Bare-Naked Lola
A Lola Cruz Mystery, book 3
by Melissa Bourbon Ramirez

Title: Bare-Naked Lola
Author: Melissa Bourbon Ramirez
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danielle@entangledpublishing.com

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About the Book

Going undercover is second nature for Private Investigator Lola Cruz, but she’s out of her league when the case of a murdered Royals Courtside Dancer leads her to a local nudist resort.

Parading around the sidelines of Sacramento’s professional basketball scene in a barely-there cheerleading outfit is one thing—but parading around in nothing but smile? If she has any chance of hiding this from her traditional family and on-again/off-again boyfriend Jack, she’s going to have a lot more than her duct tape bra and killer dance moves to keep under wraps....
About the Author

Melissa Bourbon Ramirez is the author of the Lola Cruz mystery series and A Dressmaker’s Mystery series for NAL. She is also the co-author of The Tricked-out Toolbox: Promotion and Marketing Tools Every Writer Needs, as well as the author of two romantic suspense novels, all to be released in 2012. Melissa is published in Woman’s World Magazine, Romance Writers Report, and GLOW Magazine, and has a children’s book published.

A former middle and high school teacher, this blonde-haired, green-eyed, proud to be Latina-by-Marriage girl loves following Lola and Harlow on their many adventures. Whether it’s contemplating belly button piercings, visiting nudist resorts, or hanging out with seamstresses and goats, she’s always up for the challenge.

She fantasizes about spending summers writing in quaint, cozy locales, has a love/hate relationship with yoga and chocolate, is devoted to her family, and can’t believe she’s lucky enough to be living the life of her dreams.

Melissa Bourbon Ramirez
Target Audiences

- Readers of Women’s Fiction, Romance, and Romantic Suspense
- Cozy and General Mystery readers
- Fans of Janet Evanovich, Nancy Martin, Heather Blake/Heather Webber, Gemma Halliday

Early Praise for *Bare Naked Lola*

- *Ay Caramba!* Lola’s back, and hotter than ever, whether strutting her stuff as a courtside dancer or crashing a party at a nudist resort. Between the well-crafted mystery and the sizzling romance, BARE-NAKED LOLA is a great read... and *muy caliente!* ~*Jennie Bentley, NY Times bestselling author*

- Smart, sassy, and a bundle of fun! Lola is the spicy, Latina answer to Stephanie Plum – full of laughs, heart, and the kind of endearing women you can’t help rooting for. Fans of the humorous mystery genre will be cheering in their seats over Melissa Bourbon Ramirez’s latest Lola Cruz mystery. ~*Gemma Halliday, NY Times bestselling author*

- Bare-Naked Lola reveals just how saucy, funny, sizzling and brave P.I. Lola Cruz can be. She is one hot mamacita, and this book is not to be missed! Loved every page of Bare-Naked Lola! ~*Bestselling author Heather Webber*

- Melissa Bourbon Ramirez has scored with her latest edition in the Lola Cruz Mysteries series. She had me cheering for Lola as the sassy PI goes undercover as a dancer for a professional basketball team to investigate a mystery that kept me guessing (and giggling) all the way to the bare-naked end.” ~*Dorothy St. James, author of the White House Gardener Mysteries*

- “¡Ay Caramba! Lola Cruz is back, smarter and sexier than ever. Melissa Bourbon Ramirez and her spicy PI detective will leave you hanging on every page!” ~*Tonya Kappes, bestselling Indie author*
Praise for the *Lola Cruz Mysteries*

- “Ramirez’s muy caliente debut introduces Dolores “Lola” Falcón Cruz, a Sacramento, Calif., PI whose kung fu moves are only part of her chica charm. A missing persons case—the disappearance of 42-year-old Emily Diggs, who left her six-year-old son, Sean, stranded at school—turns into a murder investigation after a boater finds Emily’s body near Riverbank Marina. Lola’s old high school crush, Jack Callaghan, now a Sacramento Bee reporter, provides some unexpected help. Emily had approached Jack about her 18-year-old son Garrett’s recent death—from what Emily believed was a “heart infection” due to a faulty tattoo. Lola’s determined to uncover the facts and catch the killer, even if it means, gulp, getting a girlly belly-button piercing. Ramirez keeps the action tight, the plot smart and humor light in this spicy blend of crime solving and romance. Lola’s Latina perspective adds extra sizzle.” ~ *Publishers Weekly*

- “This highly entertaining first-person novel launches a new series with a bang. Well written with laugh-out-loud humor and a complex mystery, this wonderful debut will have you looking forward to more books in the series. Lola is no lightweight detective, despite the chick lit feel to the book, and the balance between her personal and professional life is ideal. The tension in both romance and danger deepens expertly.” ~ *Romantic Times Magazine, 4 Star Review*

- “Living the Vida Lola offers plenty of plot twists and action, in addition to hot moments of romance. For a touch of welcome diversity in the mystery novel, I highly recommend Living the Vida Lola.” ~ *Lynne F. Maxwell, Mystery Scene*

