# IN Deep Title Fact Sheet

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| **TITLE** | *In Deep* |
| **AUTHOR** | Sharon Ward |
| **FORMAT** | EB, HC, PB |
| **PROJECTED PUBLICATION DATE** | August 2021 |
| **ESTIMATED # OF PAGES** | 217 |
| **TRIM SIZE** | Trade PB 5.5X8.5  HC 6X9 |
| **RETAIL PRICE** | $15.99 TP  $20.99 HC |
| ***IN DEEP* SYNOPSIS** | When a series of accidents befalls the staff at a Cayman Islands-based oceanographic institute, the blame falls on underwater photographer Fin Fleming, who has recently joined the institute founded by her world‑famous oceanographer mother.  The arrival of her stepfather's previously unknown children threatens to sink her mother's marriage, and Fin's ex-husband steals the wind from her career sails when he publicly claims her best work as his own. Fin's life gets even more unsettled when her estranged father shows up out of the blue, after casting her adrift more than twenty years earlier. She seems to be getting her life back on course when she meets Liam, an intriguing Australian who loves diving as much as she does.  But the tide turns when Fin realizes the lethal accidents are not coincidences—the killer is targeting her family. She can trust no one and must set a course to surface the predator's identity before her family is swept away on a wave of malevolence. |
| **TARGET MARKET** | Women who read traditional mysteries and thrillers (70% of mystery readers are female, according to Nielson, and 63% are over 45); women who enjoy stories about strong women: scuba divers (Between 2.7 and 3.5 million worldwide, [39% of new certifications are female](https://blog.padi.com/2017/07/14/the-rise-and-rise-of-female-scuba-divers/)); apnea divers (a growing sport); people who have visited or would like to visit Grand Cayman ([2.1 million people per year actually make the trip](https://www.caymancompass.com/2018/01/11/record-2-1-million-tourists-visited-cayman-in-2017/)); people who read mysteries set in exotic locations. |
| **PROMOTIONAL PLAN** | Ads on Amazon, Twitter, Facebook, Bookbub; Leverage existing relationships with mystery blogs for guest posts; Apply to speak at conferences including New England Crime Bake and other Sisters in Crime regional events; Enroll at New England Sisters in Crime Speakers Bureau; Do signings and appearances at libraries and book stores through SinCNE, personal efforts, or with publisher’s assistance. |
| **AUTHOR BIO** | For the last 10 years, Sharon Ward has been a free-lance writer, ghostwriting or publishing under her own name for a variety of technical publications and technology clients. She is an avid scuba diver who earned her PADI Divemaster certification over 20 years ago. In that role, she helped train new and advanced divers in proper dive techniques and diving first aid. She took dive trips to many exotic locations, including among others, Bonaire, the Turks and Caicos, Belize, and the Cayman Islands, her favorite dive destination.  Ward is a Yale Writers Workshop alum. She is a member of Sisters in Crime, Mystery Writers of America, and ITW. |
| **COMPETITIVE BOOKS** | *The Girl Beneath the Sea* and Black Coral by Andrew Mayne are thrillers featuring a female scuba diver who must solve a murder. In Deep is a thriller with a unique setting, an oceanographic institute on the Cayman Islands, and Fin Fleming the protagonist, is a scuba diver who solves a murder.  In Deep will appeal to readers who enjoy reading books with strong, smart, female protagonists, and readers of sea adventure stories, such as the Dirk Pitt series written by Clive Cussler.  With In Deep, the reader not only enjoys the mystery at the heart of the novel, they also learn about the unusual setting in which the protagonist operates. |
| **WHY SHOULD ACCOUNTS EXPECT TO SELL THIS BOOK?** | Fin Fleming, the protagonist of *In Deep*, is a resilient and courageous woman who will appeal to fans of authors such as Andrew Mayne, Clive Cussler because of the underwater sequences and adventure aspects, while fans of Susan Elia MacNeal, Hallie Ephron, and Edwin Hill will enjoy the strong, smart, female protagonist. |
| **ENDORSEMENTS/TESTIMONIALS** | "Sharon Ward's IN DEEP is a stellar, pulse-pounding debut novel featuring a female underwater photographer. A heady mix of underwater adventure, mystery, and romance." **- Hallie Ephron, New York Times bestselling author**  "Pack your SCUBA fins for a wild trip to the Cayman Islands. *In Deep*delivers on twists and turns while introducing a phenomenal new protagonist in underwater photographer Fin Fleming, tough, perceptive and fearless." **- Edwin Hill, author of *The Secrets We Share***  "How much did I love In Deep? Let me count the ways. Fin Fleming, underwater photographer, is a courageous yet vulnerable protagonist I want to sip Margaritas with. The Cayman Islands are exotic and alluring, yet tinged with danger. The underwater scenes and SCUBA diving details are rendered in stunning detail. Wrap that all into a thrilling mystery and you'll be left as breathless as - well, no spoilers here. You must read it to find out!" - **C. Michele Dorsey, Author of the Sabrina Salter Mysteries: No Virgin Island, Permanent Sunset, and Tropical Depression**  "In Deep is a smart and original story that sucks you in from page one. Edge-of-your-seat suspense, a hauntingly realistic villain, and a jaw-dropping twist make this pacy read unputdownable until the very last word." **- Stephanie Scott-Snyder, Author of When Women Offend: Crime and the Female Perpetrator**  "Breathtaking on two levels, Sharon Ward's debut novel IN DEEP will captivate experienced divers as well as those who've only dreamed of exploring the beauty beneath the sea. The underwater world off the Cayman Islands is stunningly rendered, and the complex mystery involving underwater photographer Fin Fleming, especially the electrifying dive scenes, will have readers holding their breath. Brava!" - **Brenda Buchanan, Author of the Joe Gale Mystery Series** |