

**COMPANY/BOOK PRESS KIT**  
**Mocha Mind Communications**



## LIFE SENTENCES

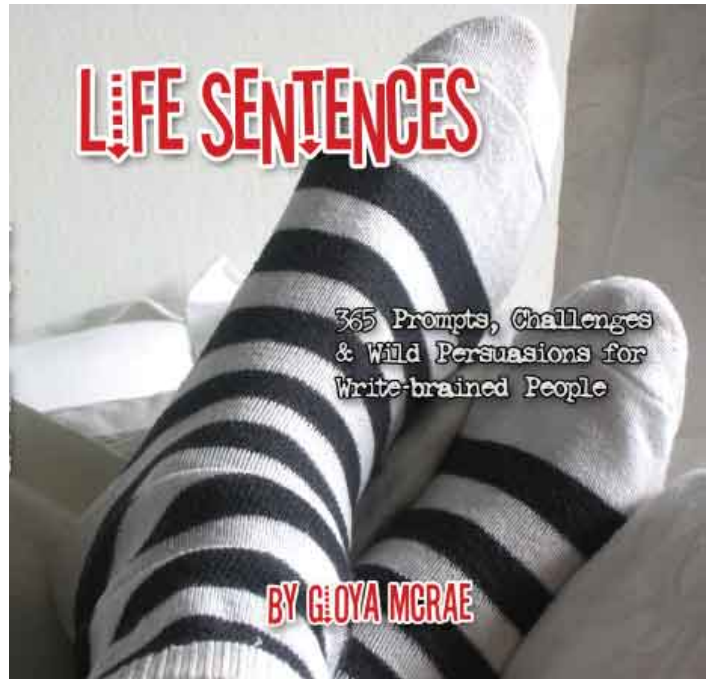
### *365 Prompts, Challenges & Wild Persuasions for Write-brained People*

ISBN 978-0-9774542-4-2

Paperback: 378 pages

List Price: \$17.99 US, \$18.79 CAN

Look at writing from a new angle every day with Life Sentences. The exercises, prompts and challenges will keep the ink pumping from your veins to your keyboard. Breathe new life into your literary skills. Stimulate your “write” brain.



## BOOK SYNOPSIS

### **CONVERSATIONS**

Write creative dialog for some very odd situations.

### **CREATIONS**

Reinvent the world to suit you in these special exercises.

### **DESCRIPTIONS**

Describe these everyday items in great detail. It's harder than you think!

### **EMOTIONS**

Dig deep inside and be rigorously honest to complete these heart-wrenching exercises.

### **IMAGES**

Examine the images. Pay attention to small details. How does this image make you feel? What happened or is about to happen here? Write a short story based on your thoughts.

### **MISCELLANEOUS MUSINGS**

This is an eclectic collection of thought-provoking prompts that will have you reaching deep into your brain.

### **RANDOM THOUGHTS**

What do the everyday items you interact with think of you? Here's the opportunity to see things from another point of view.

**AND MORE...**

## FROM PEN TO PAGE

### *Instructions for Write-Brained People*

ISBN 978-0-9774542-2-8

Paperback: 134 pages

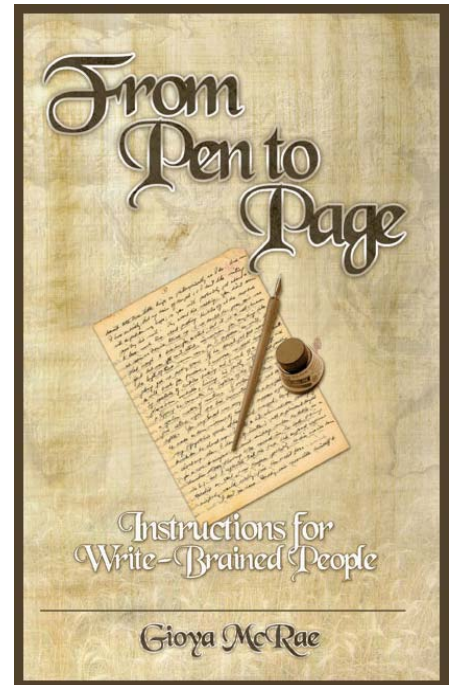
List Price: \$14.99 US, \$15.25 CAN

This book is for the beginning writer, the aspiring author...the dreamer. If you toy with the idea of writing to be published, the book for you is...