- “Living the Vida Lola is a fun, entertaining novel...The story combines romance, mystery and humor and moves at a fast pace that will keep you turning those pages. There’s a great array of secondary characters that add color to the story. I found there was a good balance between the romance and the mystery, without one getting in the way of the other. There’s also a lot of romantic tension between the hero and heroine. This is the first book in the Lola Cruz mystery series and I’m eagerly looking forward to reading the next book. Be sure to add this title to your summer reading list!” ~ *Mayra Calvani, Latino Books Examiner*

- “A true chick mystery: Hot, seductive, flirtatious, sexy with some true PI work on the side.” ~ *Book Lovers Bookstore*

- “Fans looking for the next Stephanie Plum might just find her in Sacramento in the form of Lola Cruz, the muy caliente heroine of Misa Ramirez’ Living the Vida Lola...Ramirez puts together a snappy blend of mystery, romance and humor...” ~ *Mystery Lovers Book Store*

- "Living the Vida Lola has a cast of endearing characters so real they jump right off the page. If you like a mystery with plenty of sass and sizzle, don't miss this sparkling debut!" ~ *Brenda Novak, bestselling author of Trust Me*

- If you like fun and spunky Stephanie Plum, you'll love smart and sexy Lola Cruz. Fun, tightly plotted and 100% entertaining, *Living the Vida Lola* is a terrific story bursting with marvelous characters that keep you rapidly turning pages until the very end. Misa Ramirez’s debut novel rocks.” ~ *Allison Brennan, bestselling author of Playing Dead*
• "Make way for Lola Cruz! Misa Ramirez's Lola Cruz is a flesh and blood heroine: smart, sassy, and sexy. Living the Vida Lola is a hot debut mystery that shouldn't be missed." ~ Maggie Barbieri, author of Quick Study
• "Watch out baddies, Lola P.I. packs a punch and always gets her man!" ~ Mary Castillo, author of Switchcraft
• "Sexy, funny, and completely entertaining. Who could ask for more? But wait! Living The Vida Lola has much more, including colorful characters you'll cheer for from chapter one to the end. Not to be missed." ~ Lara Rios, author of Becoming Americana
• "Muy caliente! Living the Vida Lola by exciting new author Misa Ramirez is deliciously decadent, laugh-out-loud fun. If you like a little spice with your mystery, you're going to love PI Lola Cruz." ~ National bestselling author Tori Carrington of The Sofie Metropolis, PI series
• “Living the Vida Lola offers plenty of plot twists and action, in addition to hot moments of romance.” ~ Meritorious Mysteries
• “I love the characters in this book from Lola, Jack, Antonio, Reilly and her relatives and how they interact with Lola’s occupation. This was a fun and sexy read and I can’t wait for the next book in this series.” ~ Notes From Me, 4 star review
• “The book was a perfect mixture of romance and mystery...Ramirez will definitely be added to my chica lit author must have list where I will just have to buy any books that she publishes.” ~ In Search of Balance
Web and Social Media Reach

- Regional and National media outreach
- Targeted “stops” at high traffic Romantic Suspense book review and reader blogs/websites over release month, plus promotion of the “blog tour” on author’s website, the Entangled In Romance blog, and on various social media platforms including Facebook, Twitter, Goodreads and Google+.


- Author has a busy speaking schedule at regional and national RWA chapter meetings, literary festivals, libraries, is well-connected with her local bookstores, and strategic web advertising on prominent reader websites and book sites; possible print advertising in book lover or romance review magazines.

Publicity Actions

- Pre-publication buzz-tour
- Pre-release Goodreads giveaway
- Featured title at www.EntangledPublishing.com
- Promotion on Entangled Publishing Facebook page
- Entangled Publishing e-newsletter
- “Enter to Win” contests on book blog websites
- Digital promotion to targeted sites, blogs, social networking sites
- Author Vlog for writer-centric Romantic Suspense blogs
- Book Trailer
- Cross-promotion with author site and social profiles
- Online reading group discussion
- Book club outreach
- Blog Radio Interview
- Hispanic community outreach
• Public Appearances

• 5-city Bare Naked Lola Book Release Tour: Barnes & Noble, Denton TX, Barnes & Noble, Southlake, TX, Barnes & Noble, Highland Village, TX, The Book Village, Roanoke, TX, TBA

• SMU Continuing Education Sessions, ongoing

• Highland Park Literary Festival, February 16th – 17th, 2012

• Texas Two Step Conference, March 31st – April 1st 2012

• Nashville RWA speaking event, May 19th 2012

• Buns and Roses Romance Tea for Literacy, Author Hostess, October 14th 2012

• DFW Tea Readers Group, November 21st 2012

• Magazines including: Suspense Magazine, People Magazine, Cosmo, More Magazine, Latina People, Mystery Scene Magazine

• Newspapers including: Dallas Morning News, Denton Record Chronicle, Latino Book Examiner, San Jose Mercury News, Fort Worth Star Telegram, Sacramento Bee, Mountain Democrat, Ledger-Dispatch

• Author’s sponsored advertising support

• Goodreads Pay-Per-Click Advertising

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**Print Media Outreach**

**Newspapers:**


**Magazines:**

Houston Woman Magazine, Texas Monthly
Entangled Publishing is an exclusive, boutique publisher of romantic fiction. Located in Fort Collins, Colorado, Entangled’s goal is to bridge the gap between traditional and indie publishing, giving both readers and authors the best of both worlds.