

Extreme Vetting — Marketing Plan

Basics

Title: Extreme Vetting

Subtitle: A Thriller

Author: Roxana Arama

Genre(s): Thriller/suspense

BISAC Codes (only 4–5, as specific as possible):

- FIC031060 **FICTION** / Thrillers / Political
- FIC031030 **FICTION** / Thrillers / Legal
- FIC031010 **FICTION** / Thrillers / Crime
- FIC030000 **FICTION** / Thrillers / Suspense

Format: Paperback

Illustrator (if any): N/A

Illustrations # (color/b&w) (if any): N/A

Trim Size: 5.5 x 8.5

Page count: 352 pages

Warehouse date: January 6, 2023

Publication Date: February 7, 2023

Print ISBN13: 978-1-947845-38-1

Ebook ISBN13: 978-1-947845-39-8

List Price: \$18.00

Print run: 2,000

Book Code Book Title Abbreviation: EV

Edition: 1st

Other books by the author: N/A

Author Bio

Roxana Arama brings a perspective less explored in current American fiction: the struggle to build a home in another country, seen from the inside. Roxana emigrated from Galați, Romania, and currently lives in Seattle, Washington. Roxana is a member of the Codex Writers' Group and her writing has been published in *Stupefying Stories*, *The Write Launch*, *Dilema Veche (Romania)*, *European Weekly*, *SIFF's Reel News*, and Goddard's *The Pitkin Review* where I later served as an editor. Writing awards and recognition include an honorable mention in the 2018 San Antonio Writers' Guild Annual Writing Contest, finalist in the 2021 Futurescapes Award, the 2017 Pacific Northwest Writers Association Literary Contest, and the 2017 Tucson Festival of Books Literary Awards.

Comp Titles

Title: **The House of Broken Angels**

Author: Luis Alberto Urrea

ISBN-13: 9780316516259

Pages: 336 / paperback

Publication Date: March 6, 2018

Publisher: Little, Brown and Company

Retail Price: \$13.99

BISAC Code: FIC051000

Dimensions: 6.38 x 1.13 x 9.63 inches

Bookscan Release to Date (RTD) Numbers: 41,980

Title: **Where We Come From**

Author: Oscar Cásares

ISBN-13: 9780525564928

Pages: 224 / paperback

Publication Date: May 21, 2019

Publisher: Vintage

Retail Price: \$16.00

BISAC Code: FIC056000

Dimensions: 5.10 x 7.90 x 0.90

Bookscan Release to Date (RTD) Numbers: 5,017

Title: **The Other Americans: A Novel**

Author: Laila Lalami

ISBN-13: 9780525436034

Pages: 320 / paperback

Publication Date: March 17, 2020

Publisher: Penguin Random House

Retail Price: \$16.00

BISAC Code: FIC019000

Dimensions: 5.2 X 8 X .7

Bookscan Release to Date (RTD) Numbers: 11,620

Title: **Afterlife**

Author: Julia Alvarez

ISBN-13: 9781643751368

Pages: 288 / paperback

Publication Date: April 7, 2020

Publisher: Algonquin Books

Retail Price: \$16.95

BISAC Code: FIC056000

Dimensions: 6.90 x 5.00 x 0.60

Bookscan Release to Date (RTD) Numbers: 27,448

Title: **Perpetual West**

Author: Mesha Maren

ISBN-13: 9781643750941

Pages: 384

Publication Date: January 25, 2022

Publisher: Algonquin Books

Retail Price: \$19.95

BISAC Code: FIC072000

Dimensions: 6.4 X 9.1 X 1.5

Bookscan Release to Date (RTD) Numbers: 490

Audience

Primary Audience

Name: Emma

Emma is a female in her mid to late twenties who is in a serious relationship and considering kids. She lives in an urban neighborhood of a larger metro city with her significant other and drives a *Nissan Versa*. She works as a paralegal for a small law firm across town and makes \$50-55K. Emma is an extroverted introvert. She cares about the law and immigration subjects. On weekend nights, Emma sips white wine to relax and visits with her close-knit group of friends. She spends her weekend days shopping at TJ Maxx and meeting up with her book club once every month. She's interested in reading true crime and literary fiction novels.

