

## PRESS KIT



<b>ISBN:</b>	978-1-5323-4644-6 (paperback)
<b>13-digit ASIN:</b>	978-1-5217-5088-9 (Amazon assigned paperback)
<b>10-digit ASIN:</b>	1521750882 (Amazon assigned paperback)
<b>ASIN:</b>	B073PF7D7V (Amazon assigned e-book)
<b>PAGES:</b>	267 – 99,445 words
<b>SIZE &amp; BINDING:</b>	6 x 9 x 1 Paperback
<b>BAR CODED:</b>	YES
<b>RETAIL PRICE:</b>	\$22.95
<b>DISCOUNT:</b>	Independent Booksellers
<b>WHOLESALER:</b>	IngramSpark

### SYNOPSIS

Andee Camp inherits a box of family history after tragedy strikes along with a challenge to write a novel based on her ancestors. To fulfill this dream, she would exchange her book reviewer hat for one of a writer, forcing the seeds of self-doubt aside. With obstacles littering her path, she discovers the mystery surrounding her relationship with her parents and theirs with each other alongside new pieces in a complicated puzzle.

Catherine and Fulton Smith added twins, Victoria Jeanne and Benjamin Thomas, to their family in Portland, Oregon on August 13, 1922, the same day twins, William Theodore and Joanna Abigail, blessed Eve and Leon Brown with an addition to theirs in Amarillo, Texas. Many years later behind the backdrop of the San Gabriel Mountains in Southern California, whether by fate or destiny, the Smiths and Browns form a bond lasting three-quarters of a century.

*Life in a Box* is like leaping off the diving board and seeing the sky from the bottom of the pool. When the author breaks through the ripples, a layered story rich with humor and heartache, discovery, and growth emerges and in the end, readers understand the depth of the story.

**HOW THE FIRE IGNITED:** Our book club chose *Olive Kitteridge* by Elizabeth Strout as our November 2009 selection. My co-chair forwarded a copy of my review to Ms. Strout and she commented:

*"This is one of the most wonderful things I have seen! I laughed out loud reading it, and I will keep it and cherish it forever. What a piece of writing it is; I swear Olive was writing it. I am so appreciative of the 28 women who took her into their hearts, responded so vividly and deeply (sexy! Exactly, who knew?) – and I am especially appreciative to you for sending it along. It just warms my heart. Please give my very best wishes and heartfelt thanks to all – Sincerely, Elizabeth."*

She followed up by sending an autographed copy to me with the inscription, "With gratitude, affection, and admiration – for being such a good reader, and writer." I came down from cloud nine, took a deep breath, and began fulfilling a dream.

In 2014, Bookers selected Catherine Ryan Hyde's *Don't Let Me Go* and we sent my review of the selection to her.

*"This is quite an amazing piece of writing! I took the liberty of sharing the link with my Twitter and Facebook readers, since it's already publicly posted. Thank you so much for sharing it with me! Wish I could have been a fly on the wall for all that."*  
-Catherine

With Emma Donoghue's *Room*, we recreated it to scale, sent her the minutes and pictures to which she replied,

*"utterly fascinating! I know book clubs who have held their meeting in a taped-off 11-by-11-foot space, but none who have actually recreated Room or dramatised bits of it like you guys... Thanks so much for letting me know, and for engaging so passionately with Jack and Ma's story!"*  
  
*best wishes*  
*Emma*

More of my Bookers Minutes & Musings are available on [www.bookers-online-blogspot.com](http://www.bookers-online-blogspot.com)

### **LIFE IN A BOX BACK COVER REVIEWS**

*"This book could be called fascinating, but that's not even close to the reality of the entangled relationships and intriguing story this novel brings to the reader. Beautifully written, I highly recommend it."* Ginnie Siena Bivona, author of *Ida Mae Tutweiler and the Traveling Tea Party* and *The Secret Lives of Ordinary Women*.

*"Incredibly lyrical like the beautiful symphony of a constant breeze ruffling the palms. Lovely, yet powerful – with the force and impact of a hurricane. The character development creates friends that you want to keep forever in your circle. The descriptions paint a poignant backdrop for the story to develop and come to life. You will fall in love with this family and wonder what*

*secrets your own might hold.*” MN Spafford Stanky lecturer, reading specialist, founder of two bookclubs, library volunteer.

