

# MARKETING INFORMATION FORM

Date form was filled out: May 18, 2012

Author: Kaye Dacus

## Title: *Follow the Heart*

Series title: The Great Exhibition

### Format and structure

(Please list if your book is first or third person, and if there is any special formatting we need to apply)

POV: 3<sup>rd</sup> Person

Number of viewpoints: 4

TONE (what emotion/tone best describes your book?): Romantic, light, some humor

Check all that apply and rank in importance:

<input type="checkbox"/> Chick Lit	<input type="checkbox"/> Relational Drama	<input type="checkbox"/> Suspense (Medical)
<input checked="" type="checkbox"/> Historical	<input checked="" type="checkbox"/> Romance	<input type="checkbox"/> Whimsical
<input type="checkbox"/> Humor	<input type="checkbox"/> Supernatural	<input type="checkbox"/> Other _____
<input type="checkbox"/> Mystery	<input type="checkbox"/> Suspense (general)	
<input type="checkbox"/> Thriller/Chiller	<input type="checkbox"/> Suspense (Legal)	

### Character Description

#### HEROINE

Name: Kate Dearing / 27 years old

Importance:

<input checked="" type="checkbox"/> Protagonist (hero/heroine)	<input type="checkbox"/> Secondary
<input type="checkbox"/> Antagonist (villain)	<input type="checkbox"/> Other: _____

### Physical Description

Reference Images:

<http://www.pinterest.com/pin/273523377341174309/>

<http://www.pinterest.com/pin/273523377341174450/>

<http://www.pinterest.com/pin/273523377341174455/>

Hair color: Chestnut/bronze-highlighted brown

Hair length and style: Victorian updo—swept up over the ears at the sides, curls/rolls/braids arranged in the back.

Reference images:

Top left corner and top right corner here: [http://1.bp.blogspot.com/-](http://1.bp.blogspot.com/-BmZPV94IGhI/Tua1dkHoktI/AAAAAAAAAIw/F3KCjNrhlBLw/s640/CHILDRENSHAIRSTYLES.jpg)

[BmZPV94IGhI/Tua1dkHoktI/AAAAAAAAAIw/F3KCjNrhlBLw/s640/CHILDRENSHAIRSTYLES.jpg](http://1.bp.blogspot.com/-BmZPV94IGhI/Tua1dkHoktI/AAAAAAAAAIw/F3KCjNrhlBLw/s640/CHILDRENSHAIRSTYLES.jpg)

<http://3.bp.blogspot.com/-0YFucxxxvzM/Tua1KUmZFMI/AAAAAAAAAIQ/VX8md56CLbE/s1600/victorianhairstyle-1867-3.jpg>

First two here:

[http://4.bp.blogspot.com/\\_E67NnknhSXQ/TRJEd7P37yI/AAAAAAAAAIA/VpneQC5M1fE/s1600/VICTORIAN-TUTORIAL-FOR-YOUNG-LADIES-HAIR-DRESSING.jpg](http://4.bp.blogspot.com/_E67NnknhSXQ/TRJEd7P37yI/AAAAAAAAAIA/VpneQC5M1fE/s1600/VICTORIAN-TUTORIAL-FOR-YOUNG-LADIES-HAIR-DRESSING.jpg)

Bottom left corner:

[http://4.bp.blogspot.com/\\_E67NnknhSXQ/TQljlQgfypI/AAAAAAAAAfg/kclLhGJALfA/s1600/victorian-hairstyles-2.jpg](http://4.bp.blogspot.com/_E67NnknhSXQ/TQljlQgfypI/AAAAAAAAAfg/kclLhGJALfA/s1600/victorian-hairstyles-2.jpg)

<http://pinterest.com/pin/273523377338241045/>

Facial Hair: Mustache\_\_\_ Beard \_\_\_ Goatee \_\_\_\_\_ Other: \_\_\_\_\_

Eye Color: **Blue**

Skin Tone: **Fair**

Nationality (if applicable): **American**

Build: **Tall (around 5'8"), curvy when corseted**

Distinctive physical characteristics:

Temperament/Personality: **Serious, always puts the needs/happiness of others before her own.**

Clothing: **Kate tends to wear muted colors/patterns. She is “seen” several times wearing a brown hooded cloak that covers her clothing (when outside in the garden). In 1851, there were no hoopskirts yet. The waistline was long/pointed in the front and skirts (held out by numerous petticoats) were bell-shaped.**