For Emma, *Extreme Vetting* was a purchase she made for herself after her favorite literary fiction bookstagrammer recommends it. Her purchase was driven by her interest in law subjects and family matters. As a customer, she was drawn to the book because of its aesthetic qualities and because it offers subjects of immigration and family. Emma is likely to recommend the book to her paralegal friends and those in her book club. She is empathetic and has big dreams of contributing to her community by creating a safer world for everyone.

Secondary Audience

Name: Abby

Abby is a female Latina in her early twenties who works part-time at a coffee shop and goes to college majoring in sociology or psychology. She is a traditional college student ready to graduate and is considering going to graduate school. Abby has big dreams of becoming a therapist or social worker and wants to be active in her community. She cares most about animals, social justice, and equality. She dates around but has commitment issues. She is the eldest sibling and is slightly estranged from her family. Abby only sees them for holidays and

other special occasions as she's busy with school and her part-time job. She's an extrovert and is eco-conscious. In her free time, she likes to be outdoors and go on hikes with friends. She likes to travel, but can't because she's a college student. She likes reading biographies and true crime stories.

For Abby, *Extreme Vetting* aligns with their core belief that there should be justice for all. Related to the book, Abby likes to watch murder/crime documentaries. She avidly listens to music and the occasional podcast that usually involves a crime or mystery.

Step 3: Write your copy

Hook

Emilio Luis Ramirez is being hunted. Can immigration lawyer Laura Holban secure his asylum before the cartel and a corrupt ICE prosecutor threaten his life in America?

Description/Back Cover Copy

Seattle, Washington, 2019. Laura Holban is a Romanian-American immigration lawyer fighting to secure her client's asylum. Emilio Luis Ramirez Garcia has been in America for more than twenty years, flying under ICE's radar—until he is arrested in front of his sons at their high school after an anonymous tip was made about his undocumented status.

When one of Laura's clients is deported and then murdered by a cartel, and Laura's other clients' applications are denied, she plunges into a high-stakes battle against a corrupt ICE prosecutor and his Guatemalan cartel bosses. When Emilio witnesses one of their crimes, he becomes next on the cartel's hit list. Laura and Emilio have found themselves in the middle of a dangerous conspiracy. Unless they can expose the truth before time runs out, it may cost them their careers, families, and even their lives.

Step 4: SEO and keywords

Keywords

Immigration;Latino;Latina;Latinx;Injustice;SocialJustice;Xenophobia;ICEStories;ImmigrantStories;Emancipation;Separation;Migration;Bias;Influence;Prosecution;DeportationLawyer;FamilySeparation;LegalThriller;FalseConviction;Cartel;DACA;DREAMers;ImmigrationPolitics;Advocacy;Diversity;DiscriminationLanguageBarriers;Corruption;Racism;Guardianship;Liberation;Refuge;Counsel;Expedition;Support;Stereotypes;Torment;Identity;Freedom;Courage;Confrontation;Activism;HomeLife;Prejudice;Guatemala;Race;Fiction;Multigenerational;Culture;Community;Security;Courage;Journey;Murder;Grief;Loss;CourtBattleDistort;Exclusion;Exiling;Extradition;Extradition;Nationalism;PoliticalFiction;Surveillance;Safety;Dependability;Protection;Bond;Conservation;Preventative;Guidance;Advice;Cooperation;Encouragement;Comfort;Defender;Trust;Reliance;Custody;Protective;Depend;SouthAmerica;Conflict;Hostility;Dispute;Malevolence;Malice;A

ntagonism; Anger; Hatred; Wrath; Animosity; Aggression; Vicious; Assassination; Household; Uprooting; Investigate; Allegation;

Step 5: Brainstorm Contact List

BLOGS

- Reviewers and bloggers who talk about Immigration Law
- Book reviewers and bloggers of DEI books

PODCASTS & RADIO

- Podcasts that focus on Immigration Stories
- Podcasts on Social Justice
- True Crime Podcasts

