



SOCIAL MEDIA MARKETING KIT

The Sleeping Beauty

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ManuscriptReport.com

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1. Your Social Media Strategy

This strategy guide is your roadmap for promoting your book on social media. It recommends which platforms to prioritize based on your genre, how often to post, and which content types resonate most with your target readers. Use it as a reference whenever you plan your weekly content calendar.

Platform Recommendations

TikTok

Industry data consistently shows TikTok remains the premier discovery engine for Gen Z and young millennial readers, particularly for queer romance and trope-subverting fantasy. The platform's algorithm heavily favors niche communities like #QueerBookTok.

- Use trending atmospheric audio to build an immersive vibe before revealing the book's title.
- Lean heavily into the 'Subverted Chosen One' and 'Queer Fairy Tale Retelling' angles, as BookTok audiences actively search for these specific subversions.
- Utilize the photo carousel feature, as recent social media benchmark reports indicate TikTok carousels often yield higher engagement and save rates than standard short-form video for book recommendations.

Instagram

Instagram is essential for visual worldbuilding and community nurturing. SearchEngineJournal analysis of recent platform trends highlights that Instagram carousels generate significantly higher engagement rates for authors building immersive fantasy worlds.

- Design multi-slide carousels that transport the reader into the Dream Realm or Uргу, using the 'Epic, immersive' tone directive.
- Use the caption space to explore the deeper themes of systemic oppression and marginalization, which resonates deeply with your target demographic.
- Ensure your grid maintains a dark, moody, and magical aesthetic that reflects the gritty reality of the story.

Pinterest

Pinterest acts as a visual search engine rather than a traditional social feed. Research consistently shows Pinterest has a high conversion rate for visual inspiration, making it ideal for fantasy mood boards and long-tail book discovery.

- Link every pin directly to the e-book purchase page or Goodreads.
- Use SEO-rich pin titles and descriptions (e.g., 'Dark Queer Fairy Tale Retelling Book Aesthetic').
- Batch create pins using the atmospheric images from your kit to build a robust 'Sleeping Beauty Retelling' board.

Content Mix

To maximize engagement and conversion, aim for a balanced mix: 40% Atmospheric Scene Posts (worldbuilding and immersion to transport the reader), 30% Trope/Hook Posts (TikTok/Reels style to capture attention quickly), 20% Quote Graphics (to showcase the emotional resonance and literary quality), and 10% Thematic Deep Dives (exploring the social commentary, chronic illness representation, and queer romance).

Posting Cadence

Platform algorithms reward consistency over sheer volume. Industry best practices recommend: TikTok 3-5x per week (focusing on hooks and tropes); Instagram 3-4x per week (mixing 2 Reels and 2 Carousels/Static posts); Pinterest 1-2x per week (can be batched monthly). Focus on sustainable pacing rather than burning out.

Genre-Specific Tips

- Maintain an epic, world-first voice. Use CTAs like 'Step into the Dream Realm' or 'Begin your journey' rather than 'Buy my book.'
- Highlight the intersection of gritty reality and portal fantasy. Contrast the brutal American healthcare system with the magical, yet equally complex, power structures of Uргу.
- Frame the romance as a source of courage, not a magical cure. Your audience values authentic representation; emphasize that love gives Rose and Chelle the strength to survive, rather than erasing their trauma or illness.
- Explicitly market the subversion. Tell readers directly that this is a fairy tale where *The Sleeping Beauty* wakes herself and the 'chosen one' is a broke, chronically ill college student.
- Avoid mundane language, modern slang, or generic fantasy cliches. Keep the framing focused on the unique, dark, and systemic nature of your specific magic system.

Hashtag Strategy

Use a tiered approach. Community tags: #BookTok, #Bookstagram, #QueerFantasy, #DiverseBooks. Niche tags: #FairyTaleRetelling, #PortalFantasy, #SubvertedTropes, #ChronicIllnessRepresentation, #SapphicFantasy. Avoid overly broad tags like #Books or #Reading, which dilute your reach to your specific target audience.

How to Use This Kit: Mixing Images & Posts

Welcome to your creative director's toolkit! We've provided your images and captions as two independent libraries for a very specific reason: flexibility. The images represent the visual DNA of your world, while the captions are optimized marketing hooks. By keeping them separate, you aren't locked into just 20 posts. Instead, you have the power to mix and match, creating over 250 unique combinations to keep your feed fresh, dynamic, and perfectly tailored to your audience.

Quick-Start Pairings

Scene Tease Post + Atmospheric Image: This combination acts as a visual and narrative portal, instantly transporting the reader out of their feed and into your universe.

Trope-List Post + Moody Aesthetic Image: This is the classic, high-converting BookTok/Bookstagram format. It gives readers the exact ingredients they are looking for at a glance.

