



Siri, Who Am I?

A Novel

Sam Tschida | 9781683691686 | TR | 5/5/2020 | IN | \$15.99 \$21.99 | Quirk Books; Quirk Books



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BISAC 1: Fiction - Romance - Romantic Comedy

BISAC 2: Fiction - Women

BISAC 3: Fiction - Humorous - General

Page Count: 304 **Trim Size:** 5-1/4 x 8

Carton Count: 40

Publicity and Marketing

- National and local print outreach.
- Five-market author tour (markets TBD)
- Online media campaign
- Early reads campaign
- Library promotion, including giveaways at ALA Midwinter.
- National advertising campaign
- Promotion on QuirkBooks.com

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TARGET CONSUMER:

- Women ages 18-40 who love comedic fiction, romantic comedies across all media, and reality TV
- Mature young adult readers

Memento gets a Millennial makeover by debut author Sam Tschida in this smart and edgy comedy about a Kardashians-obsessed woman who wakes up in an LA hospital with amnesia, a torn party dress, and a broken iPhone and must work backward, using her Instagram account, to piece together her identity, only to discover that her life is a perfect lie.

When Mia wakes up in a Long Beach hospital with a head wound, she knows everything there is to know about the Kardashian-Jenner family but almost nothing about herself. The only items in her possession are her torn party dress--which immediately begs the question, what kind of girl parties on a Tuesday night?--a tube of Chanel lipstick, and an iPhone with a shattered screen. She might not remember where she lives but she can use her Instagram account to work backward to piece together the basic facts of her identity. Easy enough, right?

Instagram tells her that she lives in a Millennial-pink duplex that would make Kylie Jenner jealous. But when she arrives, she discovers a cute housesitter named Max who tells her the house actually belongs to JP, a French billionaire--and he has no idea how she's connected to him. After some sleuthing, she discovers she's the owner of a high-end matchmaking service. Could JP be one of her investors?

As Mia works backward through her Instagram to figure out who she really is--and find anyone who knows anything about her--she discovers an ugly truth buried within her perfect social media image. Is it too late to undo her lies online and become an IRL good person?

- *Siri, Who Am I?* is tailor-made for this cultural moment. It taps into our current obsession with social media--especially the way in which we curate our image on Instagram--influencers, wellness and self-care culture, and even grifters like Anna Delvey, Elizabeth Holmes, and the team behind Fyre Fest.
- The Instagram element of the story will appeal to a core audience of Millennial and older Gen Z readers.
- The voice and tone are perfect for women who read comedy novels, especially *Playing with Matches* and *Love at First Like* by Hannah Orenstein, *The Assistants* by Camille Peri, *The Hating Game*, and *99 Percent Mine* by Sally Thorne, and *The Wedding Date* and *The Proposal* by Jasmine Guillory.

Author Bio: Sam Tschida (pronounced "cheetah") is from the wilds of Minnesota, where she lives with a motley crew of kids, dogs, and one handsome man. She is the co-founder of ManuFixed, an editorial consulting company and a writing workshop that services the Twin Cities. In her spare time she runs, exercises, and watches Netflix.

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