



LILY HALL

Contents

Photo Gallery	1
Author Bio	2
About the Book: The Shoes	4
Book Excerpt: The Shoes	6-9
Testimonials	10-12
Target Audience	13
Sample Interview Questions	14
Story Ideas For Reporters	15
Contact Page	16



Author Bio

Lily Hall has been an avid reader and writer since she was young. She can pinpoint the exact moment she became a reader. Her dad had taken her and her brother to the local library and told them each to find a book that was at least an inch thick. He promised them both that if they finished the book they had chosen he would give them one whole dollar. Thus started her love of books. She never did get that dollar from her dad, but it started her love of books and the written word.

In high school, Lily Hall was frequently in trouble with her parents for staying up too late reading or writing. She has hundreds of lovelorn poetry and short stories that will happily never be seen by the general public. But she still uses the writing exercises she learned from her high school English teacher to this day.

Lily now spends her time writing whenever she has a free moment. She tries to manage her time working and writing but also spending time with her husband and family. It's a constant work in progress.

Her first book *The Shoes* is just the start of her collection of stories to tell as she has several others, over twenty, floating around in her head. Her next four books *The Shoes: Fashion Week*, *21 Days*, *Who Rescued Who* and *How to Heal a Heart* will be coming soon!



About The Book

“And wherever The Chosen would go, the stars would follow...”

Calliope Morgan has gotten used to the simple life in Clover, Oregon. She spends her days surrounded by friendly neighbors while helping her Aunt Maggie run their flower shop. She has friends, family, and flower arrangements-what else could she need?

That is, until she meets a gorgeous man bringing her a letter from the father she has never met, summoning her back to the bright lights and city life in NYC. She hasn't been there since she was a young girl and her mother passed away, but heading back now could bring back memories long forgotten and spark her simple life into one she never knew existed.....



THE
Shoes

BY LILY HALL

Book Excerpt

Calli was in the middle of pulling down some baby's breath from their overstock on top of the fridge area when she heard the bell ring to let her know someone had walked into the shop. "I'll be with you in just a moment," she said as she turned to smile apologetically at the new arrival.

When she realized it was not one of their frequent visitors, she stumbled on the stepladder. He was definitely not from anywhere near the little town they lived in. The dark grey shirt and pressed black slacks certainly stood out amongst the jeans and flannel the men in Clover, Oregon, typically wore. They all seemed to be channeling their inner loggers or hardcore weekend outdoor enthusiasts. This man was also clean shaven and well put together, whereas the men here took special pride in their beards.

"You're Calliope Morgan, aren't you?" he asked as he stepped a little further into the shop. This question made Calli lose her grip on the massive box of baby's breath she was holding, and as she struggled to catch it, she misplaced her foot on the ladder. She teetered precariously on the edge of the stepladder, but the box was heavier than she had realized and it ended up bashing into her as it fell from the shelf, knocking her clean off the ladder.

A high-pitched squeal slipped out as she felt herself falling backward, but a moment later she found herself secure in the stranger's arms. Her face flushed as she realized how very close they were.



He seemed a tad in shock as he stared at her, his hazel eyes a little bit too wide. “Oh...hi.”

“Hi, um, thanks for catching me? Could you put me down now please?”

“Oh yeah, of course! Sorry...” He said this a little too loudly as he set her down quickly. He straightened his already straight shirt as he peered down at her. “So, you’ re Calliope then,aren’ t you?”

“Yep... That’ s me, but most people around here know me as Calli.” She started dusting the teeny flowers and stems from her shirt and hair. They had gotten everywhere.

“You know, you do look just like her...just a bit shorter.”

“Um, thanks?” She laughed nervously, unsure of whom the ‘her’ he was referring to was. “So, what brings you to Clover? We aren’ t exactly a major tourist destination or anything.”

Stepping closer to her, he reached over and gently touched her hair. “Here, you forgot some.” She froze while he pulled the tiny flowers from her hair.