Hook Post + Symbolic Object Image: Symbolic images create a 'curiosity gap.' When paired with a punchy hook, it forces the user to stop scrolling to understand the context.

Platform-Specific Tips

Instagram: Pair your most stunning atmospheric images with longer, narrative captions. Use the caption space to dive deep into the themes of systemic oppression and the politics of belonging. Let the image catch their eye, and the caption capture their mind.

TikTok: Use the images as static backgrounds (via the Green Screen effect) and pair them with your shortest, punchiest trope or hook captions. Point to text on the screen that highlights the queer romance and fairy tale subversions.

Facebook: Pair any image with your most detailed, emotional posts. Facebook audiences respond well to the 'Behind-the-Book' captions, especially those discussing the real-world inspirations like chronic illness and the violence of poverty.

Don't be afraid to reuse your images! In the fast-moving world of social media, an image paired with a brand new caption is a brand new post. A mood image used on Monday for a trope list can be used three weeks later with a deep-dive quote. With 10 images, 4 quote graphics, and 20 captions, you have months of high-quality, engaging content at your fingertips.

Canva Tip: To elevate your strategy, download the full-resolution images from your kit and drop them into Canva. You can easily add text overlays (like your trope lists or review snippets) using elegant, fantasy-appropriate serif fonts. You can also stitch multiple images together in Canva to create seamless, immersive Instagram carousels or TikTok slideshows.

2. Content Pull: Your Book's Most Powerful Moments

These are the most powerful quotes and scenes extracted directly from your manuscript, organized by emotional vibe. Use them as ready-to-post content: pair a quote with an image from the Image Library, use them as text overlays in Canva, or drop them into email newsletters and blog posts. Each entry includes context and a suggested image pairing to help you build scroll-stopping content fast.

Desperate Devotion

"I have to believe, Rose, or I might as well just kill myself right here."

Context: A quiet moment of shared hardship between two lovers struggling to survive on the streets.

Tone: Desperation and clinging hope

Pairs with: Two hands clasped tightly across a worn diner table under flickering neon lights.

"I'm not going back to Earth alone. I can't handle it there without you."

Context: A fierce declaration of loyalty in the face of an impossible, otherworldly journey.

Tone: Fierce devotion

Pairs with: A dark, enchanted forest path illuminated by a single, glowing lantern.

"I've always been a somebody, because I've been a somebody to you."

Context: A tearful realization of self-worth and unconditional love during a bittersweet crossroads.

Tone: Heartbreaking tenderness

Pairs with: Two silhouettes embracing against a backdrop of a shattered, sparkling sky.

Gritty Defiance

"I'm not ashamed of what I am. I'm just trying to get by. I'm ashamed for you, though. Because you're a pussy."

Context: A captured outcast refuses to show fear to her cruel, bigoted interrogators.

Tone: Spiteful defiance

Pairs with: A blood-spattered leather jacket hanging in a dimly lit, industrial warehouse.

"I am a gorgon. Congratulations, you've correctly identified me, or at least half of me. The other half is human."

Context: A tense confrontation where hidden identities are finally dragged into the light.

Tone: Sarcastic pride

Pairs with: A close-up of piercing, glowing green eyes staring out from beneath a dark hood.

"Whatever you need, I'm in. Let's take this witch down."

Context: A battered but unbroken fighter commits to a seemingly suicidal final stand.

Tone: Grim determination

Pairs with: A pair of clenched fists glowing with raw, untamed magic.

Dark Wonder

"The Obsidian Spindle is what controls fate. It's weaved by the three sisters, and they're the only ones who can wake somebody up from a coma, but only if you can find them."

Context: A mysterious informant reveals the only mythical cure for a deadly affliction.

Tone: Mystical awe

Pairs with: A glowing green map unrolled on a velvet-covered table in a pitch-black room.

"The Dream Realm was the god's solution to that problem. Every night, when you dream, your soul travels here into the belly of Uргу."

Context: A bewildered traveler learns the cosmic truth about where human consciousness goes in the dark.

Tone: Surreal revelation

Pairs with: A surreal, starry sky swirling over a quaint, impossibly colorful woodland village.

"The glass walls protecting Oz Emerald City glistened in the sun like perfectly polished gems."

Context: A weary group of travelers finally lays eyes on a legendary, impenetrable fortress.

Tone: Breathtaking wonder

Pairs with: A towering, jagged wall of emerald glass reflecting blinding sunlight over a barren wasteland.

Looming Dread

"If her body lets loose her mortal coil before her soul reconnects with it, she'll stay in the Dream Realm. The body is strong, but it can't survive without a soul for long."

Context: A grim warning about the ticking clock on a loved one's fragile life.

Tone: Urgent dread

Pairs with: A solitary hospital bed bathed in cold, sterile moonlight.

"If they find you, you will become the property of the Wicked Witch, and subject to her experiments. She has been obsessed with dreamers since she came here, and now she hunts for you."

