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Allow me to introduce author Tracy L. Foster and her premier novel, ***This B*tch Is Crazy***, (ISBN 0-9774550-0-9). The novel with its blunt title, eye-catching cover and sassy main character will certainly persuade readers to add Ms. Foster to their list of favorite authors. The easy to read narrative cleverly combines humor and drama that chronicles the life of a thirty-something woman who finds her personal life in shambles but doesn't know—or want to know—how to fix it.

This B*tch Is Crazy targets adult readers, of all races and backgrounds; from the downtrodden 'ghetto girl or boy' to the 'bourgeoisie!' This novel truly defends its title, taking you through some of the most outrageous yet believable trials and tribulations of its main character Clarke Harvey. "Clarke seemingly has everything going for her, but is truly unconventional and out of control," states Foster. It's the truest example of the old phrase "Everything good, ain't good for ya!"

Readers will laugh out loud and just when they think that things cannot get any worse for Clarke, they will! Clarke epitomizes an example of determination and tenacity to overcome all odds! This is a book that readers will identify with!

Foster House Publishing celebrated the book's launch December 2005, in St. Louis, Missouri. Foster's public appearances in support of the book have been met with positive feedback and enthusiasm. Several media outlets have reviewed the book and all have written great recommendations. Additionally, ***This B*tch Is Crazy*** is scheduled to be featured on Sormag.com, AALBC.com.

The author, whose ventures include Foster House Publishing, is currently working on her second novel, *The Devil's Workshop*. Foster has committed to an 11-city book tour to ensure that readers will become familiar with Foster House publishing and author Tracy L. Foster.

Including ***This B*tch Is Crazy*** in your fictional catalog will be a positive addition. Take this opportunity to carry this novel now!

For more information and to schedule a book-signing event please call (314) 653-2863 or visit www.TracyLFoster.com.

Sincerely,

Darrion Phelps
Foster House Publishing



Marketing Plan

I. Executive Summary

Foster House Publishing's marketing strategy is a four-pronged effort to create excitement about and increase sales of its first novel, *This B*tch Is Crazy*. The company will target adult readers through radio promotions, print reviews, interviews, online advertising, and personal appearances by the author, Tracy L. Foster. An initial goal is placement in independent and chain bookstores.

II. The Product

A. *This B*tch Is Crazy*

1. Synopsis

Clarke Harvey has it all: good looks, financial security, a thriving business, and great friends. On the outside, she's the total package, but her personal life is in shambles and, at thirty-two, she doesn't know—or want to know—how to fix it.

Clarke finds herself caught in a vicious love triangle that lasts for years with a man she loves for his charm and looks and a man she loves for what he can provide. Unable to choose between the two men, she naively thinks things will work themselves out. By the time Clarke tries to take matters into her own hands, things really get wild.

Slowly, her commitment-phobic lifestyle becomes a noose, but she egotistically won't face the consequences of what she has created. Follow Clarke as she experiences drama-filled days, sex-filled nights, and a chance meeting that forces her to confront the truths about herself.

2. Publisher: Foster House Publishing

3. ISBN: 0-9774550-0-9 List price: \$14.95

B. Target Market

1. Primary audience: Women ages 18 through 45.

2. Secondary audience: Adult readers ages 18 through 45

III. Distribution

A. Online

1. Tracylfoster.com
2. Barnes&Noble.com
3. The Black Library.com

B. Independent booksellers, major book store chains and distributors.

1. Press Kits
2. Complimentary copy of book
3. Promotional materials (i.e. bookmarks, postcards)

V. Promotion

A. Radio

1. Interviews with the morning show and midday hosts in market
 - a. Dee-Lee Morning Show on 100.3 The Beat
 - b. Craig Black Morning Show on 104.1

B. Print

1. Entertainment editors will receive press releases and copies of books for purpose of reviews and interviews with author
 - a. St. Louis American
 - b. St. Louis Post Dispatch
 - c. Riverfront Times

C. Online

1. E-mail readers from Foster House Publishing database with an expressed affinity for African American and/or Urban fiction and Romance Literature.
2. Advertisements on local sites with a high concentration of African American readers.(i.e., Sormag.com)
3. E-vites to book clubs for participation.
4. Frequent updates to author's Web site: www.tracylfoster.com

D. Personal appearances and book signings include:

1. Bookstores and Book Clubs
 - a. Excerpt read by author.
 - b. Promotional materials distributed.
 - c. Scenes from book depicted by actors.



Synopsis

Clarke Harvey has it all: good looks, financial security, a thriving business, and great friends. On the outside, she's the total package, but to those who know her best, she's a bad accident that keeps getting worse. Her personal life is in shambles and, at thirty-two, she doesn't know--or want to know--how to fix it.

