism

Historical Societies:

- South African History Online
- Lesotho National Museum
- Durban Historical Society

Universities:

- African Studies departments
- History and Anthropology programs
- Study abroad programs focusing on Southern Africa

Offer Them:

- Guest lectures (virtual or in-person)
- Reading lists for students
- Cultural context resources

- Collaborative blog content

SPECIAL FEATURE: THE T-SHIRT CAMPAIGN STRATEGY

****"Wear the Legacy" Marketing Plan****

Your T-shirt campaign is a brilliant multi-purpose tool: it's a fundraising mechanism for the film, a walking advertisement for the book, and a symbol of the story's central message. Here's how to maximize its impact.

Campaign Messaging

Tagline: ***"Different Stripes. Same Footprints."***

Core Message:

This isn't just merchandise—it's a movement. Every shirt worn is a conversation starter about shared humanity, a tribute to Penrose's legacy, and a tangible step toward bringing his story to the screen.

Emotional Hook:

"Wear the wisdom Penrose lived by. Carry his message into the world."

How to Promote the T-Shirt Campaign

1. Integrate Into Every Book Post

Rule: Every social media post about *Finding Penrose* should include a T-shirt mention or link (in caption, image, or comments).

Examples:

- *"The Zebra Footprints scene changed my life while writing it. Now you can wear it—and fund Penrose's film. [Link] #WearTheLegacy"*
- *"Every shirt sold brings us closer to the big screen. Wear the legacy, share the message. [Link]"*
- *"Different stripes. Same footprints. Show the world what unity looks like. Available in 6 colors. [Link]"*
- *"Your purchase funds the film AND starts conversations. Double impact. [Link]"*

2. Create a "Shirt in the Wild" Campaign

How It Works:

Ask customers to post photos wearing the shirt in meaningful locations with #WearTheLegacy and #FindingPenrose.

Locations That Tell a Story:

- Mountains (representing Tiki's homeland)
- Family gatherings (celebrating found family)
- Protests or justice events (honoring resilience)
- Classrooms (education as resistance)
- Travel destinations in South Africa or Lesotho

Incentive:

- Repost the best photos on your official Instagram/Facebook
- Enter participants in monthly giveaway: Signed book + additional shirt
- Feature one "Shirt Story of the Month" with customer spotlight




Engagement Boost:

- Create an Instagram Story template where followers can share their shirt photos
- Build a gallery page on your website: "Wear the Legacy: Your Photos"

3. Film Campaign Milestones

Update followers regularly on how shirt sales are directly funding the film:

Milestone Post Examples:

- *" MILESTONE: We've raised \$5,000 toward the film! You did this. Every shirt = one step closer to seeing Penrose on screen. Thank you. [Progress bar graphic]"*
- *" 50 shirts sold = 10% of our casting agent goal reached! Keep going—we're bringing Penrose to life together. [Link]"*
- *" BREAKING: Your purchases have funded [specific milestone: meetings with casting directors / screenplay polishing / sizzle reel production]. This is happening because of YOU."*

Visual Strategy:

- Create a progress bar graphic showing funding stages
- Post before/after: "Where we started" vs. "Where we are now"
- Video updates: Paula thanking supporters and sharing film news
- Behind-the-scenes: Screenplay pages, casting discussions, production notes

4. Influencer Seeding

Strategy: Send free shirts to 10-20 micro-influencers (bookstagrammers, social justice advocates, travel bloggers, educators) who align with your themes.

Outreach Message:

"Hi [Name]! I'm Paula, author of Finding Penrose. I'd love to send you our 'Different Stripes. Same Footprints' shirt—no strings attached. It represents the book's central message about shared humanity, and all proceeds fund the film adaptation. If it resonates with you and you'd like to share it with your community, we'd be honored. But truly, no obligation. Just want you to have it. Which size/color? - Paula"

Why This Works:

- No pressure = authentic enthusiasm
- Influencers love wearing meaningful messages
- Organic posts are more valuable than ads

- Their followers see the shirt and ask where to get it

5. Event Tie-Ins

Wear the Shirt Visibly At:

- Book signings and launches
- Virtual author events (Zoom readings, Q&As)
- Podcast interviews (especially video podcasts)
- Book club visits (in-person or virtual)
- Speaking engagements
- Conferences and literary festivals

Call to Action in Every Event:

"If you'd like your own 'Same Footprints' shirt, visit findingpenrose.com/wear-the-legacy. Every purchase funds the film."

Bonus: Offer a discount code specific to each event (e.g., BOOKCLUB10) to track which events drive sales

6. Gift Bundles & Limited Editions

Holiday/Special Occasion Bundles:

"The Legacy Bundle":

Signed book + T-shirt + bookmark = Discounted price

Marketing Copy:

"Give the gift of a story and a symbol. Perfect for readers who love books with impact. Limited holiday pricing!"