Context: A frantic warning given to a lost soul being hunted by a tyrant.

Tone: Paranoia and fear

Pairs with: A shadow of a horned crown cast against a burning, cobblestone street.

"I am the only power in Oz now. Fall behind my rule or join Ozma in oblivion."

Context: A ruthless dictator demands absolute loyalty from a terrified populace.

Tone: Cold tyranny

Pairs with: A figure in a flowing black gown standing on a high balcony, looking down at a sea of people.

Bitter Truths

"Every night felt like my last night. I always feared that I would fall into a diabetic coma and never be able to wake up."

Context: A young woman grapples with the exhausting, daily terror of a chronic illness.

Tone: Exhausted vulnerability

Pairs with: A close-up of a trembling hand holding a nearly empty medical vial.

"You humans are all the same. You hate what you don't understand."

Context: A misunderstood creature calls out the prejudice of her reluctant traveling companion.

Tone: Resentful sorrow

Pairs with: A tense standoff in a cramped, rusted carriage rattling down a dirt road.

"What if I don't want real? What if real sucks?"

Context: A heartbreaking argument between lovers about choosing a beautiful fantasy over a painful reality.

Tone: Anguished longing

Pairs with: A tear-streaked face looking away toward a vibrant, impossible landscape.

Unlikely Alliances

"I don't want your money. I want your blood. Gorgon blood is especially tasty, and rare."

Context: A desperate girl strikes a dangerous bargain with a centuries-old vampire.

Tone: Sinister opportunism

Pairs with: A pale hand with elongated fingernails reaching out from the shadows of a dorm room.

"I can't fight a dragon, Rose. Neither can you. The only person who stands a shot is Chelle, because she's a monster, too."

Context: A hardened warrior admits that their only hope lies with the outcast they barely trust.

Tone: Reluctant respect

Pairs with: A massive, scaly silhouette circling in the smoke-filled sky above a burning tavern.

"My only mistake was in trusting you. From the beginning, my gut has told me that you were trouble. I should have listened to it."

Context: Tensions boil over between reluctant allies right before a deadly infiltration.

Tone: Bitter mistrust

Pairs with: Three heavily armed figures crouching in the shadows of a damp, torch-lit catacomb.

3. Your Post Library

Your posts are organized into content pillars — the core themes that form a balanced social media strategy. Each pillar serves a different purpose: Scene Teases immerse readers in your world, Trope & Comp posts position your book for discovery, Quote posts showcase your writing, Behind-the-Book posts build connection with you as the author, and Genre-Specific posts speak directly to your community. Rotate between pillars to keep your feed varied and engaging. Pair any post with an image from the Image Library, or use them as text-only posts. Tip: Add your book's purchase link to your social media bio, then include "link in bio" at the end of posts where you want to drive sales. On Facebook, you can paste the direct link in your post or in the first comment.

SCENE TEASE

Immerse readers in your world

Post 1 TikTok

The bathroom floor is cold.
The fluorescent light hums.
She can't afford what keeps her alive.

And then — she's somewhere else entirely.

Somewhere that's been waiting a hundred years for her to arrive.

#TheSleepingBeauty #QueerFantasy #FairyTaleRetelling #DarkFantasy #BookTok

Pairs well with: A dark, atmospheric image with high contrast — cold institutional lighting or a threshold between two worlds

Post 2 Instagram

The village is burning.
The guards are coming.
And somewhere in that chaos is the woman she crossed dimensions to reach.

Chelle doesn't have a plan.
She has chains, a half-broken power she barely controls, and the kind of love
that makes impossible things feel mandatory.

She moves toward the fire anyway.

#TheSleepingBeauty #QueerRomance #FantasyBooks #FairyTaleRetelling #BookTokFantasy
#DarkFantasy

Pairs well with: Any dark, high-contrast image with warm fire tones or a figure moving through shadow — action and urgency

Post 3 Facebook

Urgu, the Dream Realm, is built from the energy humans leave behind when they sleep — a parallel world sustained by every dream ever dreamed.

For a hundred years, no living dreamer has crossed into it.

The realm is dying. The Nightmare is spreading. And the rulers who seized power in the silence are not ready to give it back.

Then a broke, exhausted college student collapses in a campus bathroom — and wakes up exactly where she was never supposed to be.

The Dream Realm has been waiting. And it is nothing like sleep.

#TheSleepingBeauty #FantasyWorldbuilding #QueerFantasy #DarkFantasyBooks
#FairyTaleRetelling #BookTok #FantasyReads

Pairs well with: A sweeping, atmospheric fantasy landscape image — dark skies, surreal lighting, or an otherworldly environment that suggests a world between worlds

TROPE & COMP

Position your book for discovery

Post 1 Instagram

Tropes you're getting in *The Sleeping Beauty*:

- Fairy tale retelling (subverted)
- Chosen one who never asked to be chosen
- Queer romance at the center
- Portal fantasy
- Monsters more ethical than humans
- Chronically ill protagonist
- Found family in a dying realm
- *The Sleeping Beauty* wakes herself

Which trope just moved this to the top of your TBR?

