

Marketing Information

1. Distinctive features of *Dawnsearlylite*, by Arvind Kumar

- Absorbing, thought-provoking love story that raises questions about the nature of love and its place in contemporary life
- Complex, ultimately sympathetic characters (respectable physician and sex-trade worker, both leading double lives; interracial subtheme)
- Evocative Montreal setting with cosmopolitan ambience and French flair
- Strong contemporary feel, integrating such popular culture elements as Opus Dei and *The Da Vinci Code*; Google, Internet and email; journalizing and the search for authentic self
- Topical main theme: young woman with an overdeveloped sense of entitlement, willing to explore sex work as a means to achieving money and glamour (subject of recent *Tyra Banks Show*, aired 6/20/06; also treated previously on *Oprah*)

2. Bookstore positioning

- Primary:** General fiction
- Secondary:** Romance and/or Erotica (as suggested by the number and variety of love scenes and sexual encounters portrayed)

3. Readership

This novel will potentially appeal to a range of readers, including those who enjoyed the movie *Pretty Woman* (1990). It could also draw those familiar with Paulo Coelho's *Eleven Minutes* (2005), which is mentioned in *Dawnsearlylite* and tells a story of lost innocence and prostitution, while acknowledging the possibility of sacred sex. With its frank sexuality, *Dawnsearlylite* also has elements in common with John Irving's *Until I Find You* (2005; 2006)—an “erotically fraught” novel, as *Village Voice* puts it, that challenges puritanical assumptions about sex.

Dawnsearlylite shares the edgy, urban world of relationships portrayed by authors such as Candace Bushnell (*Sex and the City*, 1997, to cite the best-known example), Sarah Dunn (*The Big Love*, 2005), Carrie Karasyov and Jill Kargman (*Wolves in Chic Clothing*, 2005), Plum Sykes (*The Debutante Divorcee*, 2006) and Lauren Weisberger (*Everyone Worth Knowing*,

2006). Though *Dawnsearlylite* differs in tone from these works, it has the capacity to draw serious readers curious to explore the darker, less travelled avenues of big-city sex, love and shopping.

4. Competition

As suggested above, this novel is likely competing for some of the same readership as fiction in the “chick lit” category. But *Dawnsearlylite* is distinguished from much of this fiction by the Montreal setting and by its cautionary, rather than satirical, take on the devastations and as well as diversions of sex on the edge. It offers the added titillation of blurred boundaries between fiction and fact, between invented characters and real people.

Dawnsearlylite will thus attract readers who want “a reality check” as an alternative to sexual satire. Additionally, because a substantial part of the story is told from the point of view of a believable male character, the potential readership is not limited to women.

Contemporary erotica, with its many graphic subjects, may offer added competition for readers. But *Dawnsearlylite* will draw those with a taste not only for the explicit sexual depiction of much erotica, but also for the more complex characters and layered plotting of mainstream fiction.