*“**Life in a Box** is a literary masterpiece. You will encounter characters that are so clearly defined you will love them, maybe even recognize them, but you will not forget them. Historical eras combine with complexity, intrigue and blend with familiarity...a roller coaster ride until the end. **Life in a Box** is beautifully written, a colorful page-turner indeed.”* Patti Branco entrepreneur, author of *The Path to Million Dollar Production*.

*“In **Life in a Box**, JoDee Neathery presents a narrative of two families united by marriage and a daughter who is charged by her mother to chronicle their story. In the process, secrets emerge that alter the very fabric of previously held beliefs. The result is a tapestry woven with love, betrayal, joy, tragedy, humor, melancholy, and an infusion of mystery. It begs the question, ‘Would we want the opportunity to examine our life in a box?’ The question is not easily answered and will resonate for many years to come.”* Penny Barshop, High school English Literature teacher, specializing in the study of the American novel.

**PROMOTIONAL  
MARKETING HIGHLIGHTS**

**Release date:** July 3, 2017. Over 150 copies sold in two weeks on Amazon.

Prominent **social media** presence on Facebook, Twitter, Pinterest, Instagram, LinkedIn

**Author profiles** created on Amazon, Goodreads, AuthorsDen, Smashwords, Barnes & Noble, Scribd, Reddit, BookBub, BookGorilla, Rifflebooks.com, Books-a-Million, IndieBound Affiliate Program, Kobo, Booklikes.com, Indie Lector.

**E-mail marketing** campaign initiated upon release of book

Paperbacks on **consignment**: Athens Alley Books and Boutique, Athens, Texas, and previously at Blue Willow Book Store, Houston, Leaves Book & Tea Shop, Ft. Worth, Book People, Austin, Texas. Paperbacks available at Paragraphs on Padre Boulevard, The Last Bookstore in Tyler, by customer request at Barnes & Noble stores, IndieLector bookstore, IndieBound, and through website <https://www.jodeeneathery.com>.

**E-books** available exclusively through Amazon, Kindle Direct Publishing Select program including Kindle Unlimited and Kindle Owner's Lending Library.

**Southern Writers Magazine Suite T** guest post, July 24, 2019, Reviews...the good, the bad, and the ugly. <http://southernwritersmagazine.blogspot.com>

**Longlisted Author**, 2018 Millennium Book Award, Book Viral. Entered 2019 contest.

**January 28, 2020: Henderson County Literary Society presentation & book signing @ The Women's Club Building, East Texas Arboretum & Botanical Society, Athens, Texas**

**September 11, 2019: Star Harbor Women's Club (rescheduled from May)**

**August 13, 2019: Book-of-the-Day featured free promotion through Online Book Club**

**July, 2019: Southern Writers Magazine Summer Reading 2019 Catalog.**  
<https://joom.ag/RyCe>

**July 10, 2019: Silver Leos Writers Guild, Commerce, Texas presentation & book signing**

**June 15, 2019: Texas Book Festival McKinney cancelled in September 2018 due to weather, rescheduled.**

**June 12, 2019: Kinsloe House, Corsicana, Texas presentation & book signing**

**May 11, 2019: Frisco, Texas Book Festival 1:00 pm-5:00 pm, Atrium, Frisco Library**

**April 4, 2019: Tyler Texas Rotary Club presentation and book signing**

**March 12, 2019: Cedar Creek Literary Club presentation & book signing**

**March 5, 2019: University Park, Dallas Book club guest speaker**

**February 25, 2019: Week long feature e-book promotion @ \$1.99 and Author Interview**  
<https://itswritenow.com/life-in-a-box/>

<https://itswritenow.com/111456/author-interview-with-jodee-neathery-of-life-in-a-box/>

**February 14: Athens Rotary** presentation and book signing

**February 12: Corsicana Texas American Business Women's Association** presentation and book signing

**Corsicana Daily Sun & Palestine Herald Press coverage:**

[https://www.corsicanadailysun.com/news/women-supporting-women-abwa-holds-valentine-themed-luncheon/article\\_9672d432-2f26-11e9-893a-b306b7bee9d4.html](https://www.corsicanadailysun.com/news/women-supporting-women-abwa-holds-valentine-themed-luncheon/article_9672d432-2f26-11e9-893a-b306b7bee9d4.html)

**January 25-29:** On display and promoted by Texas Authors/IndieBeacon to **American Library Association/Midwinter conference, Seattle, Washington.**

**January/February/March 2019 possible reschedule from November 1 cancellation, Ranchland Hills Country Club, Midland Texas Women's Golf Association & Book Club** presentation & book signing.

