



Unleashed



**Veronica
Mitchell
unleashes.**

Secrets spilled.



DEMOGRAPHICS:

The target audience for the Unleashed Series is the **18-59 women** demographic. Many of the viewers can relate or are going through similar situations as the primary character in the show, Veronica Mitchell, this keeps the audience involved and interested.

The secondary demographic ranges to include 18-59 heterosexual and homosexual men, the 'they' identifying gender, and transvestites as social injustices, specific scenes, and exotic excerpts in the Unleashed Series include this demographic.



MOOD BOARD

Unleashed

Unleashed Book Series: Soul on Fire, Novel 1



Unleashed

About *Soul on Fire*

Unleashed – *Soul on Fire*, the Novel #1, chronicles the life of successful marketing and sales professional, Veronica Mitchell. Truly a superstar in her industry, Veronica possesses an indomitable work ethic, tough as nails attitude, and innate business sense. She is a **bad-ass warrior**; an unstoppable force of nature.

Veronica is also a beautiful and genuine woman with an often-complicated romantic life as she navigates her way through the relationship jungle.

At a tender young age, Veronica is the victim of sexual abuse perpetrated by a neighbor. In elementary school, she is the subject of relentless bullying. As an adult, she discovers that many powerful men are disingenuous, deceitful, and even worse, viewing her as a sexual plaything or a submissive prop to manipulate.

Despite the hurt and betrayal she endures, Veronica never loses her compassion, integrity, and generous spirit. She remains kind-hearted and full of grace.

Veronica's character is rich and multi-faceted. Woven throughout her many layers are her empathic powers. Her visions and supernatural perceptions have improved and even saved lives, often at great cost to her personal well-being.

The **Unleashed Book Series** is the unleashing of Veronica's journey of growth and healing as she comes to terms with painful events of her past and toxic relationships that threaten her personal health. It is truly inspirational.



Unleashed

About *Soul on Fire* (cont'd)



Those who share Veronica's experiences through *Unleashed Soul on Fire*, Novel #1, will be uplifted by her **courage and tenacity**.

Many will relate to her personal struggles of pain and heartbreak and will cheer her on during her battles with those who attempt to dominate or destroy her. The life lessons Veronica Mitchell learns deserve to be shared, and they most eloquently are in this phenomenal story.



Unleashed

About *Soul on Fire* (cont'd)

Veronica is CURSED by Amanda. The curse is finally lifted in the last chapter.

The most important parts of the *Unleashed Soul on Fire* story for film adaptation.

- Moving to NYC to become a power businesswoman; new wardrobe every six months from NYC and Paris – truly living Veronica's fashion industry, boss lady dream. *NOTE: Favorite designer Roberto Cavalli.*
- Trips to Paris and adventures with Jake. He was Lebanese Parisian. He opened Veronica's eyes to the world as well as offered her the opportunity to travel to places she only dreamt of.
- Marine Biology experiences – helping marine mammals and living by the ocean was another life milestone for Veronica.
- Miguel, her twin soul – throughout Veronica's life Miguel was her true friend and confidant - the only one that knew everything about her. Even though they love each other romantically, being together fully as husband and wife never happened. But their deep eternal love for each other kept them in each other's lives and always will. *It was just a never-ending love always in all ways relationship.* And they are the same person in almost every way, just one is a male and the other a female – they are truly twin souls. Veronica survived her life to date because Miguel held her hand through it.
- Veronica found true unconditional love with Jacob.

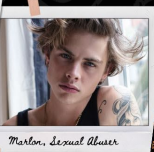


Unleashed

The Men In Veronica Mitchell's Life



David Mitchell, Father



Markon, Sexual Abuser



Austin, Friend



Jake Cheever, Exotic Lover #2



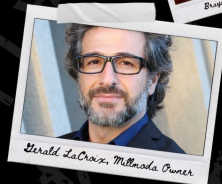
Lennon, Exotic Lover #1



Eliot, Boyfriend #4



Lorenzo, Exotic Lover #3



Gerald LaCrosse, Multimoda Owner



Douglas LaCrosse



Miguel Garcia, Twin Soul



Jordan, Boyfriend #2



Joseph Scott, Boyfriend #2



Brandon, Best Friend



Robbie Carter, Lover #3



Jordan, Boyfriend #3



Tim, Date Rapist



Karla, Cat Diver



Jacob King, Lover #6 (True Love)



