

## Business Authors Launch a Treasure Hunting Adventure

News Release -- May 30, 2015 Release -- Contact Info is Below

(Fountain Hills, AZ May 30, 2015) History books tell us that pirates were mostly eradicated in the Americas by the late 18th century, but that is not entirely accurate. According to Arizona authors Brian Hill and Dee Power, pirates just evolved into what today are called venture capitalists.

Their latest novel, *Treasure in the Moonlight*, features a modern day heroine, Jill, trying to find the gold her pirate ancestor, Maria, hid 300 years before. Not an easy task when Jill finds out she's been betrayed by her fiancé, while fighting off drug dealers and being chased by professional treasure hunters.

"The venture capitalists we have met in the course of our business careers and while writing two books about business finance, taught us how piracy works on a practical basis. Yes, the concept of 'no prey, no pay' is very much alive today," says Hill. "Of course these modern-day pirates chant, 'Yo Ho Ho and a bottle of Merlot'."

Power continues, "Other than that, and the fact venture capitalists aren't the colorful dressers that pirate ship captains were, they are quite similar to the 18th century buccaneers depicted in our book, *Treasure in the Moonlight*."

Adds, Hill, "It may seem unusual for a pirate captain to be a woman. However, our research shows there truly were female pirates, and even several female pirate captains including Grace O'Malley, born in Ireland in 1530, and Cheng I Sao, or Mrs. Cheng, who terrorized the China Sea during the early 1800's. Mrs. Cheng was perhaps one of the most notorious pirates of all time, commanding at the height of her infamous career, a band of over 50,000 men and women. Two of the most notable 18<sup>th</sup> century female pirates were Anne Bonny and Mary Read, who became more famous than Calico Jack Rackham, the captain they served under."

The romance of the high seas, treasure hunting and pirate adventures have often been the subject of novels. "Treasure in the Moonlight" is set apart by its heroines, both in the past and present day, who face up to their challenges with fortitude and courage, and even swashbuckling swordplay when necessary.

### About the Authors

Brian Hill and Dee Power have more than 20 years of professional writing experience including creating hundreds of business plans/marketing plans for companies in a wide range of industries in the U.S. and internationally. They founded Profit Dynamics Inc., a consulting firm located in Phoenix, AZ. Their other books include "The Pocket Small Business Owner's Guide to Business Plans," "Over Time" -- a financial thriller, "The Making of a Bestseller," "Attracting Capital from Angels," and "Inside Secrets to Venture Capital." Several of their books have been translated into Russian and Chinese. Contact Info Media Only: Brian Hill and Dee Power can be reached at 480-625-2077, [theauthors@BrianHillandDeePower.com](mailto:theauthors@BrianHillandDeePower.com) P. O. Box 18460, Fountain Hills, AZ 85269



**Brian Hill** Brian Hill's writing credits include non-fiction books, novels, screenplays, business plans, magazine articles and Internet content. He began his writing career while still in college, when his first publishing credit was the cover story for a national magazine.

His book titles include "Inside Secrets to Venture Capital," and "Attracting Capital from Angels," both from John Wiley & Sons. He also co-wrote "The Making of a Bestseller," published by Dearborn/Kaplan, and "The Pocket Small Business Owner's Guide to Business Plans" from Skyhorse Publishing/Allworth Press.

His first novel was "Over Time," a "Field of Dreams" type story for football fans. In early May his second novel, "Treasure in the Moonlight," a suspenseful treasure hunt adventure set in the Bahamas, was released.

He also helped his dogs with their book, "Rose and Kate Unleashed: Observations, Advice and Humor from Two Very Opinionated Dogs," published in March, 2015.

He is the co-founder of Profit Dynamics Inc., a consulting firm that has helped more than 200 business owners plan their companies and write their business plans. He has worked with companies in all regions of the U.S., and internationally in the UK, Europe, South America, Australia, and Canada.

In 2012-2014 he contributed articles analyzing public companies to The Motley Fool investment website. The articles were distributed to Yahoo Finance and DailyFinance.com.

Four of his motion picture scripts have been recognized in major screenwriting competitions including 2nd Place Winner, Finalist three times and Semi-Finalist three times. He writes in the comedy, suspense/thriller and action/adventure genres.

He earned his MBA from Arizona State University and also earned a Certificate in Feature Film Writing from UCLA-Extension.



**Dee Power** is a founding partner of Profit Dynamics. She has consulted on projects for a myriad of different companies, and realizes now that her management consulting career is over her brain is filled with data about almost every industry. But not to worry all that trivia will be put to use in her new career as an author.

Always the innovator, Dee has readily embraced the Internet, which allows her to tell people all over the world how to run their business, not just merely in the US. She has a love/hate relationship with the computer, however, because of the technical glitches that so frequently occur when she is using it (she suspects this happens because the computer is jealous of her IQ).

