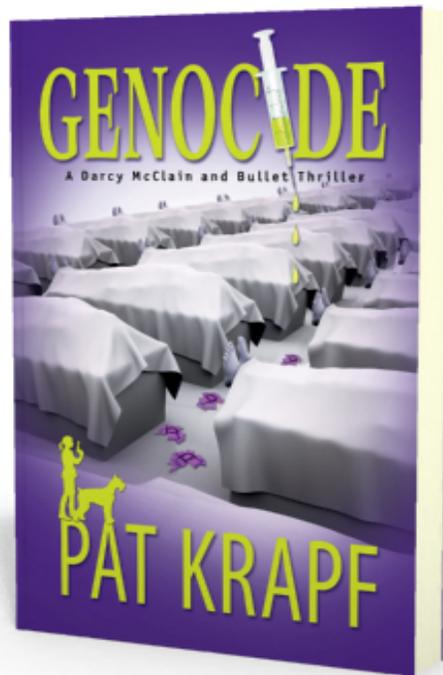


Genocide Media Kit



Thank you so much for your interest in helping spread the word about my book *Genocide*. It is now available worldwide in paperback and e-book. I'm available on an ongoing basis for guest posts, interviews, Q & As, book reviews, and electronic book giveaways.

We've collected everything you'll need to help promote the book. I want to make your job easier, so if there's something I missed or you want to do something outside the box, let me know what you need.

This document contains:

- Selling Points
- *Genocide* (Book 3): Description
- Press Release
- Sample Posts for the Web
- Sample Social Media Posts
- Fun Facts about *Genocide*
- 3 Excerpts
- 2 Author Bios
- Interview with Pat Krapf
- Contact Information

You may also be interested in:

- [High resolution book cover](#)
- Author photo in [gray scale](#) and [RGB](#)
- [PDF of sample chapter](#)
- [Author media kit](#)

Book hashtags:

#DarcyandBullet; #thriller; #crimefiction

Thank you so much for your help! If there's anything you need, don't hesitate to ask!

Selling Points

- *Award-winning author:* Pat Krapf's second book, *Gadgets*, won the Betty L. Henrichs Award for Best Publishable Mystery.
- *Timely topics:* LGBTQ issues, presidential election, abortion, child abuse.
- *Controversial technology topics:* Nanotechnology, gene editing, artificial intelligence, biorobotics, neuromorphic technology (computer chips that mimic the human brain), and stem cell research.
- *An appealing canine sidekick:* A giant schnauzer named Bullet plays an increasingly major role in the series.
- *Personal experience:* Pat spent her formative years overseas and draws upon her memories of civil war, talk of USAID being a front for the CIA, and several coup d'états in African countries to shape plots for her thriller series.
- *Expertise in technology:* Pat's experience in the aerospace and health care industries adds realistic detail to the technological aspects of her books.
- *Exotic locations:* The books are set in places she has lived in or visited during her many years of travel around the globe.
- *Page-turners:* Pat Krapf kicks some serious butt in her page-turning Darcy McClain and Bullet Thriller Series!

Genocide

A Darcy McClain and Bullet Thriller (Book 3)

Sean Ireland, the first gay presidential candidate in US history, is guaranteed the election—until he's found dead at the Palace of Fine Arts in San Francisco. Stunned by Sean's murder, private investigator Darcy McClain is determined to hunt down her friend's killer.

In the course of her investigation, she is astounded to discover evidence of a high-level government conspiracy to exterminate gays and lesbians. Is Solis, a rogue CIA agent who years earlier tried to kill Darcy, part of the conspiracy? Is he the murderer? Taunted by Solis, who threatens to kill her dog, Darcy vows to track down her adversary, save Bullet, and discover the truth.

FOR IMMEDIATE RELEASE

Private Investigator Darcy McClain Hunts Down Killer of First Gay Presidential Candidate in U.S. History

In Genocide, book three of the Darcy McClain and Bullet Thriller Series, Darcy panics when the murderer of her friend Sean Ireland threatens to kill her dog Bullet.

