

PUBLISHER PROPOSAL

LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures by Rock and Roll Legend LOU CHRISTIE

Story Editors George Cameron Grant & Debbie Saccomanno

BOOK DESCRIPTION

Lou Christie is a Rock and Roll Legend!

His catalogue of iconic hits, including *Lightning Strikes*, *Rhapsody in the Rain*, *I'm Gonna Make You Mine* and *The Gypsy Cried*, remain staples on the playlists of terrestrial radio, streaming stations and podcasts around the world. *LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures* offers an intimate peek behind the music, delivering a personal history in Rock and Roll, highlighting the good, the bad, and the ugly of the early record business. It includes Lou's personal interactions with fellow legends like Little Richard, Jimi Hendrix, James Brown, Jerry Lee Lewis, Lesley Gore, Rick Nelson, The Who, among many others. Born in a Pennsylvania mining town, his career has taken him through the segregated South at 16 on Dick Clark's Caravan of Stars bus tour with a teenage Diana Ross at his side, an audience with England's Princess Margaret, recording hundreds of records, and giving thousands of performances along the way, right up to his present role as one of the *Golden Boys of Rock*, performing alongside fellow legends Fabian and Frankie Avalon. *LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures* is a bittersweet story of a career filled with great success, laced with broken promises, deals and hearts, but ultimately, it's a Rock and Roll journey of hope, tenacity, and one man's unconditional, lifelong devotion to his music.

THE PACKAGE

Trim size 8.5"x10.5". Approximately 250 pages. There are 5 sections, containing 43 stories (*see attachments of list of Chapters and 2 sample stories*), followed by a Lyrics with Photos section (*see attachment of 2 sample pages*). There are hundreds of incredible photos available, both color and b/w. Ownership of all material.

TESTIMONIALS

We are already receiving glowing testimonials from a select group of celebrities, singers, DJs and producers who have read the galleys, with more to come. (*See attachment of Testimonials received so far*)

THE AUDIENCE

The principle buyers of this book will be the dedicated army of fans who have loved Lou Christie's songs over a six-decade career, who still devotedly attend his concerts, actively participate on his many social media platforms, enjoy his weekly podcasts, and frequent interviews. There are also those young fans in the making, who just now are discovering his timeless music across the streaming universe.

MARKETING POINTS

• *LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures* will be a lush, beautifully designed coffee-table book, not only containing stories about Lou, but his personal interactions with many of the legends of Rock and Roll, illustrated with many never-before published photographs, concert posters, and clippings.

- Lou frequently does interviews for radio stations and podcasts across the country, excellent opportunities to promote the book.
- Lou is ready, willing, and able to do promotional appearances, speaking engagements and book signings.
- A new album of previously unpressed Lou Christie material, entitled *Gypsy Bells*, has just been released by Ace Records to rave reviews. This new collection would make an exciting "added value" book and CD package.
- Music geeks and newbies alike will love the behind-the-scenes aspects of the book, with insights into some of music's greatest legends, while putting smiles on the faces of music historians.
- Lou will also record an audio book version of *LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures*.

- The book could also have an interactive feature, where readers can QR an “Inside The Grooves With Lou” component for certain stories, where Lou takes a deeper dive, through actual separate audio recordings, adding unprinted behind-the-scenes details and updates.
- *LIGHTNING STRIKES - A Lifetime Tour in Stories and Pictures* will be a timeless collectible to any music lover’s library.