Andy, Boy Friend



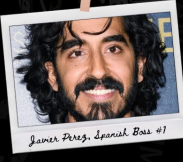
Derek Taylor, Lover #1



Ethan, Friend #1



Carlo, Adona



James Perez, Spanish Boss #1



Austin, Boyfriend #1



Ethan, Love



Ethan Markham, Boyfriend #6



Jansen Martin, Boyfriend #5



Nick, Love, Party #1



Austin, Boyfriend #1



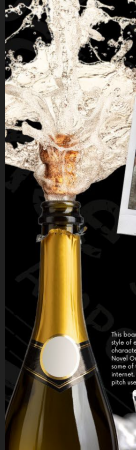
Taylor Davidson, Bullish Boss



Chad, Best Friend #1



Owen, Best Friend #2



This board represents the look and style of each major female character in Unleashed, based on First Novel Cms. We do not have rights on some of the photos pulled from the internet. This board is for private use only.



Unleashed Series **Projections**

Unleashed could be the **NEW** Sex in the City

| Release Date | Title | Production Budget | Opening Weekend | Domestic Box Office | Worldwide Box Office |
|-----------------|---------------------------|----------------------|---------------------|----------------------|----------------------|
| May 27, 2010 | Sex and the City 2 | \$95,000,000 | \$31,001,870 | \$95,347,692 | \$294,680,778 |
| May 30, 2008 | Sex and the City | \$57,500,000 | \$56,848,056 | \$152,647,258 | \$415,247,258 |
| Averages | | \$76,250,000 | \$43,924,963 | \$123,997,475 | \$354,964,018 |
| Totals | 2 | \$152,500,000 | | \$247,994,950 | \$709,928,036 |

Unleashed could be the **NEW** Molly's Game but as a Series

| Match | Release Date | Movie | Domestic Gross | Worldwide Gross |
|-----------|--------------|--------------------------------------|----------------|-----------------|
| Full (ID) | Dec 22, 2017 | Molly's Game (Mollys Game) | \$28,780,744 | \$53,296,424 |

Other stats say \$59.3MM

low est. \$39,600,000 for Soul on Fire, novel #1

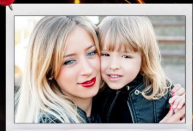
low est. \$69,300,00 for Strikes of Passion, novel #2



The Women In Veronica Mitchell's Life

Unleashed

MOOD BOARD



Laura Mitchell, Mother



Mia Reynolds, Sister



Amanda, Witch



Piera Corti, Bellissimo Lei



Laverne de Luca, Inferno GDA



Pasella, Ethan's Wife



Morgan & Coley, Buddies



Jacqueline, Friend #12



Mrs. Clarkson, Aunt



Mabel, Lypsey



Gigi, Great Grandmother



Sabrina, Friend #3



Isabella Perez, Spanish Boss #2



Mrs. Bell, Nurse



Sophia, Designer's Girlfriend



Luke, Bachelor #1



Allison, Lawyer, Best Friend #1



Edgus, The Russian



Sam & Ryan, Buddies



Harvey



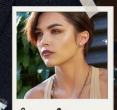
Scarlett, Designer, Friend #11



Yanna, Biker, Friend #13



Tanya, VJ, Aunt



James, Friend #6



Thea, Billionaire, Friend #14



Marie, Ethan's Daughter

This board represents the look and style of each made / female character in Unleashed, Soul on Fire: Novel One. We do not have rights on any of the photos pulled from the internet. It's boards is for personal use only.

Unleashed **Soul on Fire:**

*For two full years, Veronica cried every time her inhibitions surfaced. Tequila shots were the consistent culprit. The tears stemmed from her PTSD of 911 combined with past lies, deceit, betrayal, heartbreaks, assaults, degradations, and sexual abuses... all wrapped together deeply in her tired, wounded soul. Her day-to-day shields of strength disappeared, and her sadness poured out. **"Damn you, tequila,"** Veronica always whispered to herself. And her friends... well, they hated it. They didn't understand it... how could they...so they judged her for it every time and continually found ways to use her tears of sorrow against her... wound her more.*

*Then one day, out of the blue, Veronica woke up and she was **all out of salt**. Never another tear shed, except for when her beloved dog died, and her mom was diagnosed with cancer. Nothing else and no one had the ability to make her cry again.*