(Dallas, Texas, May 5, 2017) Sean Ireland is guaranteed the presidential election until he's found dead at the Palace of Fine Arts in San Francisco. While investigating, Darcy McClain discovers evidence of a high-level government conspiracy to exterminate gays and lesbians. Framed for Sean's murder, she is forced to go underground to solve his murder, clear her name, and investigate the conspiracy.

A gay pride parade that author Pat Krapf found herself in the midst of in San Francisco partly inspired her to pen *Genocide* (Thunder Glass Press, June 1, 2017, ISBN: 978-1-941300-05-3, \$15.99, www.patkrapf.com). Another inspiration was a *Science* article by neuroscientist Dr. Simon LeVay, renowned for studying brain structures and sexual orientation. "I came away pondering two questions," Pat says. "Is homosexuality biologically fated? And could there really be a gay gene?"

Pat never intended for Darcy to have a canine sidekick, but when she rescued her real-life Bullet, members of her writers' group encouraged Pat to include the dog in the series, but "by all means never kill him, whatever you do." With the challenge of working Bullet into previous books, she brainstormed with her editor to best fit him into the storylines.

Patricia "Pat" Krapf is the author of the acclaimed Darcy McClain and Bullet Thriller Series. Pat was an active member of the Dallas/Ft. Worth Writers' Workshop for ten years and is now a member of Mystery Writers of America and Sisters in Crime. She frequents Bouchercon and the

DFW Writers Conference. Her second book, *Gadgets*, won the Betty L. Henrichs Award for Best Publishable Mystery. She and her husband live in Texas with their giant schnauzer, Bullet, who at 100 pounds has charmed his way into his master's books.

For more information about Pat Krapf and her books, and to sign up for her newsletter, visit www.patkrapf.com. Download media kits here: <http://www.patkrapf.com/media.php>

For a review copy (PDF, mobi, ePub) of *Genocide* or an interview with Pat, please contact Pat. When requesting a print review copy, please provide street address. High-resolution photos available.

About the Author

Patricia “Pat” Krapf is a full-time writer and author of the acclaimed Darcy McClain and Bullet thriller series.

She and her husband live in Texas with their giant schnauzer Bullet, who at 100 pounds has found his way into the plot of his master’s books.

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<https://www.instagram.com/bulletgiantschnauzer/>



http://www.goodreads.com/author/show/8180730.Pat_Krapf

Sample Blog Introductions

Sample Post #1

I'm excited to tell you about the latest book from award-winning author Pat Krapf. In *Genocide*, Sean Ireland, the first gay presidential candidate in US history, is guaranteed the election—until he's found dead at the Palace of Fine Arts in San Francisco. Stunned by her friend's murder, private investigator Darcy McClain is determined to hunt down Sean's killer. In shock, she returns home to find someone has broken into her home, assaulted her sister, and stolen Bullet, her giant schnauzer. Darcy vows to track down her adversary, save Bullet, and discover the truth. Learn more about Pat at her website, patkrapf.com, and get your copy of the book from Amazon and BN.com.

Sample Post #2

Today we're introducing Pat Krapf's new book, *Genocide*, the third in the Darcy McClain and Bullet Thriller Series. The main character is Darcy McClain, whose friend Sean Ireland, America's first gay presidential candidate, has been found dead at the Palace of Fine Arts in San Francisco. Darcy is framed for his murder. How far will she go to avenge Sean's death? Learn more about Pat at her website, patkrapf.com, and get your copy of the book from Amazon and BN.com.

Sample Post #3

Just released! We want to share the news about Pat Krapf's latest book in the Darcy McClain and Bullet Thriller Series, *Genocide*. Sean Ireland, the first gay presidential candidate in US history, is guaranteed the election—until he's found murdered at the Palace of Fine Arts in San Francisco. Then rogue CIA agent Solis steals Darcy's dog Bullet and threatens to kill him. She vows to track down her adversary and save her dog. While hunting Solis, Darcy is astounded to discover a high-level government conspiracy to exterminate gays and lesbians. Framed for Sean Ireland's murder, she is forced to go underground to solve his murder, clear her name, and investigate the conspiracy. Learn more about Pat at her website, patkrapf.com, and get your copy of the book from Amazon and BN.com.

