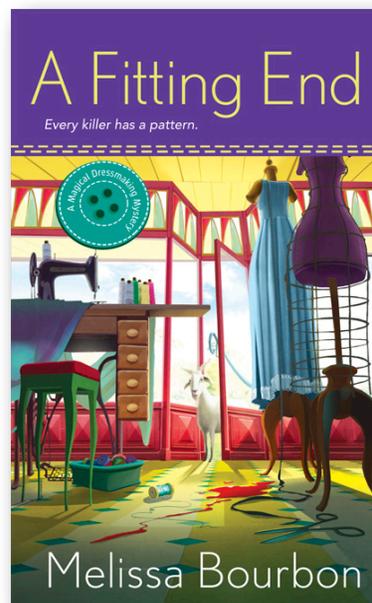
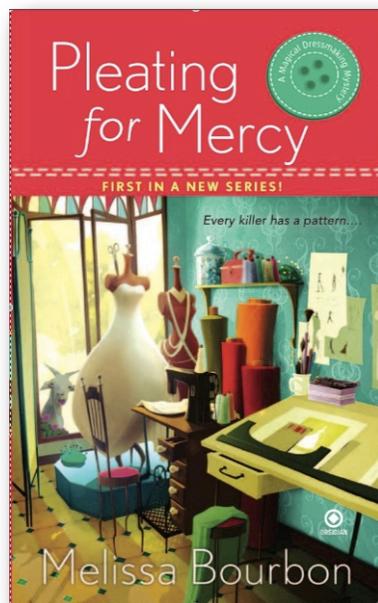


# A MAGICAL DRESSMAKING MYSTERY SERIES

by Melissa Bourbon

## Overview

- About the Author
- About the Books
- Target audience
- Reviews and Praise
- Virtual Book Tour
- Virtual Book Tour Dates
- Ad Placement
- Contests and Giveaways
- Signings
- General Promotion
- Other Books by Melissa Bourbon
- Connect with Melissa



## About the Author

Melissa Bourbon, who sometimes answers to her Latina-by-marriage name Misa Ramirez, gave up teaching middle and high school kids in Northern California to write full-time amidst horses and Longhorns in North Texas. She fantasizes about spending summers writing in quaint, cozy locales, has a love/hate relationship with yoga and chocolate, is devoted to her family, and can't believe she's lucky enough to be living the life of her dreams.

She is the marketing director at Entangled Publishing, is the author of the Lola Cruz Mystery series with St. Martin's Minotaur and Entangled Publishing (Bare Naked Lola hits the streets in April 2012), A Magical Dressmaking Mystery series with NAL, is the co-author of The Tricked-out Toolbox with Tonya Kappes, and has two romantic suspense novels to be released in 2012.