“Oh my goodness, Calli! What ever have you done? What a grand mess you’ ve made! I swear! I can’ t leave you alone for more than two seconds—” her aunt said, stopping mid-sentence when she caught sight of the stranger. “Oh! Why hello there! What can we do for you, young man?”

Calli blushed and stepped away from the man. “This must be that stranger Mr. Bronson mentioned earlier today. Turns out he was looking for me after all.” She looked at her aunt pointedly. “Although, he hasn’ t told me why he’ s been looking for me yet.”

The man smiled at her aunt. “You must be Margaret Morgan. I’ ve heard so much about you.”

Aunt Maggie squinted at him and stood a little bit straighter. “Oh, really? From whom exactly?” She plucked a stray hair from her oversized t-shirt and squared her shoulders to him. Seeing her tiny aunt standing up to this almost-a-foot-taller gentleman was enough to bring a smirk to Calli’ s lips.

“Oh, please forgive me. My name is Derrick Adams. I was sent here by Xander.” He cleared his throat softly, “Excuse me, Alexander Verona. Calliope’ s father.”

Aunt Maggie made a little gasping noise and turned to Calli.

“Oh dear!”

Calli could see her aunt was distressed and went over to her.

“What is he talking about? I’ ve never even met my father. For all I know he may be dead.”

“My goodness! I’ m going to need to sit down...”

Her aunt plopped down right where she was, but luckily there was a stool right behind her.

“Aunt Maggie, please tell me what’ s going on.” Calli knelt by her aunt shooting anxious looks between her and the stranger.

Derrick cleared his throat. “I know this may come as a shock to you, but your father needs you to return to New York. It’ s about your mother’ s estate.”

Calli stood up and walked over to Derrick forcefully. “Look, I don’ t know who you are, who my supposed father is, or what he wants me to do in New York, but I am not going anywhere. I will not leave my aunt.”

Derrick nodded solemnly. “She said you would say that.”

“Who said I’ d say what?”

“Your mother.” He reached into the black messenger bag that was slung across his shoulder and pulled out a large envelope.

“There’ s a plane ticket, a letter from your father, and a letter from your mother in this folio. I do hope you will decide to come.” He gave her a brief smile as he handed her the large envelope and then retreated out of the flower shop.

Testimonials

Lily Hall is a new and upcoming author, I can't wait to see what she is able to accomplish. I would love to read more of her amazing work and thoroughly enjoyed reading The Shoes. I am expecting more from her in the future and cannot wait to read more.

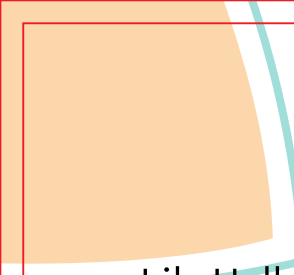
-Sheila Dewey

Kind, compassionate and smart doesn't begin to describe the Lily Hall I know. When she puts her mind to something she doesn't just go above and beyond but she loves it. Her book is just one example of the things I am pleased to see her accomplish; I can't wait to see her reach for more. Lily has an incredible mind and every goal of hers has been taken with stride and grace, but they are not without difficulty, she knows what being strong and passionate really is. There is a piece of her heart in all of her achievements. I am so excited to see where she goes from here.

-Maya Armstead

I met Lily Hall about 10 years ago when we were helping a mutual friend open an indoor dog park. Lily's demure nature was in total contrast to the plethora of knowledge that I found her to be during our meetings. She rattled off information about QR codes, dogs and dog training, marketing and a whole bunch of stuff in between! I was impressed! We've remained friends through social media over the years, and she's just a genuinely nice person. A quick scroll through her Facebook page will confirm that, and that's why I was so happy to see her post that her book was finally done! Lily endured some challenging seasons in her life after she started writing it, but she preserved and was victorious!

-Ann Marshall



Lily Hall has been working as a grocery store manager and has many book plots floating around her head for years. Finally penning her first one, *The Shoes*, is a huge hit! Lovely Calliope is a young woman filled with love, family and grace. After receiving a letter from NYC she is intrigued to go back and take care of unfinished business. Calli takes us on a journey that is filled with style, fashion and courage. Lily has written a great book that will take you back to the love of family and adventure. A book that you never want to end or put down.