What she enjoys most about writing, besides the advance and royalties, is making up the stories. Her imagination was well honed as a result of writing hundreds of business plans, often considered works of fiction by investors.

What she doesn't like is pitching to agents, editors and producers. Dee also doesn't like to edit Brian's writing because he's very possessive of his words -- but then maybe he should be because he chooses his words wisely.

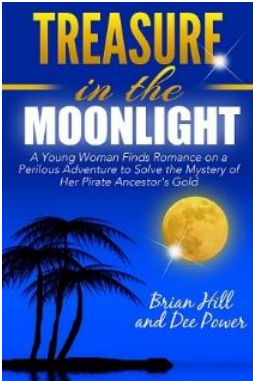
Because Dee works 20 hours per day, she doesn't have much time for hobbies, but does like gardening, probably because the average vegetable grows faster than most small businesses. She also is a terrific chef; she cooks with a lot of spices, which may be why she's a seasoned professional.

She is co-author with Brian Hill of **The Making of a Bestseller: Success Stories From Authors and the Editors, Agents and Booksellers Behind Them** Dearborn Trade, **Inside Secrets To Venture Capital , Attracting Capital From Angels** , both from John Wiley & Sons, **Overtime**, a novel, and **The Pocket Small Business Owner's Guide to Business Plans**, published by Skyhorse Publishing.

Dee has given seminars on getting published, writing business plans, raising capital and working with investors, at venues such as the Arizona Small Business Association, Small Business Development Centers, and Thunderbird International Graduate School. She is also available to perform at weddings and company picnics, for the right price.

Additional talents of Dee's include organizing (sometimes referred to as bossing) and keeping the others in the group focused (setting unreasonable deadlines).

## Praise for Brian Hill and Dee Power



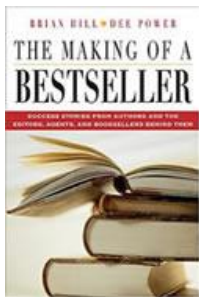
"An intriguing modern day pirate tale full of fascinating twists and mysterious turns." **Leighann Dobbs, USA Today bestselling author**

"A rollicking tale of treasure, deception, piracy, love, and history. There's even a story-within-the-story. Come to the Caribbean and search for sunken treasure. Just watch out for the Sea Serpent!" **AB Stonebridge, author of The Rafe Velez Mysteries -- and more...**

"Finally ! It took the team of Hill and Power to combine the romance of Caribbean and the mystery of the pirate era and then sprinkle it with the gold dust of present-day humor. Not easily pigeonholed, this is a book most everyone can enjoy." ~ **Carolyn Howard-Johnson, multi award-winning writer of poetry, fiction, and the HowToDoltFrugally series for writers**

"An intriguing adventure mystery/romance novel you will not want to miss. The past, present and future are brought together in this compelling story of love, betrayal, fallen ships & lost treasure, romance and terrorizing culprits." **Lu Ann Worley, Rockin' Book Reviews**

## Previous Books

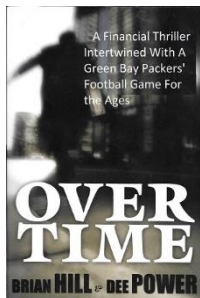


"The authors offer a serious look at the business of publishing and how its components must work together to produce a bestseller." **Publisher's Weekly**

With so many hungry writers out there, Hill and Power may have hit on a--dare we say--best-selling topic. **Ilene Cooper, Booklist**

"...recommended to anyone who wants to understand what it takes to become a bestselling author." **Midwest Book Review**

"The stories in this well researched book are inspiring and eye opening." **M.J. Rose - author of The Halo Effect**



"a well-constructed plot with something for everyone: romance, financial maneuvering, and a terrific football story." **Barbara Buhner, myshelf.com**

"Over Time truly gives the reader an understanding of the passion people feel for the Green Bay Packers." **Mark Meisenheimer of KCCI TV Sports**

"Packers fans and Green Bay natives are going to love Over Time." **Green Bay Press Gazette**

"You'll be turning the pages quickly to find out what happens next and will become totally enmeshed with this story." **Sandra Tibbetts, Roundtable Reviews**

"Over Time had me captivated from the first chapter on. It holds the reader's attention and won't let go." **Margaret Chapman, Blether.com**

## **Author Questions:**

What inspired you to write "Treasure in the Moonlight"?

How did you become authors?

Why do you think that stories about pirates are so enduringly popular?

You've also written this story as a screenplay. Why do you think it would make a good movie?

What surprised you when you did your historical research for the book?

How do you go about starting a fiction project?

Who is your target audience for the book?

What was particularly challenging about writing this story?

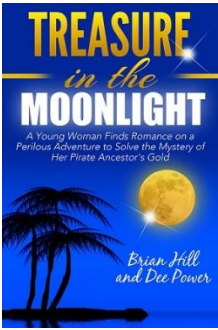
Which authors do you admire?