Mother's Day / Father's Day:

*"For the parent figures who choose us"—Found family themed bundle

Graduation:

*"For the giants who wake up every morning"—Resilience themed

Limited Edition Releases:

- Anniversary Edition: Special color released on book's publication anniversary
- Film Milestone Shirts: New design when major film milestones hit (casting announcement, production start, etc.)
- Collaborations: Partner with illustrators or designers for limited artist editions
- Seasonal: Holiday-themed colors (red/green for Christmas, etc.)

Create FOMO (Fear of Missing Out):

"Only 50 of these limited edition [color/design] shirts available. Once they're gone, they're gone forever."

7. University & School Partnerships

Pitch for Bulk Orders:

Target:

- African Studies departments
- Human Rights student groups
- Diversity & Inclusion programs
- Book clubs and reading groups
- Social justice organizations

Pitch Email:

*"Hi [Department/Organization Name],

I'm Paula Sheridan, author of *Finding Penrose*—a biographical novel about identity, resilience, and shared humanity set in South Africa's troubled era.

We offer bulk T-shirt orders at [X]% discount for educational and advocacy groups. The shirts feature our central message: 'Different Stripes. Same Footprints'—a powerful symbol for:

- Heritage months and cultural celebrations
- Human Rights Week events
- Diversity and inclusion initiatives
- Book club uniforms
- Any event celebrating unity

All proceeds fund the film adaptation, making this both a meaningful purchase and support for independent storytelling.

Would your group be interested? I can also offer free Discussion Guides and author Q&A sessions for book purchasers.

Best,

Paula"*

Discount Structure Example:

- 10-24 shirts: 10% off
- 25-49 shirts: 15% off
- 50+ shirts: 20% off + free author Q&A session

8. T-Shirt Launch Events

Virtual "Wear the Legacy" Launch Party:

Format: 30-45 minute live event (Instagram/Facebook Live, or Zoom)

Agenda:

1. Welcome & story behind the design (5 min)
2. Show all color options and sizes (5 min)
3. Tell the Zebra Footprints story from the book (10 min)
4. Explain how purchases fund the film (5 min)
5. Feature customer testimonials (if any early adopters) (5 min)
6. Q&A about book and campaign (10 min)
7. Announce limited-time launch discount

Special Launch Incentive:

"First 100 orders get a signed bookplate!" or *"Free shipping on all launch week orders!"*

In-Person Book Launch with Shirt Sales:

If you host a physical book launch event:

- Display: Set up a merch table with shirts in all colors/sizes
- Try-On: Bring samples for people to see and try

- Photo Booth: Create a backdrop with the "Same Footprints" message where attendees can take photos wearing the shirt
- Instant Gratification: People love buying and wearing immediately
- Bundle Deal: "Buy the book + shirt together tonight and save \$5"

9. T-Shirt Content Calendar

Weekly Posts:

Monday: Motivation

- Quote card + shirt image
- *"Start the week with purpose. Wear the legacy."*
- Feature inspirational Penrose quote

Wednesday: Customer Spotlight

- Share a customer photo from #WearTheLegacy campaign
- *"Meet [Name], who's wearing Penrose's message in [Location]. Thank you for being part of the movement!"*

Friday: Film Update

- Progress toward film funding
- *"Your purchases are making the film a reality. Here's where we are: [milestone update + link to buy]"*

Sunday: Behind-the-Scenes

- Design process, printing, shipping updates
- *"Ever wondered how the shirts are made? Here's the story..."*

Monthly Special Posts:

- 1st of Month: New color reveal or limited edition announcement
- Mid-Month: "Shirt Story Contest"—Best story about why you bought the shirt wins signed books
- End of Month: Sales recap tied to film milestones

10. Email Campaign for T-Shirts

Dedicated Email Sequence:

Email 1 (Launch):

Subject: *Wear Penrose's Legacy—New Merch Just Dropped*

Content: Introduce shirt, tell Zebra Footprints story, explain film funding connection

Email 2 (One Week Later):

Subject: *"Different Stripes. Same Footprints"—What Does It Mean to You?*

Content: Share customer testimonials, invite readers to join movement

Email 3 (Mid-Campaign):

Subject: *We're Halfway to Our Film Goal—Because of You*

Content: Milestone celebration, gratitude, renewed call-to-action

Email 4 (Urgency):

Subject: *Limited Time: [Discount/Limited Edition Ending Soon]*

Content: Create urgency with expiring offer

Email 5 (Major Milestone):

Subject: *YOU DID IT: We've Reached [Major Film Milestone]*

Content: Celebrate success, share next steps for film, continued gratitude

11. Partnerships & Cause Marketing

Tie Shirt Sales to Specific Causes During Relevant Months:

Example:

- March (Human Rights Month): *"This month, 20% of all shirt sales will be donated to [Human Rights Organization] in addition to funding the film."*
- April (Literacy Month): *"Buy a shirt, and we'll donate a book to a literacy program in Penrose's name."*
- June (Refugee Week): *"Proceeds this week support refugee resettlement organizations."*

Benefits:

- Increases sales through cause alignment
- Builds goodwill and brand authenticity
- Reaches audiences of partner organizations
- Creates shareable, feel-good content

12. Paid Advertising for T-Shirts

If Budget Allows:

Facebook/Instagram Ads:

- Target: Historical fiction readers, social justice advocates, book lovers
- Creative: Video of someone putting on the shirt + quote reveal
- CTA: "Wear the message. Fund the film. Order now."

Google Shopping Ads:

- Target searches: "meaningful t-shirts," "book merchandise," "social justice apparel"

Pinterest Ads:

- Visual platform perfect for product promotion
- Target boards about books, activism, African culture, meaningful gifts

Measuring Success

Track These Metrics:

- Sales Volume: How many shirts sold per week/month
- Revenue Generated: Total funds raised for film
- Social Engagement: #WearTheLegacy posts and reach
- Website Traffic: Clicks from shirt promo posts to website
- Customer Stories: Testimonials and photos collected
- Film Milestones: Tangible progress funded by sales
- Media Mentions: Coverage of the campaign

Celebrate Publicly:

- Share every milestone on social media
- Create celebration graphics for funding goals
- Thank customers by name (with permission)

- Show transparency: "Here's exactly what your purchases funded this month"

CONCLUSION: YOUR ROADMAP IS READY

Paula, you now have a complete, actionable 12-month marketing strategy for *Finding Penrose*. This roadmap is your blueprint for:

- ✓ Part 1: Strategic Identity & Story World (Loglines, Blurb, Hooks, Keywords)
- ✓ Part 2: Comparables Strategy (Book/Film Comps, Character Positioning, Storytelling Moments)
- ✓ Part 3: The Story World (Artifacts, Themes, Settings, Reader Magnets, Video Scripts)
- ✓ Part 4: Beta Reader Elements (Emotional Beats, Character Insights, Standout Moments)
- ✓ Part 5: Actionable Checklists (Pre-Launch, Launch Week, Post-Launch, Daily Habits)
- ✓ Part 6: 12-Month Roadmap (Month-by-Month Plans + Seasonal Calendar)
- ✓ Part 7: Outreach & Collaboration (Author Swaps, Influencer Scouting, Hashtags, Travel Strategy)
- ✓ Special Feature: T-Shirt Campaign Strategy (Complete promotional plan)

This Roadmap Gives You:

Immediate Actionables

- Ready-to-use social media posts and quote cards
- Email templates for influencer outreach
- Pre-written pitches for podcasts and media
- Complete pre-launch checklist

Long-Term Strategy

- 12 months of themed campaigns
- Seasonal hooks tied to cultural events
- Sustainable content creation calendar
- Community-building frameworks

Revenue Streams

- Book sales optimization (keywords, positioning, comp titles)
- T-shirt campaign integration with film funding
- Reader Magnet email list building
- Partnership and collaboration opportunities

Brand Positioning

- Clear market identity as literary biographical fiction
- Strategic comp title associations
- Educational and social justice positioning
- Film adaptation promotion

Next Steps:

1. Save this document as your master reference guide
2. Start with the Pre-Launch Checklist (Part 5) and begin checking off tasks
3. Set your launch date and work backward to schedule everything
4. Prioritize immediate actions:
 - Create Reader Magnets (Proverbs, Discussion Guide)
 - Design quote cards using Manuscript Hooks

- Build influencer outreach list
- Schedule first month of social content

5. Track your progress using the checklists

6. Adjust as needed—this roadmap is flexible and can be adapted to your specific timeline and resources

A Final Note

Penrose's story deserves to be told—and with this roadmap, you have everything you need to ensure it reaches the readers who need it most. This isn't just book marketing; it's honoring a legacy, fulfilling a 40-year promise, and sharing a message of shared humanity that the world desperately needs right now.

Every post you make, every reader magnet you share, every T-shirt sold, every book club discussion—they all carry forward the wisdom of a man who spent 50 years as a ghost but never lost his dignity, his kindness, or his humanity.

This is Penrose's story. Now it's time to share it with the world. 🌍 ✨

"Baas, it is only that black or white, the footprints they leave in the dust are the same."

— Tiki Penrose Matsile

For Penrose. For Miss Ad. For every quiet hero who deserves to be remembered.

Khotso. Peace Always.