**December 2018: Athens Alley Books & Boutique @ 408 N. Prairieville, Athens Texas** opened their doors with a large inventory and adding more daily. Life in a Box is on the local author shelf. Follow on Facebook: <https://www.athensalleybooksandboutique>

**December 2018:** Links to Artisan Book Review and featured author page, wide-spread promotion to begin December 17, 2018 across their links.

<https://artisanbookreviews.com/2018/11/18/life-in-a-box-jodee-neathery-book-review/>

<https://artisanbookreviews.com/jodee-neathery-featured-author/>

**November, 2018:** Southern Writers Magazine 2018 Holiday Catalog. <https://joom.ag/yYza>

**November, 2018:** Book presentation and signing at **Arabella of Athens**, retirement & independent living facility.

**October 2018: Leaves Book & Tea Shop, Ft. Worth, Texas. Arts Goggle 2018 event, author appearance/book signing/selling & reading.**

**October 2018: 3<sup>rd</sup> Annual Howl-o-ween Hop** – Featured on blog hop & book giveaway until 10/16/2018.

**September 2018:** Lead resulted from LibraryBub newsletter “**highlighting best new indie books**” book donated to “Street Literature” project. Patagonia Public Library, Patagonia, Arizona. All promotional links are on a card attached to the book for checkout. They will provide feedback tracking check-outs every three months.

**September 2018:** Presentation and book signing, **Craig Ranch Women's Club Book Club**, McKinney, Texas

**August 27, 2018: Review posted on ChickLit Café <https://chicklitcafe.com/2018/08/27/life-in-a-box-by-jodee-neathery-book-review/>** Will be promoted on large social media network, 6 separate Twitter profiles, 6 Facebook profiles, Pinterest, Instagram, Good, Goodreads & LinkedIn, 7 other sister book sites, Author spotlight page and added to list of satisfied authors. Editorial review posted to Amazon.

**August 25, 2018:** Joined Texas Authors, <http://txauthors.com>. Life in a Box, sample chapter, and author profile added to their book store: <https://books.txauthors.com/category-s/2658.htm>

**August 23, 2018:** Presentation and book signing, **The Tradition @ Prestonwood, Dallas, Texas**

**August 16, 2018: LibraryBub mailings to libraries & August 23, 2018 newsletter and press releases.**

[https://app.getresponse.com/view.html?x=a62b&m=8SMqG&u=Z9ED&y=E&dont\\_redirect=1](https://app.getresponse.com/view.html?x=a62b&m=8SMqG&u=Z9ED&y=E&dont_redirect=1)

[https://app.getresponse.com/view.html?x=a62b&m=8tUeg&u+Z9ED&y=3&dont\\_redirect=1](https://app.getresponse.com/view.html?x=a62b&m=8tUeg&u+Z9ED&y=3&dont_redirect=1)

Mailings and newsletters opened by librarians 4,933 times. Additionally the Amazon link was clicked on 697 times (.42 cents per click)



**Press release picked up by**

**August 1, 2018:** Presentation and book signing, **Corsicana Rotary Club**

**July 31, 2018: LibraryBub press release featuring Life in a Box in top 5 recommendations in fiction.**

**July 16, 2018: ChickLit Café posted on home page under “Now Reading.” Review to follow.**

**July 12, 2018: Canton Texas Rotary Club presentation & book signing**

**July 2018:** Promotion in **Southern Writers Magazine** July Edition, **A New Voice in Town** segment and in **Must Reads** section, and inclusion in **2018 Summer Reads Catalogue. To be included in their fall catalogue.**

**July 3, 2018: Live 30 minute radio interview Blogtalkradio.com/lafemmedeprose. 175 downloads.**

**July 3, 2018: Amazon Select promotion, offered free for 5 days resulting in 2,717 downloads, author ranking to top & 16,659 pages read in 19 days. Share of global fund to be determined.**

**July 3, 2018:** Featured post on Free Kindle Books & Tips and through social media sites

**July 2018: Focus on Women charity event sold 7 copies of Life in a Box**

**May/June cover of Focus on Women Magazine [www.focusonwomenmagazine.com](http://www.focusonwomenmagazine.com).**

**June 2018**, Canton, Richardson, Corsicana, Plano, Frisco, and Tyler Rotary Clubs contacted for possible presentation/program opportunities

**May 2018**: Presentation and book signing, **Cedar Creek Rotary Club**. Media coverage

**May 2018**: Entered the **2018 American Fiction Awards** in the literary fiction category sponsored by American Book Fest, results August, 2018

**May 2018**: **Midwest Book Review**, online book review magazine, “Small Press Bookwatch” features Life in a Box on The Fiction Shelf.