#QueerFantasy #FairyTaleRetelling #PortalFantasy #SleepingBeauty #ChosenOneSubversion
#BookTok #DarkFantasy

Pairs well with: A dark, atmospheric fantasy image — twisted forest, gothic architecture, or a glowing magical element would complement the tone of this list.

Post 2 TikTok

Wicked meets The Wizard of Oz meets a queer college student who can't afford insulin.

Dark fairy tale. Portal fantasy. Monsters as found family.

A sleeping beauty who saves herself.

The Sleeping Beauty is for readers who want the magic real and the stakes realer.

Drop your favorite fairy tale retelling below — I need to know if you're ready for this one.

#FairyTaleRetelling #QueerBooks #DarkFantasy #PortalFantasy #BookTok #OzRetelling
#QueerRomance

Pairs well with: A high-contrast image with dark and glowing elements — obsidian textures, electric light, or a surreal dreamscape would reinforce the 'real stakes, real magic' positioning.

QUOTE

Post 1 Instagram

She didn't cross into another dimension for glory.
She didn't cross it for a throne.

She crossed it for one person.

"Of course I came for you. I will always come for you."
— *The Sleeping Beauty*

This is what love looks like when the world gives you nothing else.

#TheSleepingBeauty #QueerFantasy #FairyTaleRetelling #BookTok #QueerBooks #DarkFantasy
#RussellNohelty

Pairs well with: A moody, atmospheric image — dark tones with a single warm light source, suggesting devotion against impossible odds

Post 2 TikTok

The stakes:

"If you die there, you die everywhere.
And if you die here, you're stuck there forever."
— *The Sleeping Beauty*

No safe choice. No way out that doesn't cost everything.

#TheSleepingBeauty #DarkFantasy #QueerFantasy #FairyTaleRetelling #BookTok
#FantasyBooks #RussellNohelty

Pairs well with: A dark, tense atmospheric image — shadowy doorway, stormy sky, or anything that conveys an impossible threshold

BEHIND-THE-BOOK

Build author connection

Post 1 Facebook

I wrote this book because I kept asking: what happens to the people fairy tales forget?

Not the chosen ones born into power. The ones rationed off their parents' insurance for being queer. The ones sleeping in vans because the world decided they weren't worth protecting.

The magic in this story is real. But so is the insulin crisis. So is the hospital waiting room where you're told you're not family.

Have you ever felt most invisible in a place that was supposed to include you?

#QueerFantasy #TheSleepingBeauty #FairyTaleRetelling #OwnVoices #BookTok

Pairs well with: A moody, low-light atmospheric image — urban decay, a dimly lit waiting room, or a dark corridor — that evokes quiet exhaustion rather than action.

Post 2 Instagram

The hardest part of this story wasn't the monsters.

It was asking: what does "chosen" even mean when the person chosen is broke, sick, and barely surviving?

Prophecy doesn't pay rent.
Destiny doesn't fill a prescription.

I wanted a hero who earns nothing by birthright and everything through sheer refusal to disappear.

What does heroism look like when the world has already decided you don't matter?

#TheSleepingBeauty #ChosenOne #DarkFantasy #QueerBooks #FairyTaleRetelling

Pairs well with: A solitary, atmospheric image — an empty path, a locked door, or a dimly lit staircase — that evokes quiet defiance rather than triumph.

GENRE-SPECIFIC

Speak to your community

Post 1 Facebook

If you love:

The political darkness of THE POPPY WAR
The queer heart of IN OTHER LANDS
The fairy tale subversion of SPINNING SILVER

The Sleeping Beauty is your next read.

A Dream Realm built from human sleep. A wicked witch who rules the Emerald City. Two broke, queer women who were never supposed to be the heroes.

The genre you love — rebuilt from the inside out.

Drop your favorite fairy tale retelling below.

#FairyTaleRetelling #QueerFantasy #DarkFantasy #BookRecommendations #FantasyReads
#TheSleepingBeauty

Pairs well with: A dark, atmospheric fantasy image — twisted architecture, deep shadows, or a gothic landscape would pair well here.

Post 2 TikTok

Fairy tale retelling with teeth.
Chosen one who never asked to be chosen.
Monsters more ethical than humans.
Queer romance at the center — not the subplot.
A villain with a tragic origin.
A Dream Realm that mirrors every broken system on Earth.

All of it in one book.

Which trope is your non-negotiable?

#QueerFantasy #FairyTaleRetelling #DarkFantasy #FantasyTropes #TheSleepingBeauty
#BookTok

Pairs well with: A moody, high-contrast image — dark tones with a single point of light or color would complement the list format well.