Sample Social Media Posts

Just released! Check out the latest Darcy and Bullet thriller, *Genocide*, from @AuthorPatKrapf.

#DarcyandBullet <http://patkrapf.com/books.php#genocide>

[133 characters]

Darcy McClain finds herself on the run, framed for a murder she didn't commit. #Genocide, by

@AuthorPatKrapf <http://patkrapf.com/books.php#genocide>

[131 characters]

Darcy McClain is on the run in #Genocide! The latest #thriller from

@AuthorPatKrapf <http://patkrapf.com/books.php#genocide>

[112 characters]

Sean Ireland, the first gay presidential candidate in US history, is guaranteed the election—until he's found dead at the Palace of Fine Arts in San Francisco. Darcy is framed for the murder and is on the run without her loyal companion, Bullet. Can Darcy clear her name and find Sean's killer? @AuthorPatKrapf #DarcyandBullet #thriller

[342 characters]

Could the death of Sean Ireland, the first gay presidential candidate, signal a much larger government conspiracy? Check out the newly released Darcy McClain #thriller by

@AuthorPatKrapf

[192 characters]

New Darcy McClain #thriller, by @AuthorPatKrapf! Framed for the death of her friend Sean Ireland, Darcy McClain must go underground to clear her name. During her investigation, Darcy uncovers his death might just be part of a much larger government conspiracy!

[266 characters]

Fun Facts about *Genocide*

1. *Genocide* was the first novel Pat wrote in the Darcy McClain and Bullet Thriller Series, but it will be released as the third book.
2. In *Genocide*, Darcy admits to herself that her pyrophobia is indeed a serious problem and she should seek professional help.
3. Highlights of writing *Genocide* were the repeat visits to San Francisco and the Napa Valley for book research.
4. Pat drew upon her skills as a technical writer in the medical industry to weave a plausible extermination plot for *Genocide*.
5. Hilltop Cellars was modeled after a real property in St. Helena, which was operated as a bed and breakfast until it sold and became a private residence in the 1980s.
6. Darcy's home on Mandalay Lane is a real location in San Francisco, but the street name has been changed and today most of the houses have undergone major renovations, looking nothing like they did when Pat wrote *Genocide*.

Three Excerpts

Excerpt # 1 (109 words)

“Bullet.” Charlene raised herself on her elbows. Fear shone in her eyes. “Where’s Bullet? Go find him.”

The same concern that gripped her sister settled over Darcy. “Bullet!” she called out as she ran from the kitchen into the sunroom. She slid aside the screen door, surprised to see a large section of mesh flapping in the breeze. She raced into the backyard and searched frantically but couldn’t find him anywhere. “Bullet! Come, boy!” She kept calling—he always came when called. She crossed the lawn, struck something tangled in the grass, and stooped to retrieve the object. She froze. Tranquilizer dart. Fear turned to panic. Oh, God, no!



Excerpt #2 (221 words)

One word burned in her mind. Revenge.

She kicked something hard as she stood in the confined space. A crossbow? She flicked on the dome light. A Barnett Jackal leaned against the back of the cargo compartment. But she saw no quarrels, only a small pouch resting near the weapon. Inside, she found five syringes filled with phenobarbital, four with enough drug to kill a large dog. “You bastard,” she muttered. But the fifth needle made her smile. The lethal dose was more than enough to kill an elephant, and all of the hypodermics were designed to be shot from a crossbow.

“One grave for you both,” he taunted.

“Not if I can help it.” Darcy loaded the elephant dose into the weapon, brought her knees to her chest, and kicked open the van doors.

He stood on the rise above her, his hand to his forehead to shield his eyes from the sun. Aiming

carefully, she steadied the crossbow and pulled back on the spring-loaded mechanism. Blood oozed from her shoulder wound, and her mouth filled with a metallic taste as she bit the tip of her tongue. Excruciating pain blurred her vision, but the will to live overrode all. She summoned every ounce of strength she possessed and painted an imaginary bull's-eye on his chest. She released the trigger.



