

**HAPPY ENDINGS INC.**  
by Kaye Dacus

**GENRE:** Contemporary Inspirational Romance

**TARGET MARKET:** Women, ages 25+, interested in reading sweet romance with inspirational elements.

**PROMO SENTENCE:** Falling in love with a client could cost this wedding planner her business; learning the true identity of the groom could cost her heart.

**SALES BLURB:** The wedding of the century—will the real groom please step forward?

**BACK COVER COPY:** Wedding planner Anne Hawthorne's professionalism is tested when she thinks she's falling in love with a client. Englishman George Laurence came to Louisiana to plan his employer's wedding . . . posing as the groom. If Anne learns the groom's true identity, George could lose her forever. Can he risk his career to keep the woman he loves? Can Anne face her fears and risk her heart on the handsome Englishman? Can both trust God to give them their own happy ending?

**COMPETITIVE TITLES:** *Happily Ever After* (Susan May Warren, Tyndale/HeartQuest)  
*It Had to Be You* (Linda Windsor, Multnomah)  
*Love On The Run* (Shari Macdonald, WaterBrook Press)  
*Be Neat My Heart* (Judy Baer, Steeple Hill/Love Inspired)  
*Finders Keepers* (Catherine Palmer, Tyndale/HeartQuest)  
*Waterfalls* (Robin Jones Gunn, Multnomah/Palisades Pure Romance)  
*The Write Match* (Margaret Carroll, Avalon Books)  
*A Perfect Love* (Lori Copeland, WestBow Press)

*Happy Endings Inc.* brings a different voice into the Inspirational Contemporary Romance genre, with a unique fictional setting with a Cajun flavor, quirky secondary characters ready for follow-up novels of their own, humor throughout, and spiritual elements woven gently but realistically into the plot and characters. The hero, George Laurence, learns he cannot compromise his honor nor his Christian values to protect his career when he is asked to pretend to be the groom to conceal his famous employer's identity. The heroine, Anne Hawthorne, faces the ultimate test of forgiveness—forgiving God for the death of her parents—before she can begin to tear down the wall of protection around her heart and learn to love again before it's too late. Through their journeys, readers will be able to see how ultimately God is the author of all happy endings, if we only learn to listen for His voice.

Kaye Dacus has been writing fiction for over twenty years. *Happy Endings Inc.* is her fourth completed manuscript and, in addition to winning Second Place in the Contemporary Romance category of the 2006 ACFW Genesis Contest, was her Master's Thesis at Seton Hill University, where she earned a Master of Arts in Writing Popular Fiction in June 2006. Kaye has been a member of American Christian Fiction Writers (formerly American Christian Romance Writers) since 2001, where she has served in various capacities including Vice President in 2005. Over the past few years, Kaye has worked with several critique groups and has been mentored by two published authors. She currently works as a copy editor, and has published several articles with *Singing News* magazine.

**PROMOTION/MARKETING:**

- *Happy Endings Inc.* won Second Place in the Contemporary Romance category of the American Christian Fiction Writers' 2006 Genesis contest. As a winner, it is listed on the ACFW website, and was announced publicly at the 2006 ACFW national conference in Dallas September 23, 2006 in front of approximately 400-450 attendees.
- As an active, long-time member and former Vice President of American Christian Fiction Writers (ACFW), Kaye has direct contact with more than 1,200 members—national and international through the e-mail listservs and forums—who can market the novel by word of mouth, through church/community reading groups, through reviews on Amazon.com and Christianbook.com, and through well-read blogs. Through ACFW, she has contacts with some of the top selling authors in Christian fiction, many of whom may be willing to act as influencers. She is also a member of the Christian Fiction Blog Alliance.
- As an unpublished author, Kaye has had the opportunity to teach at the 2005 ACFW National Conference ("Characterization for Visually Oriented Writers" late night chat), through the monthly online courses ("Overcoming Writer's Block" June 2005, "Stirring Up Your Setting" April 2006), and through her well-read blog, Write Place, Write time (<http://kayedacus.com>).
- As a graduate of Seton Hill University's Master of Arts in Writing Popular Fiction program, Kaye also has contacts with authors such as RITA award-winner Shelley Bates and secular romance writers such as Maria Snyder and Daphne du Maurier—winner Marta Dana who are members of RWA and local RWA chapters and could act as influencers outside of the typical Christian market. The school maintains a listing of graduates' publications and publicizes these titles in the program's marketing materials, with posters on campus, and by selling the titles in the campus bookstore.
- *Happy Endings Inc.* can be marketed with wedding-themed items such as planners, books of readings, bridesmaid/wedding party gifts, or even instructional materials on how to become a wedding planner.
- Because of the recurring theme of music (standards such as "It Had to Be You," "That's Amore," and "I Can't Give You Anything But Love, Baby"), *Happy Endings Inc.* could be marketed with a CD of the music mentioned in the novel as suggested songs for brides to use at the reception.

- With the potential of at least two follow-up books, *Happy Endings Inc.* will eventually be able to be packaged as a set along with the sister titles.
- In addition to *Happy Endings Inc.* and its follow-up titles, many of the other contemporary romance novels Kaye writes are set in the fictional city of Bonneterre, Louisiana. This recurring setting can become the basis for a marketing campaign for future titles.