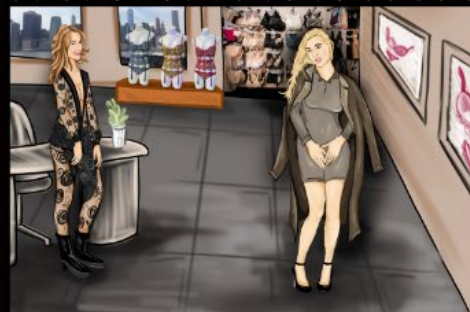
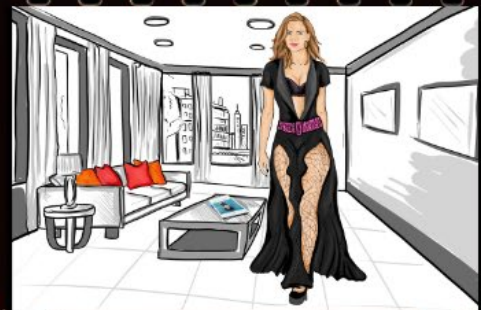


Unleashed Series Key Words

| | | | | |
|---------------|-----------------------|----------------|--------------------|-------------------|
| 9/11/01 | Control | Gypsy Soul | New York City | Social Injustices |
| Abortion | Cult | Happiness | Paris | Spiritual |
| Addiction | Dallas | Harassment | Passion | Stalker |
| Adventure | Date Rape | Heartbreak | Phenomenal | Strength |
| Alcoholic | Deceit | Hope Disbelief | Physic | Submissive |
| Anger | Destiny | Inhibitions | Power | Success |
| Attack | Disruptor | Injury | Prejudice | Suicide |
| Barcelona | Dominant | International | Premonitions | Tampa |
| Beaches | Dreams | Intuition | Psychic | Terror |
| Betrayal | Empowerment | Legacy | Religion | Third Eye |
| Bisexuality | Equality | Liar | Rejection | Travel |
| Bliss | Experience | Little Rock | Resilience | Uncaged |
| Boss Bitch | Faith | Loss | Rich | Unrequited Love |
| Broken | Family | Love | Romance | |
| Brutality | Fear | Lover | Sadness | |
| Bullying | Friendship | Marriage | Salty Soul | |
| Businesswoman | Galveston | Mental Illness | Secrets | |
| Career | Gaslighting | Money | Self-Actualization | |
| Caretaker | Gender Identification | Narcissistic | Sexual Abuse | |
| Cheater | Ghosting | Nirvana | Sickness | |
| Child Abuse | Grief | | Single | |
| Colorado | | | | |



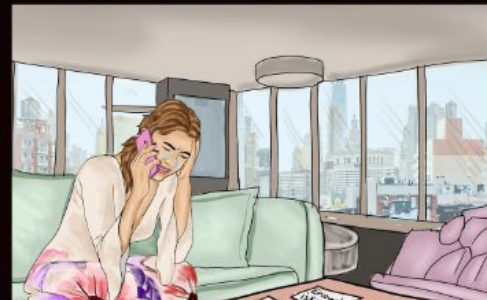
STORYBOARD



STORYBOARD



STORYBOARD





Unleashed

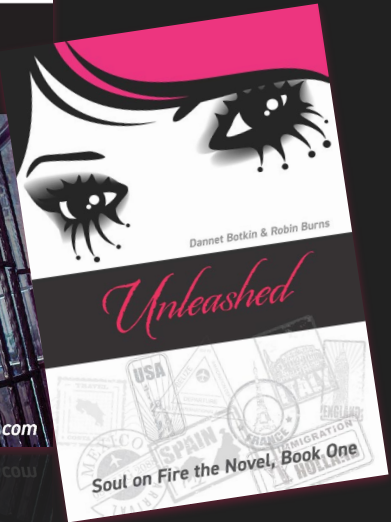
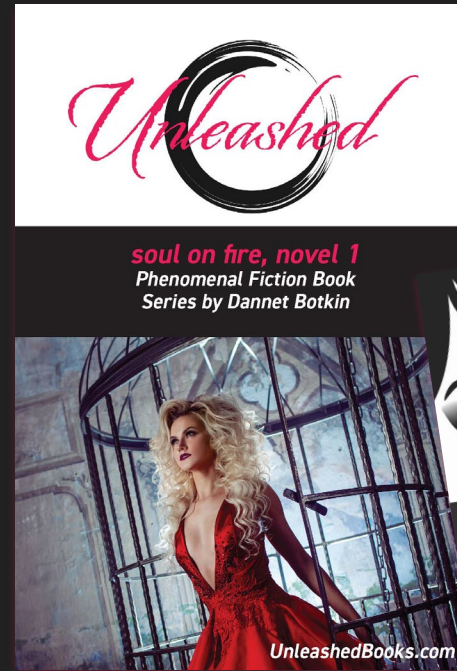
soul on fire

Dannet Botkin, Author

SUMMARY:

Veronica Mitchell is the epitome of success in the national and international marketing world. Her business savvy, however, could not shield her from sexual abuse, bullying, and toxic individuals who saw her as someone to manipulate. Her indomitable spirit would be her personal shield, one she would wield during every battle and embrace with every victory. Truly a story of perseverance and healing, the **Unleashed** will speak to every person whose spirit and soul have been broken and ultimately reclaimed.

