

FOR IMMEDIATE RELEASE

September 1, 2009
Rochester, NY

Self-Published Gay Author Spikes to #24 Rank in One-Day Sales on Amazon's Bestsellers in Memoir List



Gregory Gerard is a first-time author from Rochester, NY, who spent over two years pursuing traditional publishing for his book. Rejection letters from agents offered him encouragement on his writing ability, but shared some hard facts: the publishing industry is struggling; the memoir market is saturated; in this economy, don't give up your day job.

Believing that "In Jupiter's Shadow," his Western New York-based memoir about growing up in a Catholic environment while struggling with his adolescent sexuality, was an important and engaging testimonial, Gerard selected an alternate path: print-on-demand service from Infinity Publishing, a press in Pennsylvania.

On September 1, 2009, "In Jupiter's Shadow" achieved a #24 sales rank on Amazon.com's Bestsellers in Memoir list.

"A book once saved my life," Gerard said. "When I was in my early twenties, I read the memoir "The Best Little Boy in the World" by Andrew Tobias. I identified so strongly with the main character that, for the first time in my life, I realized my feelings of isolation were deceptive. The book propelled me forward on my path to self acceptance. Somebody once told me that reading a book is a gift we give ourselves. I firmly believe that."

In Spring 2009, after seven years of writing, editing, and pursuing agents, Gerard submitted his completed memoir to Infinity. But his efforts didn't stop there. Recognizing that people only read books they know about, Gerard considered different ways to creatively market the story.

"I knew I had a 'hook' by creating a memoir/mystery. When the first reviews came back very positive, I did the 'regular' marketing: a website for the book, and fan pages on Facebook and MySpace. Following up on an advertisement I spotted while attending the Lammy Awards ceremony in New York, I engaged Michele Karlsberg Marketing and Management for publicity. Michele helped me get galley copies to key reviewers and work out a press release.

"But the 'spike' was something else. My partner, Jeff, read an article on a comics news website about a woman who ordered a supply of her own graphic novels through Amazon," Gerard shared. "It wasn't a significant amount -- just 30 or 40 books -- but it caused a spike in sales and some attention for her book. A author friend confirmed this as a good marketing strategy.

"I thought, 'hey, I know more than 40 people who would buy my book.' Over the period of a week, I emailed everyone I have ever known: my friends, former co-workers -- even grammar school pals! I sent individual notes, asking them to consider a purchase on September 1. I also asked them to tell anyone they knew who would benefit from a story about a religious kid who struggles. And they responded!"

Respond they did. In just one day, the overall Amazon sales rank of "In Jupiter's Shadow" jumped from 708,841 to 481 and placed #24 on the Top 100 Bestsellers in Memoir list.

"It's my dream coming true," Gerard said. "If my book helps even one person feel less isolated -- less condemned by society, or God, or even themselves -- it will all be worth it. But there's still a lot of work to be done. A spike is only a one-day occurrence. My efforts to 'get the word out' will continue.

"My original goal was to make it onto one of the Amazon Top 100 lists. Now I need a new goal. Do you think it's too early to e-mail Oprah?" he joked.

ABOUT THE AUTHOR

Gregory Gerard's work has been published by *Tiny Lights*, *The Stone Table Review*, and *World Voice*. He teaches writing part-time at Writers & Books, Rochester's adult literary center, and has been a guest instructor at the University of Rochester's *Scholars Creative Writing Program*. Gerard lives in Rochester, New York, with his partner of twelve years and their spitz husky.

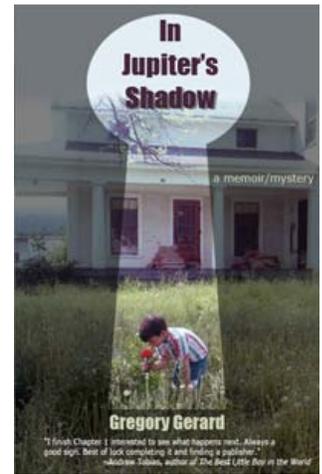
For more information about *In Jupiter's Shadow* or to read additional work by this author, visit: www.JupitersShadow.com.