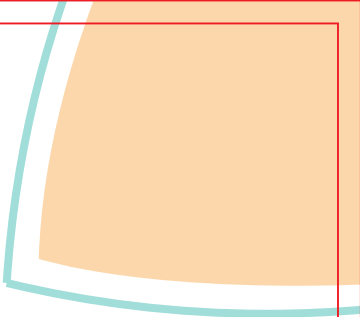
-Joni Germaine

I remember the first time I met Lily. I was amazed at how comfortable I felt around her. She has such wonderful energy. It's like I had known her forever. To know Lily is to know that she has a natural ability to put people at ease immediately. Lily also cares about whatever she sets her mind to, no matter how small it may be. She gives it her all every time. When she told me she was writing a book, I was so happy to hear she was using some of her creative side and placing it on paper. I am so happy and proud of her.

-Tye Burrell

Knowing Lily Hall has been a great pleasure. Since the day I met her, I have always felt like she is someone who is in my corner. No matter the circumstance, or the distance, I know that I can always count on Lily. It's a wonderful feeling knowing that there are still kind hearted people like her in this world, who would give you the shirt off their back. I met Lily in her work environment and I quickly realized that her work ethic is unmatched. She's a hard worker and extremely driven. Having a friend like Lily is a true blessing.

-Janette Zulaga



Don't be fooled by her petite stature. Lily Hall is a force to be reckoned with. A true friend with a beautiful soul and a warrior's spirit. You can count on her to back you up, no matter how bad the idea is, and will fiercely stand by you when no one else will. She will keep you guessing with her sensible shoes and wicked sense of humor. She's all you'd want in a friend and confidant. Make the journey into the incredibly romantic mind of Lily Hall and fall in love with a modern day version of an age old classic.

- Laura Atwell

Truly genuine. Finding a person with a high level of integrity and witty (sometimes sarcastic) personality is like finding the perfect shoes to wear on this journey of life. A forward thinker who notices when something small could potentially grow into something great. That is what you find with Lily. Her seed of an idea grew into her first book - *The Shoes*. I can't wait for her next idea to blossom.

- Julie Quinn

Lily's creative process is like no other. Her mind is always 10 steps ahead and challenges you think outside the box when you present an idea to her. Truly a phenomenal talent!

- Lovern Gordon

Target Audience

Primary target: Females aged 20-34 make up of 33.15 million potential readers in the United States.

Secondary Target: Females aged 35-49 make up of 31.17 million potential readers in the United States.

These two age ranges have the highest number of female readers as noted in the Statista.com article entitled “Share of adults who have read a book in any format in the last 12 months in the United States in 2019, by age group”. I feel these age ranges will be my ideal target for *The Shoes* as this is a story of a woman trying to find her place in the world after her life is completely upheaved.



Sample Interview Questions

1. Where did you get the idea for *The Shoes*?
2. Are we done with *The Shoes*? Will there be more?
3. What are some of the other story ideas you have?
4. Why are you a writer?
5. What do you love most about writing?
6. What is your least favorite part about writing?
7. Calli starts out as being resistant to the fashion industry but ends up embracing the lifestyle at the end, why?
8. Will we meet the maker of *The Shoes* in a future book?
9. What will the future hold for Calli and *The Shoes* ?
10. Why did you decide to donate a portion of the proceeds of the book to Breast Cancer Charities?

Story Ideas for Reporters

1. You mention that part of your proceeds of *“The Shoes”* will be donated to various breast cancer foundations, which charities specifically will you be donating to?
2. In your book, Calli’s mother passes away due to complications from breast cancer, how has cancer affected you personally?
3. Your main character, Calli, isn't keen on using social media, why is that?





MARKETING:

Contact Jesse Johnson to schedule.
jesse@consultdisrupt.com
hello@paperclippublishing.com
(914) 562-3362



Paperclip
Publishing