Revised cover art.



Old cover art.

*Understanding the Main
Character ...*

Veronica Mitchell

Slides 20-31

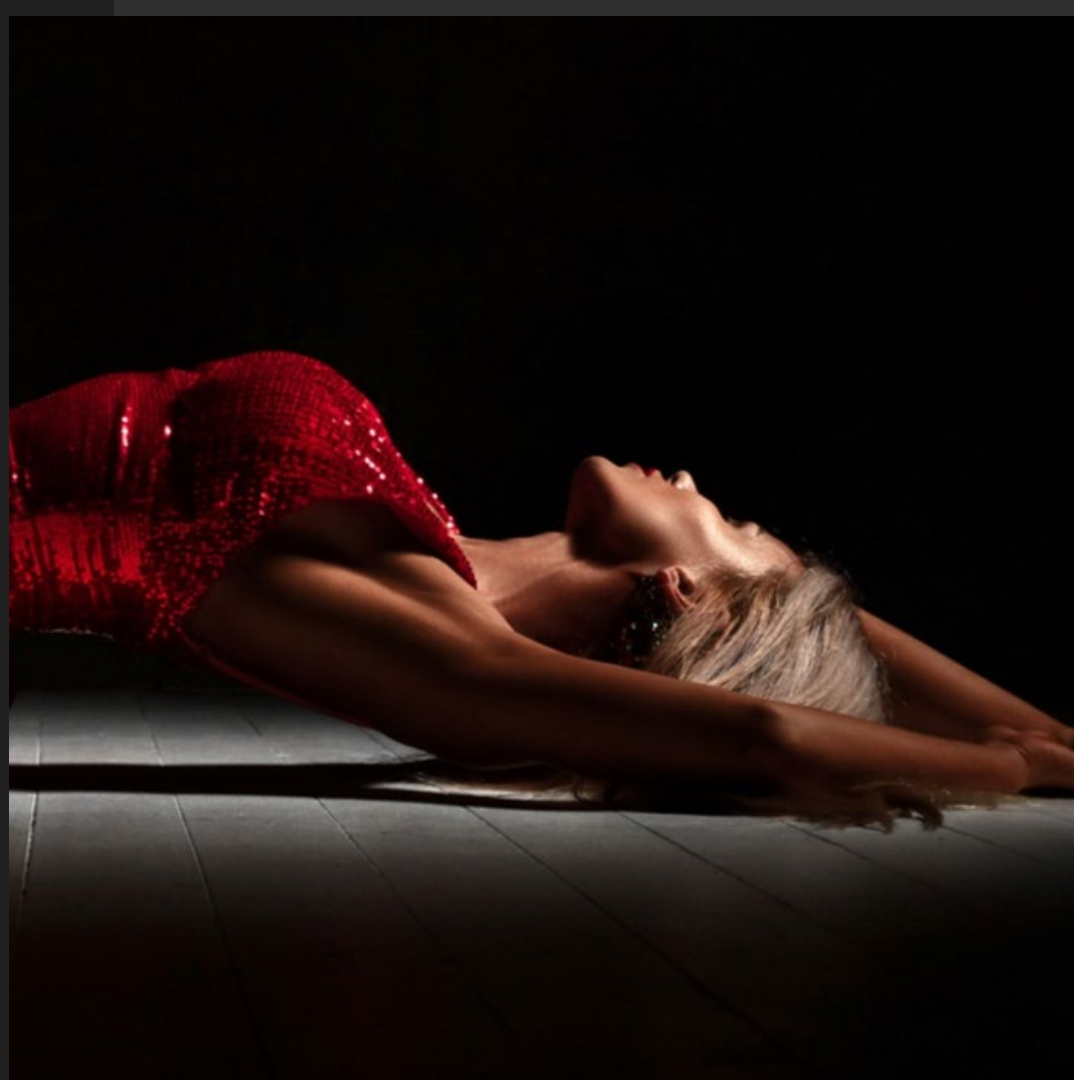




She experienced emotional, physical, and sexual abuse. She endured endless betrayals... but Veronica Mitchell said *no* to a victim mentality... and **YES** to **VICTORY**.



**The weight
of the world
is heavy,
so very
heavy.**



“With my walls, my armor, I am invincible,” states Veronica all the while her soul aches, screams, and cries deep inside.