What aspects of an author's life do you like the most, and what aspects do you not like?

What new projects do you have in the works right now?

Why do you think pirates and venture capitalists or private investors are similar?

You helped your dogs write their book "Rose and Kate Unleashed" which was released this year as well. Are dogs temperamental authors, or are they easy to work with?



**Avast Ye!**

**Here's what some notable pirates and sea captains say about**

**"Treasure in the Moonlight":**

**Bartholomew "Black Bart" Roberts:** "I had 'a merry life and a short one' but 'Treasure' is a book that will live in your memory a long, long time. Only bilge rats wouldn't enjoy this thrilling tale."

**Edward Teach, aka Blackbeard:** "Highly recommended--and I was an avid reader until they cut off my head. And you don't have to plunder a copy. Just visit your bookstore and buy one."

**Long John Silver:** "You can trust old John Silver when he says, 'Treasure' is a rousing adventure, with pirates almost as brave as myself."

**Captain Kidd:** "For their next adventure, Jill and Mike should get to work on finding the treasure I left behind in the ----- islands. (You didn't think I'd tell you the exact location, did you?)."

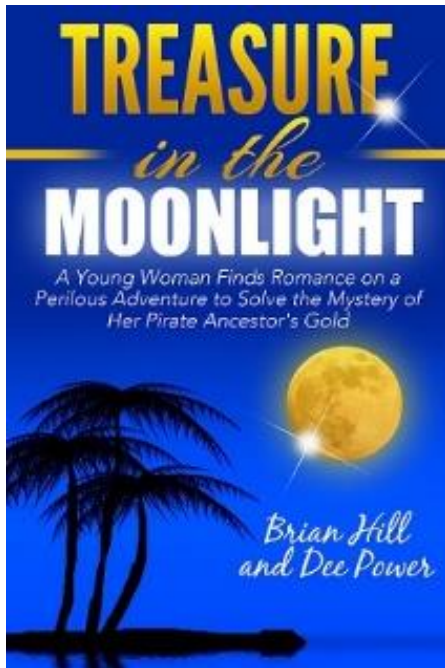
**Captain Hook:** "I'd give my right hand to be able to sail under Maria's command. Oh, wait..."

**Captain Hector Barbossa:** "From one fictional character to another, I really admire your courage to go after the treasure, Jill McCarthy."

**Calico Jack Rackham:** "After readin' what the pirates did in this book, I wasn't so bad after all. So why'd they hang me?"

**Anne Bonny:** "If I had a big sister, I'd want her to be Maria. You're my role model--you were the first female sailor in the Caribbean to make captain of a ship."

**Captain Nemo:** "I'd surface in a second from 'Twenty Thousands Leagues Under the Sea' to read 'Treasure in the Moonlight.'"



## Treasure in the Moonlight

Brian Hill and Dee Power

ISBN 978-1-61296-524-6 Format: Trade Paperback 6X9

Pages: 325 Publisher: Blackrose Writing

Publication Date: May 7, 2015 Suggested Retail Price: \$17.95

Available through Ingram, Baker & Taylor and directly from the publisher, Blackrose Writing, <http://Blackrosewriting.com> and other distribution partners

Jill's pirate ancestor Maria left a fortune behind in the Bahamas with the hope that one day her descendants would discover it. When financial troubles lead Jill to take up the quest, her treasure hunting adventure quickly turns into a nightmarish battle for survival when everyone she thought she could trust betrays her—including her fiancé. She's pitted against fanatical treasure hunters and violent criminals. Alone and desperate, Jill is forced to team up with an enigmatic stranger. But this may be a choice that gets her killed...

### Praise

"An intriguing modern day pirate tale full of fascinating twists and mysterious turns."

Leighann Dobbs, USA Today bestselling author

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### Marketing Plan

Social media accounts through Facebook, LinkedIn and Twitter. Members of 22 reader and book groups on Facebook and eight business groups. Members of nearly 30 LinkedIn Groups. Fan page for **Treasure in the Moonlight** on Facebook. Book trailer on YouTube. Photos and links on Pinterest. Book Blog Tour. Radio Interviews. The authors have been interviewed by the media, on the radio and TV. An interesting "hook" -- pun intended -- is their experience with venture capitalists and private investors sometimes viewed as modern-day pirates by entrepreneurs.

### About the Authors:

Hill and Power's books include "Inside Secrets to Venture Capital," "Attracting Capital from Angels," "The Making of a Bestseller," and "The Pocket Small Business Owner's Guide to Business Plans" Their first novel was "Over Time," a "Field of Dreams" type story for football fans. Hill and Power also helped their dogs with their book, "Rose and Kate Unleashed: Observations, Advice and Humor from Two Very Opinionated Dogs," published in March, 2015.