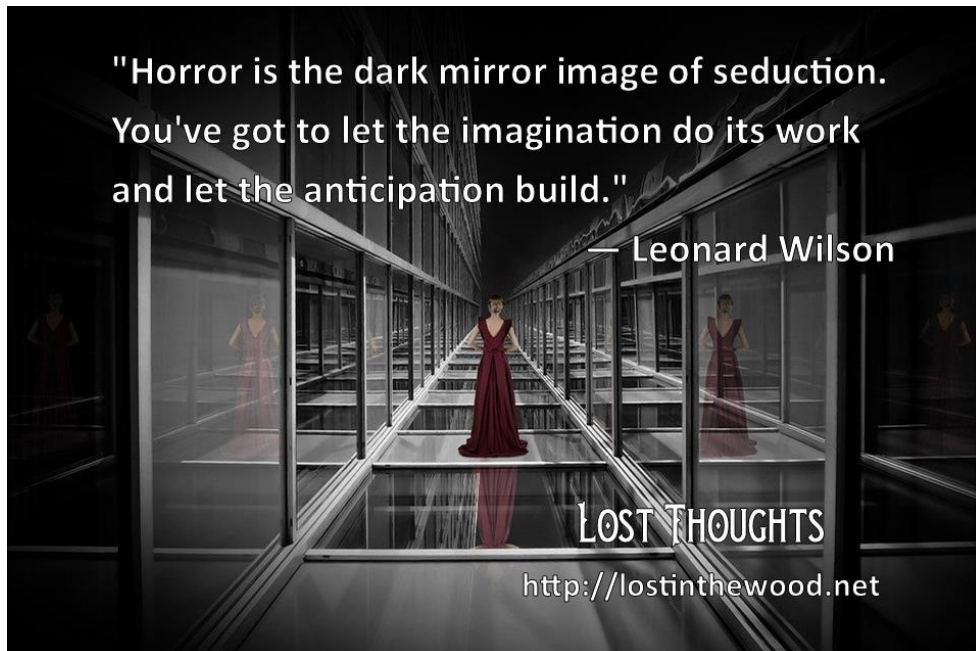




## June 2021



### **A Different Shade of Fantasy**

Did you ever notice how our Lost in the Wood logo resembles a yin-yang symbol? Go look. We'll wait.

That's no coincidence. Life is a balancing act. That's why we don't write grimdark. Despair is meaningless without hope. Death is meaningless without life. Darkness would hold no terrors without the existence of light.

Anything that remains unchanged long enough will slowly fade from human awareness. We need contrasts to experience anything. We need contrasts to live.

So before we return to the high-stakes horror of our Dark Goddess Chronicles, we'll invite you to cleanse your palette this summer with the first of our more playful Freyjur Fantasies novels.

Freyjur Fantasy stories are the "yang" to our Dark Goddess "yin". That doesn't mean they're all sweetness and light. What they are is smaller, more personal, and more life-affirming. Less violence. More sex.

Freyjur Fantasies will be stories about personal relationships, self-discovery, sexual themes, and good old unreliable magic. Most of all, like Dark Goddess Chronicles, they're all about the fun. We'll just be visiting it on the other side of the mirror.

So if you want to join us in cleansing your palate, stay tuned for the release of our first Freyjur Fantasy:

### **Learning to Spell**

The Lovelace Community College of Applied Magic had always been Sylvie's dream. She would attend. She would excel. She would become one of the most accomplished alumni to ever walk its halls.

But her acceptance letter never came because of one infuriatingly stupid little problem: Lovelace didn't exist.

Sylvie had lived so much of her childhood vicariously through the books and the movies it felt real. Anything that felt that real should exist.

But no. The most magic her life can muster is volunteering at a fantasy convention for a chance to meet Diana Taylor, the actress who starred in the Lovelace movies.

Then everything changes when Diana invites Sylvie up to her room and introduces her to new possibilities that have nothing to do with spending the night with another woman. Well, okay, they could. Or maybe they could involve her pick of two or three intriguing men.

The point isn't that so many of her new possibilities are lascivious. The point is magic doesn't have to be at all what she expected for it to be real.

### **Assembling a Launch Team**

The Internet has groups for writers and groups for readers. The groups for readers have to fight to keep writers there under control (if not ostracized entirely) or they become dumping grounds for self-promotion spam, all the readers go away, and they die an agonizing death.

This becomes a catch-22 situation, though, for both groups. The readers go to reader groups for book recommendations, and the same handful of popular books and authors get recommended over and over and over and over and over ad nauseum. "Hidden gems" remain hidden.

We see posts like the one below ALL THE TIME, where our stories are clearly what the readers are looking for, but we're forbidden from mentioning that by the rules of the group.



So writers need friends who become fans and fans who become friends--readers who honestly read their genre, love their genre, love their work, and are willing to say so in the comforting presence of other fans of the same genre. But like most writers and so many readers, we're raging introverts. The connections are hard to make.

Our grand strategy is to write stories that earn repeat business, but no one's going to become a repeat customer before they know we exist.

If you're a fantasy fan who reads our stories, actually loves our stories, and is willing to mention that to other fantasy fans, and if you think it would be great if we had the time and resources to publish them more often, we'd love for you to reach out to us and say so.

Building an advance-reader team of true fans who'll post reviews and advocate for us in return for free early access to the stories is going to be a crucial next step down this road.

### **Until Next Time**

Thanks so much for your time and attention. The next Dark Goddess Chronicles book is half written, and we'll alert you here as soon as there's more to tell.

Leonard & Ann Marie Wilson  
Lost In The Wood Press





*Copyright © 2021 Lost In The Wood Press, LLC, All rights reserved.*

**Our mailing address is:**

Lost In The Wood Press, LLC  
1111 Main St #243  
Conway, AR 72033  
USA