Post 3 Instagram

The Dream Realm smells like rain and old electricity.

The trees move without wind. The sky holds two moons. Every creature here was once something else — someone else — before the waking world was done with them.

And somewhere in the dark, a tower of obsidian waits.

The Sleeping Beauty is already inside.

Step into Uргу.

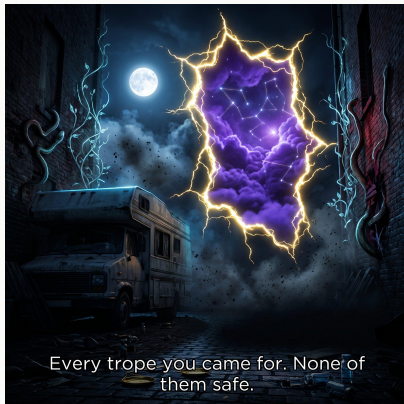
#DarkFantasy #PortalFantasy #FairyTaleRetelling #QueerBooks #TheSleepingBeauty
#FantasyWorldbuilding

Pairs well with: Any dark, surreal, or otherworldly landscape image — twisted trees, stormy skies, or gothic architecture would be ideal.

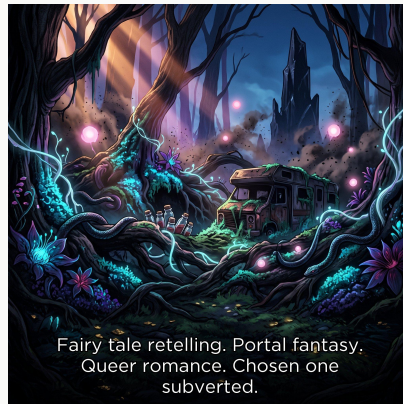
4. Carousels

Carousels are multi-slide posts that encourage swiping and boost engagement. Each carousel below includes 3 slides with generated images and text overlays. You can use these directly or customize them in Canva. Carousels work especially well on Instagram, LinkedIn, and Facebook.

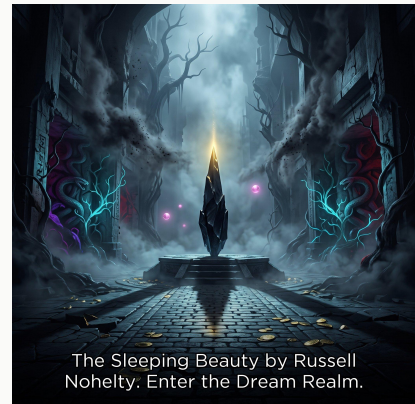
Carousel 1: Trope teaser carousel — bold, stacked trope showcase for fantasy readers



[Get Full Image](#)



[Get Full Image](#)

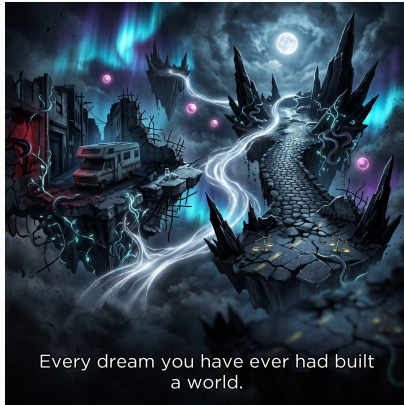


[Get Full Image](#)

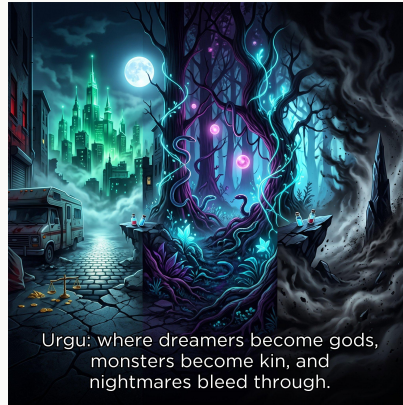
Caption: Portal fantasy. Fairy tale retelling. Queer romance. A chosen one who was never supposed to be chosen. *The Sleeping Beauty* by Russell Nohelty delivers every trope you love — then breaks them open. Swipe to see what you are getting into before you step through the door.

#TheSleepingBeauty #PortalFantasy #QueerFantasy #FairyTaleRetelling #ChosenOneSubverted

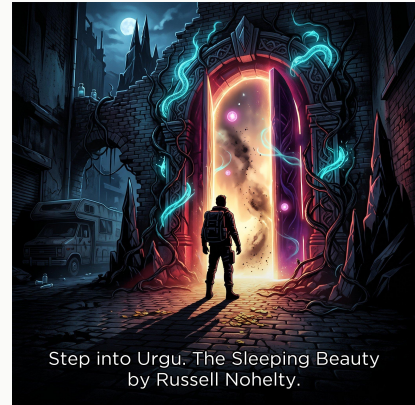
Carousel 2: Worldbuilding reveal — three distinct aspects of Urgu, the Dream Realm



[Get Full Image](#)



[Get Full Image](#)



[Get Full Image](#)

Caption: Urgu is the Dream Realm — a world built from the divine energy humans leave behind when they sleep. It has talking animals, enchanted forests, an Emerald City under siege, and a darkness at its edges that is bleeding into our world. *The Sleeping Beauty* by Russell Nohelty is a full world waiting for you. Where do you want to start?