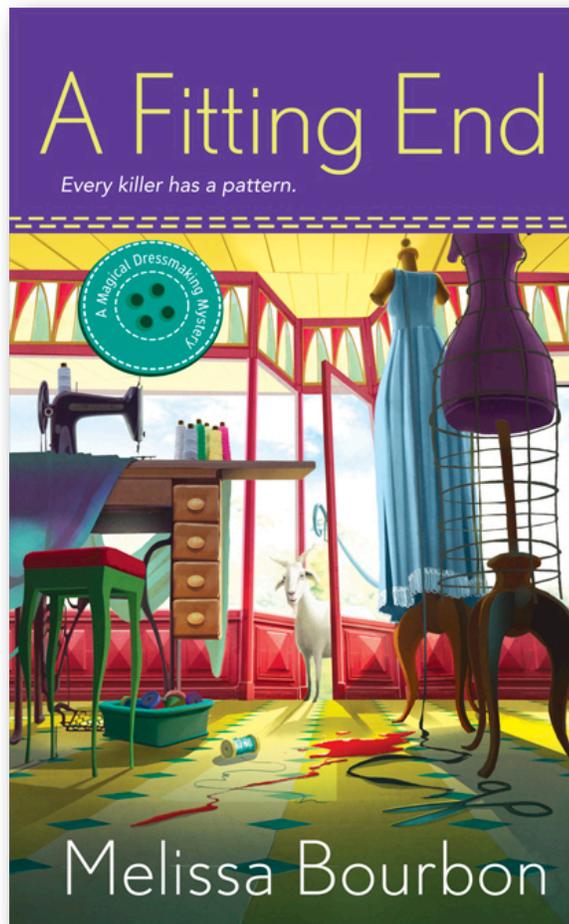
*Melissa Bourbon*

## About the Books

# A Fitting End, book 2

**Genre:** Cozy Mystery  
**Print ISBN:** 978-0451236142  
**Release Date:** February 7, 2012

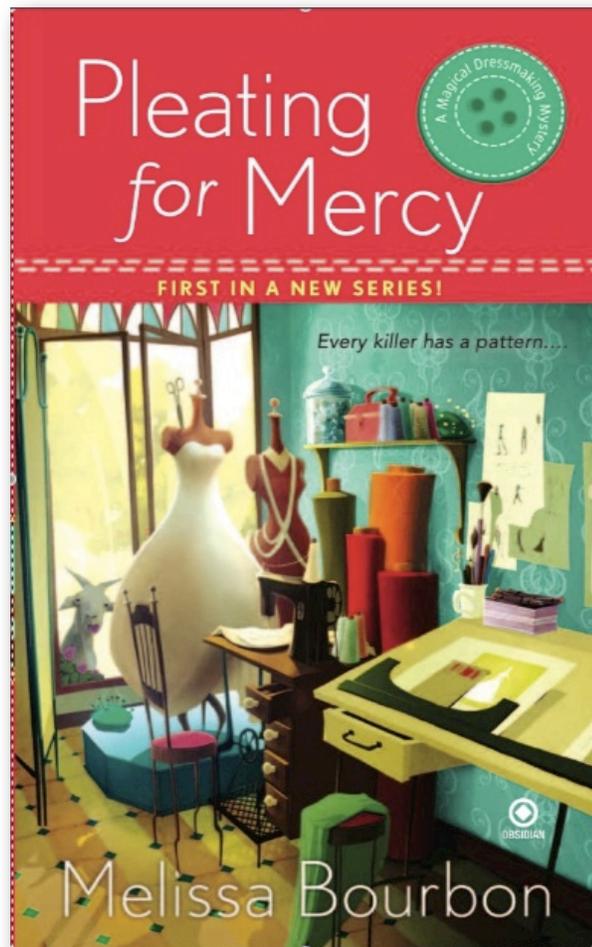
Business is booming at Harlow Jane Cassidy's custom dressmaking boutique—even with her great-grandmother's ghost hanging around the shop. But when a local golf pro is found stabbed with dressmaking shears, the new town deputy suspects Harlow. Now she has to clear her name before the next outfit she designs is a prison jumpsuit...



# Pleating for Mercy, book 1

**Genre:** Cozy Mystery  
**ISBN:** 978-0451234360  
**Release Date:** August 2011

When her great-grandmother passes away, Harlow Jean Cassidy leaves her job as a Manhattan fashion designer and moves back to Bliss, Texas. But when she opens a dressmaking boutique in the turn-of-the-century farmhouse she inherited, Harlow senses an inexplicable presence". Her old friend Josie orders a gown for her upcoming wedding, but when Josie's boss turns up dead, Harlow has to find the killer-with a little help from beyond.



## Target Audiences

- Mystery Readers, Cozy Mystery Readers, Women's Fiction,
- Women who love sewing, fabric, crafts, notions
- Fans of Kate Collins, Maggie Sefton, Jennie Bentley, Jenn Mckinlay

## Reviews and Praise

*"This series debut by Bourbon has a clever premise, lots of interesting trade secrets, snappy dialog, and the requisite quirky and loveable family. It's very Texas...a fun read with plenty of potential."* ~**Library Journal**

*"A crime-solving ghost and magical charms from the past make PLEATING FOR MERCY a sure winner! The Cassidy women are naturally drawn to mystery and mischief. You'll love meeting them!"* ~**NYT Bestselling Author Maggie Sefton**

*"A seamless blend of mystery, magic, and dress-making, with a cast of masterfully tailored characters you'll want to visit again and again."* ~**Nationally Bestselling Author, Jennie Bentley**

*"A fun read, and the historical tie-in with Butch Cassidy was a kick. Harlow's character [is] compelling and relatable as a down-to-earth designer and seamstress."* ~**Fresh Fiction**

*"Enchanting! Prepare to be spellbound from page one by this well-written and deftly-plotted cozy. It's charming, clever and completely captivating! Fantasy, fashion and a foul play—all sewn together by a wise and witty heroine you'll instantly want as a best friend. Loved it!"*~**Hank Phillippi Ryan Agatha, Anthony and Macavity winning author**

