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## September Rose: Living the Blues

by RoseDrop Rust

### Sales hook

What is it like to be a band leader and blues shaman?

### Description

Books have been written of the public lives and historical events around popular musicians -- but few tell "how it felt." This book is a collection of more than 150, 100 word non-linear lyric poetry vignettes that reveal a fictional blues bandleader's mundane challenges and spiritual visions.

### KEY SELLING POINTS

- Our audience is the audience itself
- musicians see themselves in the scenes
- Since this is non-linear the book can be used as daily affirmations
- It provides scenes that can be conversation starters
- It caters to more modern attention spans

### AUDIENCE

- Live music fans
- Seasoned Musicians
- Poetry enthusiasts
- Aspiring Musicians
- Music teachers

### AUTHOR BIO

RoseDrop Rust is the pen name of Dan Linn, a Portland, Oregon lifelong musician, internet early adopter, and poet. This first book combines the experience of thousands of hours on tavern stages and virtual nightclubs. He has built an international following as a pioneer in online performance based on a lifetime of gigs. He says "I started writing these little scenes with the intention of marketing live shows. September became as much his own creature as mine. You could say this is an alter ego, but I am simply an observer of the real world of stages, costumes, tribulations, tragedies, and triumphs that might make a person drive through a blizzard for one more chance to play."



**Ship Date:** February 2021

**Pub Date:** March 2021

**Price:** \$ 9.95,

\$ 12.96 CAN

**ISBN-13:** 978-1-123456-78-9

**Trim:** 5" x 8"

**Formats:** Trade paperback

**Pages:** 150 (est)

**Carton Qty:** (est OK)

**# and type of illustrations:**

TBD

**Series:** N/A

**BISAC Category:**

Poetry - ANF Music - ANF

**BISAC Code:**

POE003000,

POE000000,

MUS003000

**Previous Edition ISBN:**

N/A

**AUTHOR RESIDENCE**

Dan Linn (AKA RoseDrop Rust)

lives in Portland Oregon and the online world of Second Life.

**COMPARATIVE TITLES**

Heart Talk: Poetic Wisdom for a Better Life by Cleo Wade. 224 pages Trade Paperback, Simon and Schuster, \$17.99 ISBN-13 9781501177347. 22,331 sales (YTD)

Poetic Conversations by Amanda Torroni. 92 pages trade paperback, Lightning Source Inc/LSI, \$12.00. ISBN-13 9780692507995. 13 Sales (YTD)

Blues From Laurel Canyon: John Mayall: My Life as a Bluesman. 336 pages Hard cover, Independent Publ Group, \$28.99. ISBN-13 9781785581786. 670 Sales (YTD)

**MARKETING AND PUBLICITY HIGHLIGHTS**

- targeted local launch of reviews in local music newspapers and literary magazines
- Testimonials of virtual and real world audiences
- live appearances supported by local blues and jazz luminaries
- leverage of extensive social media contacts into instant sales
- release at the Portland Blues Festival, one of the largest and most prestigious blues music festivals in the world.
- tie-ins with local bookstores and events associated with a re-emerging live music scene.
- Extensive exposure in social media as an artifact of Covid related musician adaptation.
- Piecemeal exposure via an established podcast with cross marketing to other podcast outlets.