*Unleashed **Soul on Fire:***

On her knees, she swore to never let her shields down again. And she never did, has, or will. Veronica, the **unassailable.**



“I strike fear in the heart of every person I encounter—not because I mean harm or am a bad person—because I am unpredictable, uncontrollable, and a resilient woman; a lady **forged in fire**, a titanium soul.” - VM



Veronica Mitchell has always been **an artist** - she is blessed with both the right (creative) and left brain (analytical), as well as a photographic mind. These assets have been the keys to her success.



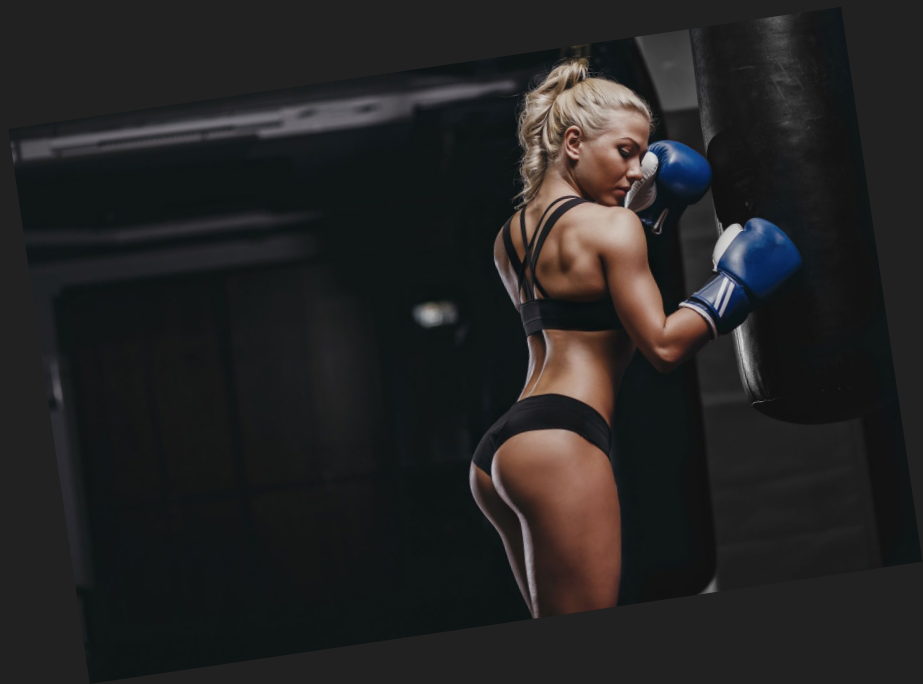
*Unleashed **Soul on Fire:***

“Caruso” by Pavarotti was playing during the first prêt-à-porter and lingerie fashion show Veronica attended in Paris, France for business. The show was so beautiful and music so loud and breathtaking, tears welled up in Veronica’s eyes...

“**WOW, just WOW,**”
feeling verklempt. - VM

Unleashed **Soul on Fire:**

*"I have been worn down, exhausted, burnt out many times... but never like this. For the first time in my life, **I cannot feel my fire**. It's as if my motivation has been extinguished, and a downtrodden numbness has consumed me. I cannot surmount all the gut-wrenching sucker punches of late."* - VM





Unleashed **Soul on Fire:**

Veronica's life had indeed been a colorful tapestry that was made of warm, rich, and vibrant colors, but there were also dark colors woven throughout the fabric. Reflecting on past hurts made her shiver, and she sometimes felt like a grim reaper was knocking on her door, carrying a satchel of photos to taunt her with.

*But Veronica Mitchell was a warrior, and her new reality provided her with the opportunity to lay down her sword occasionally. There were days filled with peace and contentment. Could it be that new possibilities, new adventures, and new love would be **Unleashed**?*

Unleashed **Soul on Fire:**

*Veronica did not like Laverne DeLuca from the start. The first time she met her was when DeLuca introduced herself to all the current directors, "Hi, I'm Laverne. I just want to let everyone know that if it comes between you and me, I'll throw you under the bus. **Nice to meet you.**"*



*Unleashed **Soul on Fire:***

*Jacob knew her body—
he knew it almost
instinctively, as if he had
always known it.*

*Every encounter was
delicious and beautiful.*





*Unleashed **Soul on Fire** :*

“My haters have always existed, from grade school to middle age, eternally founded in jealousy though ***there is not and has never been a reason to be jealous of me.*** I am misunderstood, feared, hated, obsessed over, coveted, and hated again... because I am different—a misfit, a rule breaker, an out of the box thinker, an *I need-no-one* independent **free spirit**, a lioness... a fierce woman.” - VM



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