Excerpt #3 (221 words)

On a final stroll of the grounds, he stooped at the lakeshore to pick flowers for the vase outside the master suite. Once plucked, the blooms drooped instantly in the warm sun. He rinsed his drinking glass and filled it with water. A murky figure appeared, reflected on the lake's surface. He blinked and blinked again, fully expecting the wavy image to disappear, but the man's reflection remained. He recognized his visitor and smiled. But how had he gotten on the grounds?

Sunlight glinted off the ten-inch blade in the visitor's hand.

Terror shot through him. The glass fell from his hand, shattered on a rock, and the shards fell into the water. He grabbed at his belt. No pager. No phone. Preoccupied, he had forgotten both. Panic set in.

A powerful hand gripped his chin and yanked his head backward. Pain seared his throat as the razor-sharp knife sliced from one end of his neck to the other. Air hissed from the expanding wound. He clawed at the folds in his skin, a violent and futile attempt to stem the flow of blood. He dug his short nails into his flesh, but they were inadequate sutures. Blood gushed through his clenched fingers, and in the darkest crevices of his mind, he knew the end had come.

Sweet Jesus, spare me.

Two Author Bios

Short Version (101 words)

Patricia “Pat” Krapf is a full-time writer and author of the acclaimed Darcy McClain and Bullet Thriller Series.

She and her husband live in Texas with their giant schnauzer Bullet, who at a hundred pounds has found his way into the plot of his master’s books.

Pat was an active member of the Dallas-Ft. Worth Writers’ Workshop for ten years and is now a member of several professional writing organizations, including Mystery Writers of America and Sisters in Crime. She frequents Bouchercon and the DFW Writers Conference. Her second book, *Gadgets*, won the Betty L. Henrichs Award for Best Publishable Mystery.



Medium Version (301 words)

Patricia “Pat” Krapf is a full-time writer and author of the acclaimed Darcy McClain and Bullet Thriller Series. She lived overseas for most of her formative years and is the only girl among five brothers in the family.

Her one regret about her journey across four continents as an adolescent is that she didn’t own a digital camera. It was the age of the Polaroid. Pat has since become an avid amateur photographer and enjoys shooting landscapes, architecture, and of course giant schnauzers.

By age nine Pat had become a voracious reader and read every Nancy Drew and Hardy Boys book she could get her hands on. It was then she vowed to write a novel someday. She has published two of her Darcy McClain and Bullet books. Only seven more to go!

Before delving into writing, Pat had a career in the print industry and held jobs at several newspapers before accepting a position as a marketing coordinator for an architectural firm.

After that she entered the corporate world as a technical writer. Corporate life had its high points, the most rewarding of which was the knowledge she gleaned while working in the architectural, aerospace, and health care industries. These experiences would serve as the basis for several of her novels.

Pat and her husband live in Texas and are proud to call the state home, as is their giant schnauzer Bullet, who at a hundred pounds has found his way into his master's novels.

Pat was an active member of the Dallas-Ft. Worth Writers' Workshop for ten years and is now a member of several professional writing organizations including Mystery Writers of America and Sisters in Crime. She frequents Bouchercon and the DFW Writers Conference. Her second book, *Gadgets*, won the Betty L. Henrichs Award for Best Publishable Mystery.

Interview with Pat Krapf

Why write techno-thrillers as opposed to another genre?

For years, I worked in the aerospace and the health care industries as a technical writer, which led to my fascination with technology. So this genre seemed a perfect fit. And once I stopped laboring over romance, which I thought would be more popular with readers, I found that the thriller drove me to the computer rather than kept me away.

In your techno-thrillers, do you feel you are one step ahead of technology or one step behind?

I strive to stay one step ahead by anticipating where the technology is headed. Sometimes, an eye toward the future means stepping over into another genre, in this case science fiction. In *Brainwash* this crossover, although minor, proved to be a sticking point with some literary agents. Rather than keep my plots in line with today's technology, I prefer to *foretell* technology. I like to adhere to Alan Kay's adage: "The best way to predict the future is to invent it."

What do you like to read?

Not surprisingly, thrillers—and in any subgenre. I also read a lot of nonfiction, anything scientific in nature and anything related to spies and spying.

Name some of your favorite fiction authors.