### FROM PEN TO PAGE

#### *Instructions for Write-Brained People*

Get what you need - a good overview of the writing life, complete with tips, step-by-step instructions, warnings and encouragement. In Pen to Page you learn the necessary methods to move ideas from your brain to paper to finished pieces. So put your Pen to Page and take control of your writing future.



## BOOK SYNOPSIS

- Chapter 1. Fighting Writer's Block**
- Chapter 2. Basic Writing Tasks**
- Chapter 3. The Mechanics of Creative Writing**
- Chapter 4. How to Craft a Great Article**
- Chapter 5. Book Writing Basics**
- Chapter 6. Successful Submissions**
- Chapter 7. Publishing Options**
- Chapter 8. Book Marketing & Promotion**

## THE BOOK

### **MOSTLY MURDER**

*A Medley of Mayhem & Mystery*

ISBN-10 0-9774542-0-7

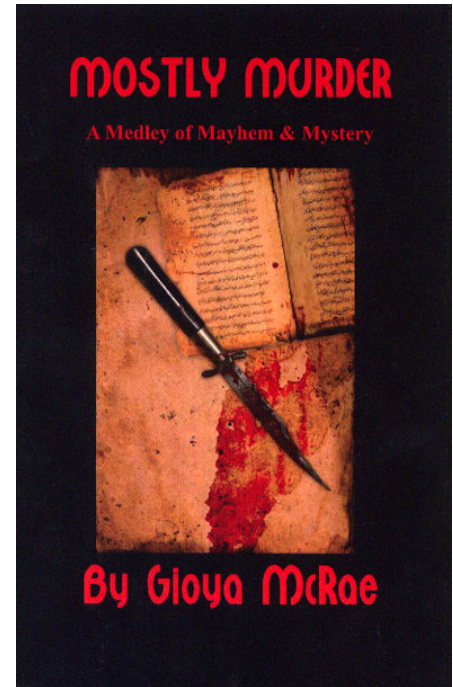
ISBN-13 978-09774542-0-4

Paperback: 176 pages

List Price: \$10.99 US, \$12.99 CAN

Gioya McRae's debut story collection presents a superlative range of short mystery stories every suspense fan will cherish. Meet Detective Pepper Brimley who has his own demons to exhumate while he investigates a serial killer of children. Encounter an entire race, forced to live underground, who fight to live on the earth's surface. Follow a young woman's nightmares to their evil roots.

From first to last, these short stories will challenge your mind with a mixture of suspense, romance, humor, and... a touch of gore.



## STORY SYNOPSES

**Prince of the Parking Lot** explores how our lives can change on a dime while taking us on a journey of corruption and intrigue.

**Pretty Young Thing** examines a woman's psyche as she seeks out a constant array of new, young lovers.

**Backtrack** follows a young woman's nightmares to their evil roots.

**Insult & Injury** examines a different kind of love.

**The Mini Murders** are so dubbed because this serial killer targets babies.

**The Flatteners** battle to maintain control of the earth's surface over a race they have forced to live underground.

**Measured Steps** asks the question, "Do you really know your mate?"

**Serita's Sight** comes not from her eyes, but from her heart.

## UPCOMING PROJECTS

### THE PLAGUE WITHIN

*Gioya McRae's Upcoming Novel!*

What happens when the outside world leaves the Black community to die of a mysterious disease? How can we survive?...Will we survive?

Keep an eye out for Gioya McRae's riveting new novel.

COMING IN 2010!

ISBN 978-0-9774542-1-1



## BOOK DISTRIBUTION

### Online Retailers:

Mocha Mind Communications [www.mochamind.com](http://www.mochamind.com)

Amazon.com [www.amazon.com](http://www.amazon.com)

Barnes & Noble.com [www.bn.com](http://www.bn.com)

Baker & Taylor [www.btol.com](http://www.btol.com)

BookFinder 4U <http://www.bookfinder4u.com>

## AUTHOR BIOGRAPHY

Gioya McRae, Founder of Mocha Mind Communications, is a professional writer and speaker, whose experience ranges from writing books, magazine articles and web content to creating theater reviews. McRae's Self-Publishing and Creative Writing Seminars guide aspiring authors to reach their publishing dreams. Her mystery collection, *Mostly Murder: A Medley of Mayhem & Mystery* received accolades. Her literary blog, "Write Outta My Mind!" located at [www.mochamind.com/blog](http://www.mochamind.com/blog) provides information, resources, and writing assistance to the literary community.