[http://www.midwestbookreview.com/sbw/may\\_18.htm#fiction](http://www.midwestbookreview.com/sbw/may_18.htm#fiction).

**May 2018**: Copy submitted to **Jo Pond**, founder and President of **Craig Ranch Women’s Club Book Club, McKinney, Texas**. Also Vice-Chairman City Library Advocacy Board, Treasurer of Friends of McKinney Public Library, and Director of Read Across McKinney. Speaking engagement and book signing scheduled September 2018.

**April 2018**: Author profile and book cover in the **Gallery of Stars** section of **Southern Writers Magazine**. <http://authors.southernwritersmagazine.com/jodee-neathery.html>

**April 2018**: Selected by **Focus on Women Magazine** for inclusion in their author community and their book promotions including selection for their May/June cover both print and digital, and radio interview to be scheduled.

**April 2018**: Book signing and presentation to **Dauphin Island Book Club, Dauphin Island, Alabama**.

**March 2018**: “Local Author” display with write up featured at **Malakoff Library**. Posted photo Facebook, Twitter, Instagram.

**February 2018**: Media blitz through **Independent Book Publishers Association**. Review requests submitted by Midwest Book Review, Bless Their Hearts Mom Blog, Focus on Women Magazine.

**February 2018**: Book signing and presentation to **Oui Read Book Club, Athens Country Club, Athens, Texas**

**January 2018**: Sold out (120) book signing and presentation to **Cedar Creek Women’s Club, Cedar Creek Country Club, Tool, Texas**. Media coverage.

**December 2017**: **Reader’s Favorite 5 Star Book Review** posted Amazon and Goodreads

**November 2017**: Book signing slot, **Texas Book Festival, Austin, Texas**, **5 star reviews posted on Amazon.uk**, **on-line interview with Fiona McVie** posted on Facebook and her blog.

**October 2017**: Book signing, **Henderson County Clint W. Murchison Memorial Library, Athens, Texas**. Media coverage.



**September 2017: Sold out (100) Book signing and dinner, Pinnacle Club, Mabank, Texas.**  
Media coverage.

**August 2017:** Article in **Pinnacle Club Newsletter** announcing the book publication.

**July 2017:** Inclusion in **Cedar Creek Lake Weekend Report**, McAtee Realty, circulation 400, and announcement in **July Writer's League of Texas newsletter**. Photo and article announcing the book release featured in **The Monitor**. Media coverage.

**Local libraries** furnished copies, book submitted to McKinney Library, and Richardson Public Library's "Friends" book club event.

E-book submitted and review request under consideration by **BookLife by Publishers Weekly**; declined to pass it on for review.

Paperback submitted to **Armchair Interviews** for review

**American Book Review**, University of Houston, submitted for review

Formal request to **Kindle Book Review** for review.

***This Just In*** spot in **January Magazine**.

Cover submitted to **Novelblogs.com** for review if selected by members

Submission to **Book Pleasures** for review and author interview if selected

Submitted sample chapter to **Book Daily** for selection

16 active Facebook group memberships, some open to promotion.

By-line, **Back Porch Musings**, in *The Monitor*.

Chair and **write minutes and musings** monthly for our book club. [www.bookers-online.blogspot.com](http://www.bookers-online.blogspot.com)

New novel, working title, *A Kind of Hush*, is in the developmental stage.

Memberships: The James Mason Community Book Club/Goodreads; On-Line Book Club; Literary Dallas, Independent Book Publishers Association, News & Noteworthy Book Club; AuthorsDen Bronze member; IndieWriters;

**Please contact me should you have any questions or need additional information.**

**JoDee**

[jodee@jodeeathery.com](mailto:jodee@jodeeathery.com) 903-451-9559 or 972-740-1271