**Reference images of gowns/colors for Kate mentioned specifically in the book:**

Blue gown worn for first ball: <http://www.pinterest.com/pin/273523377341288199/>

Second ball: <http://www.pinterest.com/pin/273523377341288196/>

Blue/gray “makeover” gown: <http://pinterest.com/pin/273523377338237279/>

Era fashion plates:

<http://www.pinterest.com/pin/273523377343158834/>

<http://www.pinterest.com/pin/273523377342311331/>

<http://www.pinterest.com/pin/273523377341447640/>

<http://www.pinterest.com/pin/273523377341420926/>

<http://www.pinterest.com/pin/273523377341278082/>

<http://www.pinterest.com/pin/273523377340457655/>

<http://www.pinterest.com/pin/273523377340336155/>

<http://www.pinterest.com/pin/273523377338227364/>

## HERO

**Name:** Andrew Lawton / 32 years old

**Importance:**

☒ Protagonist (hero/heroine)

☐ Secondary

☐ Antagonist (villain)

☐ Other: \_\_\_\_\_

### Physical Description

**Reference Images:**

<http://www.pinterest.com/pin/273523377341296174/>

<http://www.pinterest.com/pin/273523377341317043/>

<http://www.pinterest.com/pin/273523377341168344/>

Hair color: **Brown**

Hair length and style: **Short, but in need of a trim; curly**

Facial Hair: Mustache ☐ Beard ☐ Goatee ☐ Other: ☐

Eye Color: **Hazel (green-blue); has a brown “chip” in the iris of the left eye**

Skin Tone: **Tanned—works outside**

Nationality (if applicable): **British**

Build: **One or two inches over six feet tall, muscular from years of physical labor**

Distinctive physical characteristics:

Temperament/Personality: **Calm, measured, reasonable; loves the outdoors—is outside whenever possible. Is from the “lower class” and has worked his way up into a good position**

Clothing: **Andrew is not the “dress up” type. He will wear more rough-hewn/workman style clothing. Reference images:**

Back-right corner: <http://ecx.images-amazon.com/images/I/51KpE9AZt3L. SX500 .jpg>

[http://i80.servimg.com/u/f80/09/00/21/17/pdvd\\_039.jpg](http://i80.servimg.com/u/f80/09/00/21/17/pdvd_039.jpg)

[http://1.bp.blogspot.com/\\_7s9GUTM-](http://1.bp.blogspot.com/_7s9GUTM-)

[oY/SKuMWPnLF8I/AAAAAAAAADqU/dvWtyVyLBA0/s400/10925008\\_gal.jpg](http://oY/SKuMWPnLF8I/AAAAAAAAADqU/dvWtyVyLBA0/s400/10925008_gal.jpg)

## MAJOR SECONDARY CHARACTER

**Name:** Stephen Brightwell, Viscount Thynne

**Importance:** He’s the “other man” in this romance triangle—Kate must choose between Andrew and Lord Thynne

☐ Protagonist (hero/heroine)

☒ Secondary

☐ Antagonist (villain)

☐ Other: \_\_\_\_\_

### Physical Description

**Reference Image:**

<http://www.pinterest.com/pin/273523377341296176/>

Hair color: **Blond**

Hair length and style: **Short**

Facial Hair: Mustache ☐ Beard ☐ Goatee ☐ Other: ☐ Victorian Sideburns

Reference Images: [http://www.aceshowbiz.com/images/still/the\\_young\\_victoria27.jpg](http://www.aceshowbiz.com/images/still/the_young_victoria27.jpg)

Eye Color: **Pale blue (almost colorless)**

Skin Tone:

Nationality (if applicable):

Build:

Distinctive physical characteristics:

Temperament/Personality:

**Clothing: As a member of the aristocracy, Stephen has the money to dress well, as well as an image to maintain, so he is always dressed to the nines.**

## **Pertinent Story Details**

(Please list whatever details would be helpful for cover discussion, such as if characters drive a particular kind of car, if the setting is important to the story, landmarks or buildings we may want to feature on the cover or in marketing, etc.)

### **Locations**

The primary location of importance, as it's the event that ties the series together, is the **Crystal Palace in London's Hyde Park**. Reference images:

<http://www.pinterest.com/kayedacus/kaye-s-books-follow-the-heart-may-2013/>  
<http://tinyurl.com/lowkh53>

The other setting of importance is Wakesdown Manor and its gardens. Reference images:

Orangery/Conservatory: <http://www.pinterest.com/pin/273523377341206738/>  
<http://www.pinterest.com/pin/273523377341206750/>

House and gardens:

<http://tinyurl.com/ph9c23m> (Althorp House in England)  
<http://tinyurl.com/kf4qkgl> (Calke Abbey Gardens)

### **Specialty Items**

(Anything that's distinctive for the story: a specific type of ammo or book or slang, etc. Include pictures if you have them.)