In Jupiter's Shadow

A memoir mystery

By Gregory Gerard

**"One of the literary pleasures of this year.
In Jupiter's Shadow is one of those books
the reader wishes would never end."
—Grady Harp, Amazon Top 10 Reviewer**



**"Greg Gerard delights and entertains as he energetically and systematically tackles the mysteries of God, family, and later, sexuality...on a colorful quest to solve the ultimate mystery; to discover a sense of self."
—Sonja Livingston, author of *Ghostbread***

Hiding from others is easy. Hiding from yourself is trickier.

Greg Gerard, who grew up as the youngest in a devout Catholic family in rural Western New York, dreamed of escape and adventure. He was different from his older siblings; he was “The Caboose.” While his older brothers and sisters went to public school, he alone attended Saint Michael’s – where a friendly nun with sturdy shoes and a ubiquitous guitar reminded him of his favorite movie, *The Sound of Music*. At night, he slept with boards under his sheets – so he, too could be as holy as the Saints he read about.

Mystery surrounded young Greg. At church, the priest dipped his head, whispering indistinguishable prayers. At home, the Hardy Boys, Nancy Drew, and his favorite, Jupiter Jones of *The Three Investigators*, provided an endless supply of intrigue. He devoured their stories, mimicked their behaviors, and dreamed of the day when he too could solve a real-life puzzle.

At thirteen, Greg's own mystery presented itself in the most unlikely place – the steamy bathtub on the second floor. He discovered sexuality – and sensed that it was “wrong” for a boy to think about Superman while doing so.

**“Generous, bighearted, and filled with homespun wisdom,
In Jupiter's Shadow is a mystery story of a different stripe!”
—Alison Smith, author of *Name All the Animals***

IN JUPITER'S SHADOW: A debut memoir mystery (Infinity; Fall 2009; Paperback; \$15.95) chronicles Gerard’s investigative efforts to crack the case – to figure out how to be attracted to girls. As the investigation ensues, he builds a hidden detective agency on the second floor of the family barn, a place to dodge his father's alcoholic mood swings and listen to his favorite show, *The CBS Radio Mystery Theater*. During the search, he finds companionship with his oldest brother (who suffers from hydrocephalus and memory problems) while his angst remains as tightly hidden as the stack of pornography he pilfers from his father's grocery store.

Mentorship from a Jesuit priest (an actor with a Hollywood past) and the shock of a close friend's unexpected death ultimately propel Greg to a point where he must reverse his escape path – and solve the conflict between the shadow of "should be" and the light of self-awareness.

“A humorous, touching, uplifting read.”
—Georgia Beers, Lammy Award-winning author

“In this disarmingly honest, poignant portrait...Gerard takes us through the importance of emerging from the shadows of other people’s expectations.”
—Greg DiStefano, author of *Breakdown: Diamonds, Death and Second Chances*

In the end, **IN JUPITER’S SHADOW** tweaks the struggle of adolescent sexual anxiety to take readers on a colorful quest for self definition. With the enthusiasm of an old-style mystery (including a *Cast of Characters* at each section break!), it explores the ways we all receive messages about what we “should be” in life – and how we often work to keep profound truths hidden from the most important person in our lives: ourselves.

IN JUPITER'S SHADOW
A memoir mystery
By Gregory Gerard
Infinity Publishing; Paperback
Fall 2009/263 pages/\$\$15.95
ISBN: 0741455080
www.JupitersShadow.com

FOR BOOKS CONTACT:
Infinity Publishing
877.289.2665/ www.bbotw.com
Ingram/LightningSource
800.937.8000/orders@ingrambook.com
FOR PUBLICITY CONTACT:
Michele Karlsberg Marketing & Management
718.351.9599/ karlsbergm@aol.com
FOR AUTHOR CONTACT:
Gregory Gerard
585.820.6628/ GregoryGerard@rochester.rr.com