#TheSleepingBeauty #DreamRealm #FantasyWorldbuilding #QueerSFF #RussellNohelty

5. Hook Bank

These hooks are scroll-stopping opening lines you can use as the first sentence of any future social media post, email subject line, or video intro. They're designed to create instant curiosity. Save the ones that resonate and use them whenever you need a strong opener for your own content.

Curiosity Hooks

- 1 "I need to talk about the scene I almost cut from *The Sleeping Beauty* — the one where a girl collapses alone in a bathroom because she cannot afford the medicine keeping her alive, and the fantasy begins not with wonder but with that." [TikTok]
- 2 "There is a line in *The Sleeping Beauty* that I wrote at two in the morning and have never been able to shake: 'I don't need protecting. I need a partner. Somebody to walk with, not behind.'" [Instagram]

Emotional Hooks

- 3 "I wrote *The Sleeping Beauty* because I kept asking myself: what happens to the people the fairy tale was never written for — and then I refused to let the story look away from the answer." [All]

Trope Hooks

- 4 "If you love enemies-to-allies dynamics wrapped inside a fairy tale retelling where the monsters are more ethical than the humans, I wrote this book for you." [Instagram]
- 5 "I wrote a sleeping beauty who wakes herself, a chosen one who is broke and chronically ill, and a love story where devotion is not the cure — it is the reason to keep fighting." [All]

Provocative Hooks

- 6 "Nobody talks about what happens when systemic poverty and queer identity collide with a chosen-one prophecy — so I wrote *The Sleeping Beauty* to find out."
[All]

Question Hooks

- 7 "What would you do if the person you love most fell into a coma, the hospital refused to let you in the room, and the only way to reach her was through a dimension built from human dreams?" [TikTok]
- 8 "Have you ever thought about what it costs a person — body, soul, and identity — to survive in a world that was built to exclude them, and whether the self that makes it through is still the self that started?" [Facebook]

6. Your Book's Image Library

Your Image Library contains custom-generated visuals inspired by the most compelling moments in your book. Each image captures a scene, setting, or mood that makes your story unique. Pair them with any post from the Post Library, use them as standalone visuals, or drop them into Canva for custom designs. They also work as visual reference and mood boards — use them as inspiration when searching for stock photos, commissioning custom art, or creating your own designs. Click any download link to get the full-resolution image.

Atmospheric & Mood Images



[Download](#)

Chelle uses blood magic to freeze and shatter the enchanted lock in the abandoned warehouse.



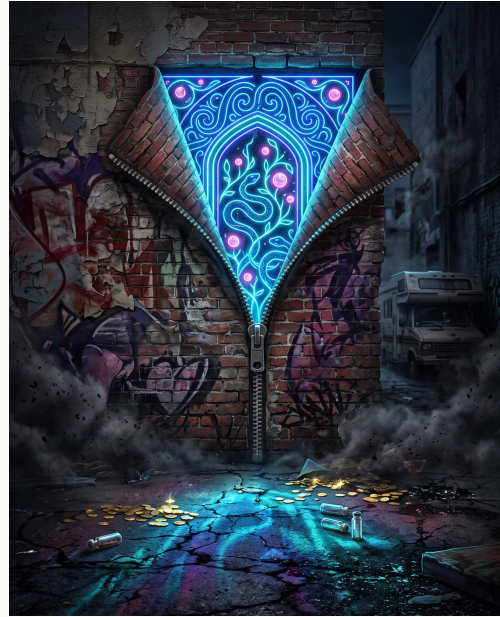
[Download](#)

Rose and Chelle return to their converted passenger van in the dark college parking lot.



[Download](#)

Chelle and Jamil visit Teddy the vampire's blacked-out dorm room.



[Download](#)

Etsop unzips the crumbling brick wall of his pet shop to reveal a magical portal.



[Download](#)

Chelle walks through the Nightmare Realm, guided only by a distant light.



