

General Fiction

## It's Simple a novel

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Sometimes life is simply a  
journey of rediscovery.

### It's Simple

Author: michelle richardson

Formats: 6x9 Paperback & e-book

Pages: 412

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discounts at online resellers.

The general consensus is that relationships are easy to start but challenging to maintain. Although we may not think so, our choices ultimately determine the types of relationships we have. *It's Simple* offers a unique look at a progressive couple and how their choices impact their journey; providing a truthful and sometimes painful look at real life scenarios and how two fiercely driven and stubborn lovers choose to handle them.

Interspersed throughout the book are brief thought provoking questions and statements where the reader takes a transformative look at their own relationships and those in their circle of influence. When we peel back the layers of all relationships, we find that most struggles are universally the same.

#### Selling Points

- *It's Simple* takes an unconventional look at relationships—a refreshing look at the possibilities.
- There is zero male bashing, baby momma drama or stereotypical depiction of modern day relationships.
- *It's Simple* is written in 3rd person narrative, because as in life, nothing is ever truly about “me, myself and I.”
- *It's Simple* has multiple target audiences: geared towards mothers, wives, husbands, fathers, single, engaged literary buffs of all ethnicities; ultimately appealing to the person inside all of us, who despite the hard knocks of life, still believe deeply in our ability to experience a powerful love.

#### Marketing & Publicity

- Marketing and Publicity will be handled by Stephanie Blackman and Tracy Burke. Nicole George-Richardson will act as publicist for Michelle Richardson.
- Local book tour with Michelle Richardson, including national, independent, and campus bookstores as well as radio and television interviews.
- Author's web site/social network site will evolve to include the following features:
  - Links to purchase *It's Simple*
  - Blog area for users to interact and share
  - Bi-weekly 'live chats' with Michelle

#### About the Author

A wife, mother, daughter, sister, friend, writer, life coach and marketing director, the roles of her life provided the inspiration behind this work, but none more so than those of wife, mother, sister and friend. Michelle Richardson born in Brooklyn, New York, now lives in Long Island with her husband, their two kids, and a prissy powder puff pomeranian named Madison.