**Mocha Mind Communications** is a full-service author support firm providing:

- **Educational Seminars** on Self-Publishing and Creative Writing for aspiring authors.
- **Article Writing** for Print or Web – We will research and provide content on your chosen subject matter.
- **TheWrite Outta My Mind!** blog full of exciting, timely, positive, and useful information, resources, and writing assistance to the literary community.

For more information on Gioya McRae, please visit her website at [www.mochamind.com](http://www.mochamind.com) and her literary blog "Write Outta My Mind!" at [www.mochamind.com/blog](http://www.mochamind.com/blog).

Subscribe to Mocha Mind's FREE monthly email newsletter. You will receive advance information about our latest projects, books, signings, and other news, as well as, writing tips for aspiring authors.

## CONTACT INFORMATION

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## UPCOMING EVENTS

### RAISING READERS AUTHOR PANEL

(Irvington, NJ)  
March 13, 2010

<b>Venue:</b> University Middle School 255 Myrtle Ave. Irvington, NJ 07111 <b>Time:</b> 9:00 am - noon <b>Registration:</b> FREE	Raising Readers – Recent research shows a direct correlation between low reading scores and prison entry. Improving reading comprehension, therefore, is imperative! A panel discussion helps indentify a child's personality type; demonstrates how to talk with teachers about reading scores; and provides hints on designing an in home learning plans. (March 13, 2010)
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### I'M A SUPERHERO!

<b>Venue:</b> University Middle School <b>Time:</b> Various <b>Registration:</b> Various	Author and publisher, Gioya McRae, will help the class develop a Super Hero story through discussions of Super Hero powers and how they help people. Each child will draw himself or herself as a super hero and write their story. On Day Two, the Super Hero Comic Books will be constructed and each child will read their story out loud to the group.  <b>3/20/2010</b> Montclair Adult School <a href="http://www.adultschool.org">http://www.adultschool.org</a> <b>3/27/2010</b> South Orange Maplewood Adult School <a href="http://www.ssreg.com/som/default.asp?page=Home">http://www.ssreg.com/som/default.asp?page=Home</a> <b>5/15/2010</b> Nutley Public Library <a href="http://nutley.bccls.org">http://nutley.bccls.org</a>
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### PEN TO PROSE WRITERS' GROUP

(Nutley, NJ)  
Third Monday of Each Month

<b>Venue:</b> Nutley Public Lib. 93 Booth Drive Nutley, NJ <b>Time:</b> 6:30 pm - 8:30 pm <b>Registration:</b> FREE	The Pen to Prose Writers' Group was formed to read works in progress, share accomplishments, critique works, give writing instruction and to provide encouragement and inspiration to aspiring authors.  <b>Meetings to be held every third Monday from 6:30 P.M. to 8:30 P.M.</b>
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## **East Orange Author Heads Pen to Prose Writers' Group at Nutley Public Library**

*Nutley, NJ:* Noted East Orange author and speaker, Gioya McRae, has been chosen to head the Pen to Prose Writers' 20 Group at the Nutley Public Library. Open to all writers of fiction, short stories, memoirs and non-fiction articles, the Pen to Prose Writers' Group will meet Monday, September 15, 2008 and continue every third Monday from 6:30 P.M. to 8:30 P.M. at the Nutley Public Library, 93 Booth Drive, Nutley.

Known for her self-publishing and creative writing seminars, McRae will share writing tips, and provide encouragement and inspiration to aspiring authors as they read works-in-progress and share accomplishments. Whether

you're a beginning writer or a seasoned professional, the Pen to Prose Writers' Group wants you to participate. The group is free and open to the public.

For more information on this writers' group, please contact Gioya McRae, Nutley Public Library via email at [gmcrae@bccls.org](mailto:gmcrae@bccls.org) or via telephone at 973-667-0405 x2636.

Gioya McRae is the Founder of Mocha Mind Communications. She is an author, speaker, publisher, and editor. For more information on Gioya McRae, please visit her website at [www.mochamind.com](http://www.mochamind.com) and her literary blog "Write Outta My Mind!" at [www.mochamind.com/blog](http://www.mochamind.com/blog)