PRINT MEDIA

- Magazines focused on uplifting BIPOC stories

SOCIAL MEDIA

Twitter

- Thriller/mystery reader accounts
- Book review accounts
- DEI focused reader accounts
- Political fiction reader accounts

Facebook

- Thriller/mystery groups
- Reader groups
- Suspense novel groups
- DEI focused reader accounts
- Political fiction reader accounts

Instagram

- Thriller/mystery reader accounts
- Book reviewers
- Suspense reader accounts
- DEI focused reader accounts
- Political fiction reader accounts

BOOK CLUBS

- PNW based book clubs
- Portland or Seattle book clubs
- Immigrant based or focused book clubs
- Thriller and mystery book clubs
- DEI focused book clubs

PHYSICAL BOOKSTORES

- Phinney Books Seattle
- The Elliot Bay Book Company
- Third Place Books Ravenna

ACADEMIC TARGETS

- Contemporary Political Protest in America
- Advocacy & Empowerment

Step 6: Marketing and Publicity Highlights

Message to Reader

Informs readers about the challenges immigration lawyers face as they fight on behalf of their clients. It also lets us into the emotional battles detainees face under dire circumstances.

Key Selling Points

- **Relevant to current events:** Deals with issues embedded in the American immigration system and how it has become increasingly corrupt. The focus on ICE, corruption in this system, and its direct impact on families will be of interest to readers who have engaged in this issue in recent years.
- **Relates to a diverse audience:** Appeal to audiences passionate about activist topics such as women's and immigrant's rights, social justice, as well as lovers of political thrillers.
- **Diverse cast of characters:** All protagonists are immigrants or POC. The main character, a Romanian-immigrant lawyer, fights ICE as they try to deport Latino families. She is a strong and admirable female leader. Emilio is Guatemalan. This book deals with multigenerational narratives of deportation and social classes colliding.
- **Fast-paced plot:** The plot is mainly set in Seattle, WA. It has a sense of urgency and mystery that's realistic. The plot drives the intensity of courtroom battles, disputes with ICE, and families being deported.
- **Strong family themes:** Readers can appreciate the genuine portrayal of both connection and obligation that children often feel towards their parents in working against a common "enemy."

Marketing and Publicity Highlights

- Author interviews and book discussions with radio outlets and podcasts such as focused on PNW immigrant youth and families, immigrant communities, immigrant law, or social justice, including OPB, Portland Radio Project, *Modern Immigrant*, *Back2BU*, *BookRiot Podcast*, *NPR Podcast*, *Modern Immigrant*, *My Immigrant Life*, *Immigrantly*.
- Include feel-good stories of immigration, culture, and family by targeting social media followers and Portland State University students to contribute their personal stories for an opportunity to be highlighted on our social accounts.
 - Streamlining: PSU student stories will be on a volunteer basis. Start within Ooligan and outreach from there. Reach out to campus departments/community centers at PSU (Multicultural Center, Diversity & Multicultural Center). Create flyers and social media posts reaching out to students who'd like to be featured on our social media.
- Look into local organizations who may want to partner/help promote the book, or use it as a resource. Regional organizations include IRCO, SOAR Immigration Services, Portland Romanian Culture, and Language Club, and Pueblo Unido, and IMirJ
- Target reviews from trade outlets such as *Publishers Weekly*, *Shelf Awareness*, *Booklist*, *Library Journal*, *Kirkus Reviews*, *BuzzFeed*, *HuffPost*
- Reviews in local newspapers in the Pacific Northwest, and others chosen for their relevance in dealing with suspense and true-crime themes relating to immigration law, criminal law experiences and family topics such as *Crime Reads*, *Lit Hub*, and *Boundless*.
- Giveaways on social media before the pub date and for its one-year anniversary. Giveaways can include a signed copy with an immigration information card, a digital book copy, a conversation with the author, or a community Q&A with the author.
- Collateral can include character cards and designed bookmarks (one side with information regarding immigration statistics, the other side with organizations/other resources). Designed bookmarks can feature different characters and other aspects of the book.