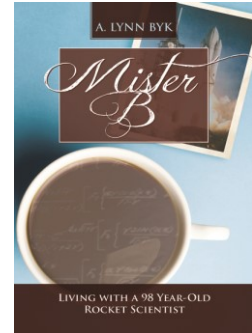


Mister B.

Living with a 98-Year-Old Rocket Scientist

By A. Lynn Byk

Tip Sheet



- Format:** hardcover/trade 6 x 9 paperback/mass market paperback/ebook
Price: \$25.99 paperback \$40.99 hard cover \$9.99 eBook/ePub
First Printing: Yes
Ships: Immediately and is Returnable in the U.S. and Canada
Trim Size: 6.69" x 9.61" (16.993 x 24.409 cm)
Pages: 352
Illustrations: 50 black and white photographs
Foreign rights: Full global rights
Category: Aging Older Men / Family/memoir/ Humor/
Aerospace/WWII and Cold War
- Subjects:** LCSH: Byk, Joseph John. | Aging parents-Family Relationships/ Engineers-Family relationships. | Older men-Family relationships. | Intergenerational relations.
- Classification:** LCC HQ1063.6 .B95 2016 (print) | LCC HQ1063.6 (ebook) | DDC 306.8740846-dc23 | BISAC HUM011000 HUMOR / Topic / Marriage & Family
- Capture Books ISBN:** (Hard Cover) 978-0997162561 Baker & Taylor
(Print) 978-0997162509 / eBook/ePub: 978-0-9971625-1-6

Keynote

When family members of a 98-year-old aerospace scientist decide to move into his home, becoming his caretakers, he determines to live forever taking them with him for the ride of their lives.

Positioning

Mister B offers us a timely subject matter for adult children taking care of parents and grandparents. Book clubs will find a list of book club questions at www.CaptureMeBooks.com. Humorists and comedians can find samples and excerpts there as well.

With aging couched in the pillows of wit and kindness, *MISTER B's journal* interprets the dangers of aging through principles of math, good humor, and the philosophy of will. It inspires us to learn from

history, to give a little more to family relationships, and to seek scientific answers to life's little perplexities. MISTER B rolls through controversies of old age with a humor that appeals to a variety of social circles. Aerospace engineers & history hounds, social studies and math students find career inspiration.

Sales Points

Mister B charms the bejeebies out of the greatest generation memoir! If you liked *Forrest Gump* and *Tuesdays with Morrie*, you will love Mister B. The journal exudes a wry and witty, real-time humor met with foodie recipes, science tips, stressors of aeronautics engineers in war, and finding resolutions for the triangle of family relationships. Teachers are being offered a free book through www.CaptureBookstore.com. Male friendly, yet reminiscent of *Mayberry*, mushroom collectors will delight in Polish practices. Lovers of life inspiration become devoted to Mister B.

Description

Born in 1916 to Polish speaking immigrants, Joseph Byk begins his schooling as a disruptive and uninterested Woonsocket, Rhode Island student. He helps to design the BT-13, the Vibrator, the repairs to the FDR Ship, and eventually the Gemini Space Shuttle, the Titan, the Viking Lander, the first Apollo Spacecraft dome and man-rated capsule and the tripod for the moon's landing gear.

About The Author

Always the catalyst in creative circles, author Lynn Byk has also traveled extensively. She is the daughter-in-law who, being obligated to become Joseph Byk's companion, gradually was wooed by her father-in-law's stories, humor and scientific outlook on life to make the most of her drawn out days. Previously, she managed a bookstore, developed a writer's group and a musicians' network, and published a music zine. More recently, she organized a writers conference, hired a national keynote speaker, Lynn also presented, and she helps new authors design marketing pieces on PRW, Cison, Facebook, Twitter, Pinterest and for eBlasts.

Marketing/Publicity

- Blog Tour, Virtual Book Club Tour, Offering Free Books to Math and Social Studies teachers who promote the book to students throughout 2016; News Releases through PRWeb and Cison 55% discount to library systems and author appearances; Facebook and Twitter social marketing including Mister B's countdown to 100; Radio interviews; Help A Reporter Out with op-eds and bylines; Author/Promoter/Presenter at The Perfect Pitch Writers Conference.
- Publicity/ Sales Promotion: Hardcover and print: 55% discount to Libraries, Retailers and Indibound stores through www.CaptureMeBooks.com and Ingram; Targeted eblasts and catalog inclusions cross marketing all of www.CaptureBookstore.com selections.

Competition/Comparisons

- *Tuesdays with Morrie*, [Doubleday, print \$10.00, **ISBN:76790592X**] 1997, In Print
- *Forrest Gump*, [Perch Creek Realty and Investment Corps., Vintage Books, print \$10.50, **ISBN: 0385231342**] 1986, Currently In Print