*"Cozy couture! Harlow Jane Cassidy is a tailor-made amateur sleuth. Bourbon stitches together a seamless mystery, adorned with magic, whimsy, and small-town Texas charm."* ~**Wendy Lyn Watson, Author of NAL's Mystery a la Mode series**

*"A who done it that will keep you guessing the whole time."* ~**PatternReview.com**

*"[Pleating for Mercy is a] captivating and a very enjoyable read. Ms. Ramirez does an excellent job of weaving together a murder-mystery with our favorite hobby/obsession — sewing! There are varied characters you'll get to know through the author's wonderfully detailed descriptions and you'll still be trying to guess "whodunit" by the last few pages when the mystery is finally*

*solved. As the story unfolds, there's a little love interest for Harlow, some spiritual magic, lots of sewing, and even a number of cultural references only real stitchers will get.*

*This is fun read, perfect for vacation or, if you're like me, holed up on your bed turning the pages at 2 AM to find out what happens. I'm looking forward to the next installment in this new series." ~Stitches and Seams*

## **Virtual Book Tour**

- ARCs sent to cozy mystery book sites, as well as high traffic sewing sites for review.
- Targeted "blog guest stops" at high traffic book review and reader blogs/websites over the release month, focusing on cozy mystery and sewing sites, plus promotion on Books on the House, and on various social media (Facebook, Twitter, Tumblr).

## **Virtual Book Tour Dates**

To Be Determined

## **Ad Placement**

- Publisher paid online Leader board advertising on SewDaily.com during the month of February.
- Sidebar advertising on Sew What's New, a sewing forum site.
- Other strategic web advertising on prominent reader websites and book sites; banner ad at Books on the House leading up to and beyond release date.
- Continual ad on Goodreads

## **Giveaways and Contests**

Giveaways at Goodreads, as well as new reader contests promoted via social media and Melissa's website.

## **General Promotion**

- Press release information to regional and big city newspapers as well as alternative news weeklies in targeted launch DMAs.
- Press release information to local television media with emphasis on morning shows.
- Strategic book signings at local big and indie bookstores.
- Featured on publisher Crime Scene Facebook fan page:
  - (<http://www.facebook.com/TheCrimeSceneBooks>)

## **Signings**

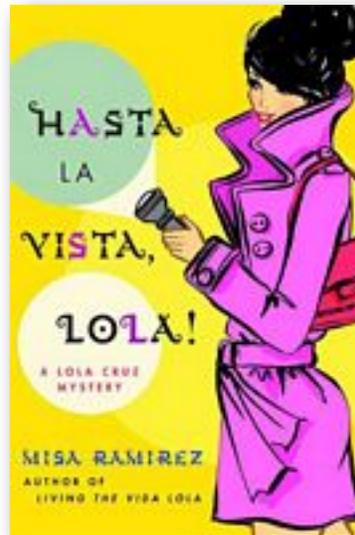
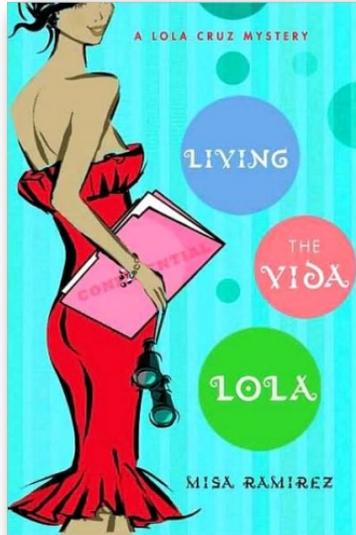
- February book signing at Murder by the Book, Houston, TX: February 2012
- February: guest at Highland Park High School as part of the Highland Park Literary Festival

## **Book Pages on Melissa's Website**

**[A Fitting End](#)**

**[Pleating for Mercy](#)**

## Other Books by Melissa Bourbon / Misa Ramirez



<http://misaramirez.com/misas-books/livin-la-vida-lola/>

<http://misaramirez.com/misas-books/hastalavistalola/>

## Connect with Melissa

Website: <http://melissabourbon.com>

Goodreads: [http://www.goodreads.com/author/show/](http://www.goodreads.com/author/show/1911502.Misa_Ramirez_Melissa_Bourbon)

[1911502.Misa\\_Ramirez\\_Melissa\\_Bourbon](http://www.goodreads.com/author/show/1911502.Misa_Ramirez_Melissa_Bourbon)

Twitter: <http://twitter.com/#!/melissabourbon>

Facebook: <http://www.facebook.com/AuthorMelissaBourbon.MisaRamirez>

