

# BOBBY ETHER AND THE JADE ACADEMY

R. SCOTT BOYER

## DESCRIPTION

When sixteen-year-old Bobby Ether is abducted and brought to the secluded Jade Academy in Tibet, monks teach him and other special students how to tap into their Anima—the universal energy that connects all living things. But the headmistress of the academy is secretly exploiting the students, looking for genetic triggers to create a new breed of humans with metaphysical abilities. As his powers increase, Bobby is thrust into a cesspool of conspiracy, lies, and betrayal. A jade amulet left by his clairvoyant grandfather may provide answers, but what exactly is his family's connection to this mysterious place?

Can Bobby master his talents in time to uncover the truth? If not, his fate—and the fate of the entire Jade Academy—may be sealed.

## KEY SELLING POINTS

- Fits ideally into the robust YA fantasy market
- This is the first in a planned series of seven books. #2 releases in 2020, #3 in 2021.
- Heavy crossover potential to adult market based on multiple mature story lines
- Contains powerful themes not found in common fantasy novels including morality, inner growth, spirituality (not religion), and self-discovery.

## MARKETING

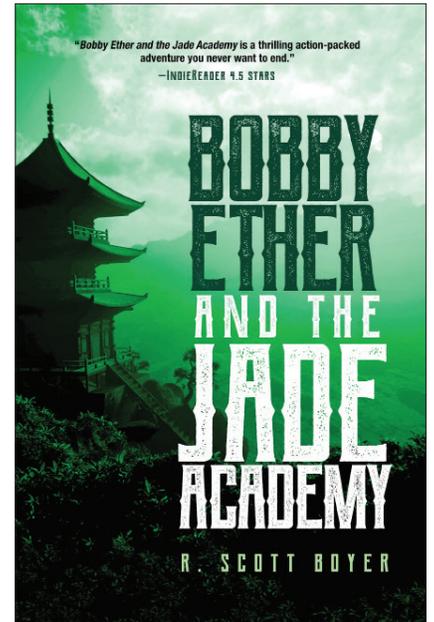
- The author is working with marketing and PR professionals for the launch.
- The author will hold a pre-release party and submit the book for awards and book reviews.
- The author uses social media Twitter, Facebook, Instagram, LinkedIn, and Goodreads.
- Virtual book tours include YA Bound Book Tours, Xpresso Book Tours, Goddess Fish Promotions and Silver Dagger Tours.
- The author is making use of extensive connections with area youth organizations.

## AUTHOR BIO

R. Scott Boyer graduated from the Haas School of Business at UC Berkeley in 1996. In 2008, he became fascinated with the idea of blending young adult fantasy with new-age fiction and thus began his journey as a writer. While maintaining a full-time job, he couldn't help but envision the kind of book he wanted to read. This exploration led to the creation of the Bobby Ether YA fantasy series, which combines spiritual elements with ancient myths and legends to create fun, fast-paced stories tailored for young adults but suited for adventure lovers of all ages.



Through his writing, Scott likes to explore various spiritual and metaphysical themes, including karma, serendipity, communion with nature, and the interconnectedness of all living things. In his free time, Scott likes to play basketball and tennis, as well as bike with his rescue dog, Patch. Over the years, Scott has been involved with a number of volunteer youth organizations, including United In Harmony, YMCA summer and winter camps, various basketball programs, and C5LA. Raised in Santa Monica, California, Scott still resides in the Los Angeles area close to his family.



**Publisher:** Koehler Books

**Distributor:** Ingram

**PUB DATE:** 4/24/2019

**SOFT COVER:** \$18.95, 978-1-63393-745-1

**HARD COVER:** \$26.95, 978-1-63393-747-5

**EBOOK:** \$7.99, 978-1-63393-746-8

**TRIM:** 6"x 9", pages 320

**YA FICTION:** Fantasy/Contemporary

## AUDIENCE

- Young Adult adventure seekers
- Fans of YA fantasy series Hungry Games, Harry Potter, Divergent
- Fantasy readers of all ages
- Readers of spiritual fiction and/or magical realism—those seeking greater depth and meaning than the typical fantasy novel

## ONLINE

[www.rscottboyer.com](http://www.rscottboyer.com)

 **koehlerbooks**™  
[www.koehlerbooks.com](http://www.koehlerbooks.com)

**INGRAM**  
ONE SOURCE. COUNTLESS POSSIBILITIES.