- ♦ Purple aster flower  
([http://www.russosgreenhouse.com/images/450\\_0573PurpleAster.jpg](http://www.russosgreenhouse.com/images/450_0573PurpleAster.jpg))
- ♦ Boxwood shrub (<http://www.pinterest.com/pin/273523377341259405/> or <http://www.pinterest.com/pin/273523377341259401/>)

### **Characters' Homes**

(Again, include this if the homes are particular to the characters, e.g., demonstrate an aspect of the character, such as a luxury home, or living on a boat. Include pictures if you have them.)

### **Book Description**

Set against the backdrop of the Industrial Revolution and the Great Exhibition of 1851, *Follow the Heart* is a “sitting-room romance” with the feel of a Regency but the fashions and technological advances of the mid-Victorian age. While it features dual romance stories, the main storyline is of Kate Dearing and the choice she must make between two men: one from the aristocracy, the other from the working class. The main theme of the story is whether she will sacrifice her own happiness for the security of her family (marrying for money) or if she’ll follow her heart and marry for love and (possibly) sacrifice her family’s financial security.

### **Short Story Summary**

An American woman is sent to England to marry wealth, but finds herself torn between the poor man she loves and the viscount who offers the wealth and stability that can save her family.

### **Detailed Story Summary**

Kate and Christopher Dearing’s lives are turned upside down when their father loses everything in a railroad land speculation. They’re shipped off to their mother’s brother, Sir Anthony, in England with one edict: marry money. At twenty-seven years old, Kate is no debutante . . . and has the stigma of being passed over by eligible men many times—and that was before she had no dowry. Christopher would like nothing better than to make his own way in the world; and with a law degree and expertise in the burgeoning railroad industry, he was primed to do just that—in America.

Though their uncle tries to ensure Kate and Christopher find matrimonial prospects only among the highest echelon of British society, their attentions stray elsewhere . . . to a gardener and a governess.

While Christopher has a chance to make his own way in life—which would enable him to lay his affections where he chooses—he cannot let the burden of their family’s financial situation crush his sister. Trying to push her feelings for the handsome—but not wealthy—gardener aside, Kate’s prospects brighten when a friend of her uncle’s, a wealthy viscount, shows favorable interest in her. But will marrying for the financial security of her family be the right thing to do, when her heart is telling her she’s making a mistake?

Mandates . . . money . . . matrimony. Who will follow the heart?

## **Cover Ideas**

### **SAMPLE COVERS TO CONSIDER**

(some of these are images, not actual book covers—and are mostly for atmosphere/feeling). I would love to have a cover that features the heroine (maybe with her back to the camera?) facing the two men she must choose between in the background—with a backdrop of the Crystal Palace or a garden.

<http://pinterest.com/pin/273523377338228901/> (with the “other man” looking on in the background?)

<http://pinterest.com/pin/273523377338231819/>

<http://pinterest.com/pin/273523377338225541/>

<http://pinterest.com/pin/273523377338225538/>

<http://pinterest.com/pin/273523377338225506/>

<http://pinterest.com/pin/273523377338225476/>

<http://1.bp.blogspot.com/->

[UuA4uXu\\_9Rw/TcnvuBod9QI/AAAAAAAAAFHM/m6FsnkpSdwA/s1600/the%2Blightkeepers%2Bball.jpg](http://1.bp.blogspot.com/-UuA4uXu_9Rw/TcnvuBod9QI/AAAAAAAAAFHM/m6FsnkpSdwA/s1600/the%2Blightkeepers%2Bball.jpg)

[http://g.christianbook.com/g/slideshow/8/828861/main/828861\\_1\\_ftc.jpg](http://g.christianbook.com/g/slideshow/8/828861/main/828861_1_ftc.jpg)

<http://img2.imagesbn.com/images/102150000/102151781.jpg>

[http://www.louisemgouge.com/uploaded\\_images/Book-Cover-702054.jpg](http://www.louisemgouge.com/uploaded_images/Book-Cover-702054.jpg)

## **Excerpt/Sample Writing**

## **First Pass Back Ad Copy**