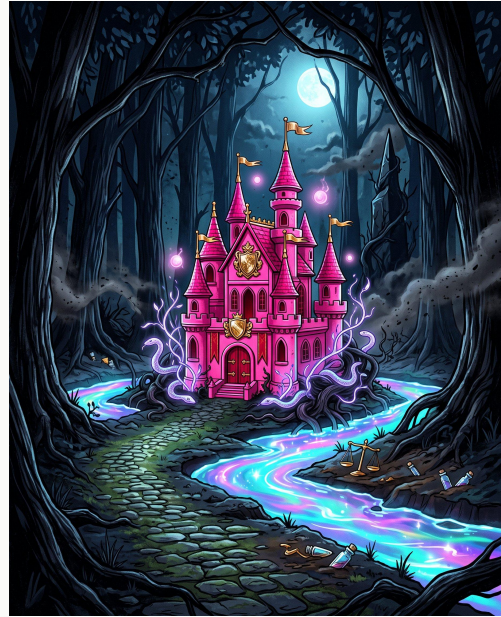
[Download](#)

Chelle finds Mydnyte's freestanding, rusted door in a trash-filled alley.



[Download](#)

The Wicked Witch's dragons burn down the woodland village of Critterton.



[Download](#)

Rose and Chelle discover Queen Aine's miniature pink castle in the dark woods.



[Download](#)

Rose is strapped to the retro-futuristic electrocution machine in the pixie dungeon.



[Download](#)

Red and Rose visit the slanted, colorful Church of the Six to sacrifice dream orbs.

Character Scenes

These are artistic interpretations inspired by the book's descriptions — not exact depictions. Feel free to use, adapt, or skip any that don't match your vision of the characters.



[Download](#)
Chelle

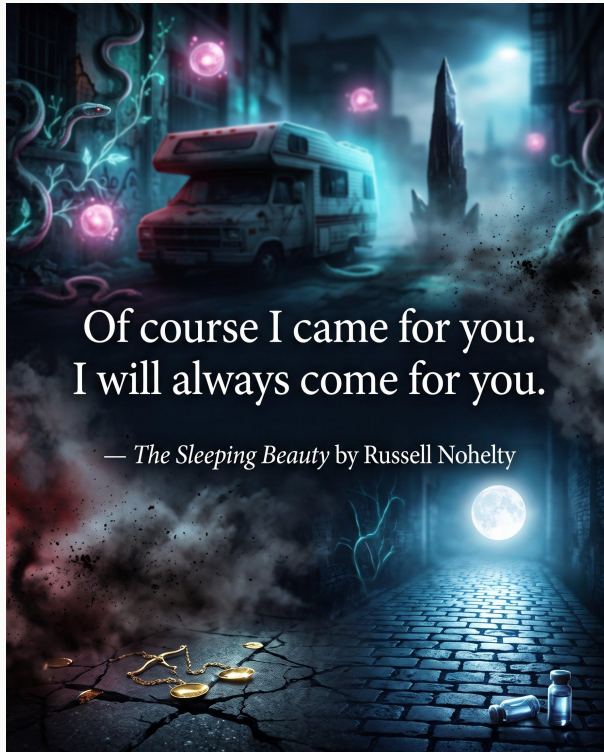


[Download](#)
Rose



[Download](#)
Nimue

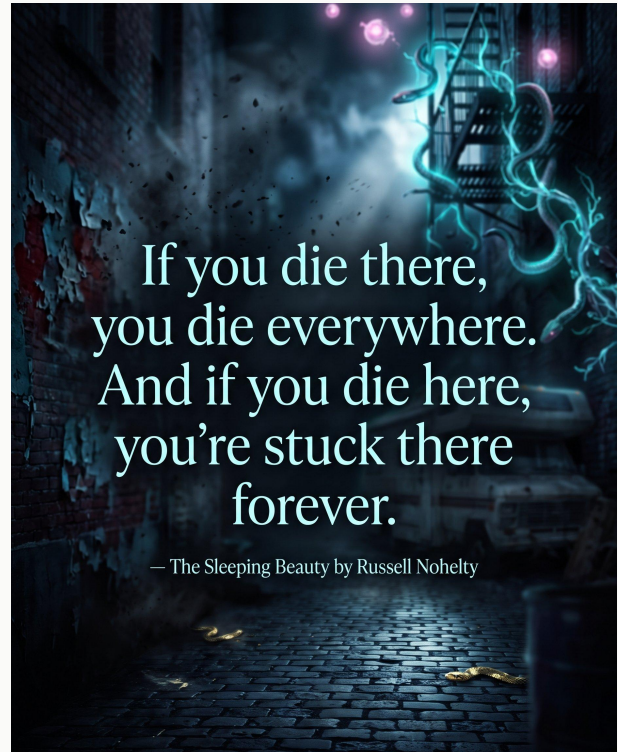
Quote Graphics



Of course I came for you.
I will always come for you.

— *The Sleeping Beauty* by Russell Nohelty

[Download](#)



If you die there,
you die everywhere.
And if you die here,
you're stuck there
forever.