Robert Ludlum, Frederick Forsyth, John le Carré, Ken Follett, and the list goes on. Anything thriller related, I will read.

And your favorite nonfiction authors?

I choose nonfiction based on subject matter and not specific authors. I gravitate to material I intend to explore in future books.

What advice would you give a young writer?

Read a lot. Write every day, even if at first the duration is short, and write about what interests you. Trust your own judgment. Join a writing critique group. The experience is invaluable. From

my own experience, know the rules, but be prepared to break them if it will make your writing stronger. Hire a professional editor to edit your manuscript.

Do you only write about what you know?

No. I write about what I know, what I like, and what I find interesting. Darcy is my alter ego, so I know her well. Other key characters in the series have some of my own personality traits, which means I also know them well. And it pays to be acutely observant of people's emotions, watching how someone reacts or deals with, say, abject grief or abuse, such as Paco in *Gadgets*. As for settings, I use countries or states I have lived in or have travelled extensively in. Regarding the technical aspects of the series, I draw upon experience and/or do copious research—some tedious and boring, but most riveting. If need be, I also interview experts on whatever scientific topic I've chosen, and some interviewees have even been kind enough to read and edit certain technical passages for accuracy.

But how do you research owning a giant schnauzer?

My fellow writer friend, Sarah Jordan, wrote a wonderful debut novel titled *The BossQueen, Little BigBark, and the Sentinel Pup*, written from the perspective of the three dogs as their pack moves to a new home, one that comes with a troublesome cat. I complimented her on her insight into canines and was amazed to hear she had never owned a dog. But many family members had, and she pulled it off beautifully. Unlike Sarah, I have owned three giants, one female and two males, and rely on my experiences as an owner. The choice of a giant schnauzer was not the best breed for Paco, who travels under the radar most of his life, but I accepted the challenge. Giant schnauzers are not common and their looks are definitely eye-catching—not attributes you want if you are trying to avoid drawing attention to yourself. But as a working dog with a keen sense of smell, a giant will play to Darcy's advantage in future thrillers.

Why does Bullet play a bit part in *Brainwash*?

I really had no intentions of Darcy rescuing Bullet and therefore no intentions of including him in *Brainwash*. However, as a member of the Dallas-Fort Worth Writers' Workshop, a read and critique group, I was encouraged by many fellow members to "Please, keep the dog in the series and whatever you decide, *don't* kill him." Now my series had a dog and I had the challenge of

revising the books to incorporate Darcy's sidekick. In *Clonx*, set in Texas, Bullet will play a major role.

What do you enjoy most about writing your thriller series?

Everything. I love the entire process. Research, at times, can be laborious depending upon how technical it is. And editing can be monotonous when you strive for perfection, and I do, but overall I can't imagine not writing.

Do you intend to publish in other genres?

No. I intend to stay focused on the Darcy McClain and Bullet series. And on blogging.

Summarize your writing process. Are you a plotter or a pantser?

A bit of both. The novels are listed in the order in which I wrote them, with details about my process. In parentheses are the release dates, or proposed release dates.

Blind Revenge (undetermined): I outlined the entire book.

Genocide (2017): I concluded that the outline concept was too restrictive but worked out all the technical details of the plot (genetic engineering) before I began writing. So when I put pen to paper, I had my plot thought out, and I also had a beginning and ending. During the edit process, I chose a new ending.

Gadgets (2015): My knowledge of lasers drove the plot. As for the setting, enamored with the Albuquerque Hot Air Balloon Fiesta, I knew I wanted to start the book with it. I had my ending as well, but at a later date, I tossed the original ending to include Bullet in the series. I also added a new first chapter to introduce a new character, Darcy's childhood friend Samantha Logan, who will play a major role in a future Darcy and Bullet thriller.

Brainwash (2014): I had a book title, a technical concept (artificial intelligence and nanotechnology), a setting (Taos), a beginning, and an end. Then together, Darcy and I wrote the story.

Contact Information

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Thank you for helping me promote *Genocide*. I truly appreciate the time and effort you've spent reading this media kit and helping to get the word out about the third installment in the Darcy McClain and Bullet Thriller Series. I couldn't do it without your help! Sincerely, Pat