The drama begins when Clarke leaves home for college to pursue her dreams and becomes entangled in more emotional pursuits. Clarke finds herself caught in a vicious love triangle that lasts for years with a man she loves for his charm and looks and a man she loves for what he can provide. Unable to choose between the two men, she naively thinks things will work themselves-out. By the time Clarke tries to take matters into her own hands, things really get wild.

When a sexy stranger helps her to unleash the untamed vixen inside she delights in her newfound sexual heights, becoming uncontrollable. But when the man she *really* loves marries someone else she is heartbroken, vowing to only have sexual relationships with men, each one richer and more powerful than the last. Clarke becomes man's worst nightmare, leaving everyone in her path stunned by her exploits.

Add her committee of girlfriends who's just as crazy as she is, sticking with her through the ups and downs and bringing their own drama into her life.

Slowly, her commitment-phobic lifestyle becomes a noose, but she egotistically won't face the consequences of what she has created. Follow Clarke as she experiences drama-filled days, sex-filled nights, and a chance meeting that forces her to confront the truths about herself.

Biography

Exciting new author Tracy L. Foster always has used the written word to express her inner thoughts. Daily entries in her journal as a young girl turned into short stories as a teenager and novellas as a young adult. “Writing is cathartic for me,” Foster remarks. “It was only recently that I figured out that other people would find pleasure in my words.”

A friend spotted an unfinished manuscript tucked behind her couch, began reading it, and strongly encouraged her to complete and publish it. That manuscript is *This Bitch Is Crazy*, Foster’s first novel.

The dramedy follows the protagonist, Clarke Harvey, on a decade-long journey in and out of outrageous situations primarily of her own doing. “Clarke seemingly has everything going for her on the outside, but is crazy and out of control on the inside,” the author states.

The title, Foster says, is one to which Generation X-ers and Baby Boomers alike can relate. “The phrase ‘that bitch is crazy’ is commonly used among my circle of friends, so since Clarke *is* crazy, that phrase is appropriate for my book.”

Readers will laugh as Clarke and her friends show no restraint during their wild and crazy times. As Clarke rides the roller coaster that she calls life, readers will share in her joy and feel her pain. The novelist says that many readers can relate to Clarke because they are like her, even if they are not willing to admit it.

Foster threw in some steamy scenes as well. “Clarke’s metamorphosis to vixen may have some readers wiping their brows and going for a glass of water,” Foster jokes. The author’s next novel will be *The Devil’s Workshop*. She also is working on the sequel to *This Bitch Is Crazy*, entitled *Bitch, Please*.

Foster holds a bachelor’s degree in humanities with specializations in English and religious studies from the University of Louisville. She is an entrepreneur in the Midwest whose ventures include Foster House Publishing.



GENERAL INFORMATION

Title	This B*tch Is Crazy
Author	Tracy L. Foster
ISBN#	0-9774550-0-9
Publisher	Foster House Publishing
Genre	Fiction
Subject	Romance
Copyright	2005
Published Date	November 2005
List Price	\$14.95
Where It Can Be Published	Foster House Publishing Afrikan World Books Barnes & Noble Lushena Books
Binding Type	Paperback
Carton Quantity	52 books per carton
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This B*tch Is Crazy is imprinted with the Bookland EAN barcode and a suggested retail price. The suggested retail price is encoded in the add-on portion of the Bookland EAN barcode as well.

FOR IMMEDIATE RELEASE

(Of Interest To Entertainment Editors)

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FIRST TIME AUTHOR INKS KNOCKOUT NOVEL.

With a combination of real life stories and a skillful imagine author Tracy Foster makes acquaintance with readers.

Saint Louis, MO -- Foster House Publishing (www.TracyLFoster.com) announces the release of **This B*tch Is Crazy**. The first in a series of novels by author Tracy L. Foster, **This B*tch Is Crazy**, is atypical of urban literature. The novel with its blunt title, brazen main character and supporting cast fascinates readers with the life of Clarke Harvey, a woman whose exterior is flawless but interior shattered.

Fosters clever combination of humor and drama reveals her talent and announces her arrival as a charismatic writer. "Every woman knows a woman like Clarke," states Foster. "She has it all, everything she wants but has nothing she needs." The novel is full of unforgettable scenes, real-life-like drama, and characters readers will relate too.

Foster House Publishing based in St. Louis, MO, has been established as a small publishing house whose purpose is to provide talented unsigned writers with an opportunity to have their work published. Foster House has an interest in all literature and writers of various genres; thusly positioning itself as a force within the world of independent publishers. For more information contact Foster House Publishing at 314.653.2863.