— *The Sleeping Beauty* by Russell Nohelty

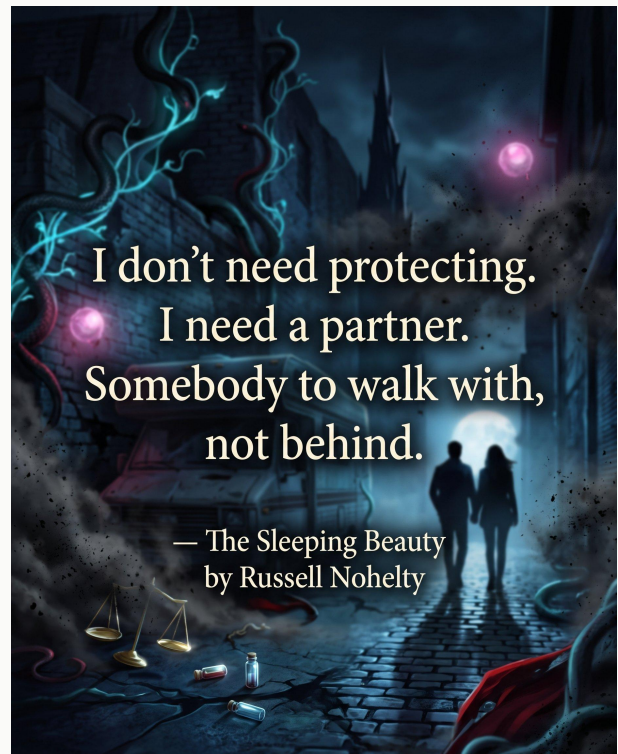
[Download](#)



That is the power of
the ruling class. They
can keep a story going
forever as long as it
serves their purpose.

— *The Sleeping Beauty* by Russell Nohelty

[Download](#)



I don't need protecting.
I need a partner.
Somebody to walk with,
not behind.

— *The Sleeping Beauty*
by Russell Nohelty

[Download](#)

7. Your Cover in Action

These marketing images feature your actual book cover in eye-catching lifestyle scenes. Use them as hero images for social media announcements, book launch posts, pre-order campaigns, or website banners. Each image places your cover in a different context. Click the download link to get the full-resolution version.



[Download](#)
Bookshelf Display



[Download](#)
Device Mockup



[Download](#)
Reading Scene



[Download](#)
Genre Showcase



[Download](#)
Flat-Lay Hero

8. TikTok & Reels Video Scripts

These short-form video scripts are ready-to-film starting points for TikTok, Instagram Reels, and YouTube Shorts. Each script includes a hook line, talking points, text overlay suggestions, and a call to action. They're written as natural talking points — not word-for-word screenplays — so you can riff on them in your own voice.

The Sleeping Beauty Wakes Herself Plot twist reveal / Wait for it • ~38s

Hook: "There is a moment in this book where everything you think a fairy tale is supposed to be just... collapses. And I genuinely had to put it down."

- So I picked up *The Sleeping Beauty* by Russell Nohelty thinking I knew what I was getting into — fairy tale retelling, queer romance, sure, I've read those. I had not.
- The setup alone is doing so much work. You've got Chelle, who's half-gorgon and literally being hunted for the gold her body produces, living out of a van with her girlfriend Rose, who can't afford insulin because her parents cut her off their insurance when she came out. This is the world before any magic happens.
- And then Rose collapses. And the hospital won't let Chelle in the room because they're not married. And that's when I realized this book was not going to be gentle with me.
- But there's a moment — I won't tell you what it is — where the story takes the entire concept of a chosen one and just... flips it. The emotion I felt was something between grief and relief, which is not a combination I expected from a fairy tale. *The Sleeping Beauty* by Russell Nohelty. It's a lot.

CTA: It's on my shelf if you want to borrow it. Or just go find it — you'll understand why I'm being weird about this once you read it.

If You're Tired of Being the Backdrop If you like X, read this • ~35s

Hook: "If you're exhausted by fantasy books where the poor, sick, queer characters exist to make the real hero look good — this one's for you."

- *The Sleeping Beauty* by Russell Nohelty is for anyone who loved the idea of fairy tale retellings but kept feeling like the story wasn't actually for them.
- Think of it like — if you're into the portal fantasy world-building of something like Wizard of Oz but you wanted the protagonist to be a broke, diabetic, queer college student who can barely afford to eat. That's Rose. That's our girl.
- And her girlfriend Chelle is half-gorgon, being literally hunted by people who want to harvest her body for gold. The monsters in this book are kinder than most of the humans, and that is not a metaphor, that is just the plot.
- It's dark and it's tender and the romance is so real it kind of hurts. If you liked the queerness of Cemetery Boys, the grit of An Ember in the Ashes, or you just want a fantasy where the marginalized characters are the whole story — read this.

CTA: It's giving everything I wanted from this genre and didn't know I could ask for. Link in bio or just search it — Russell Nohelty, *The Sleeping Beauty*.

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