

AUTHOR PRESS KIT

..... **C. L. Fails**



Innovating. Connecting. Inspiring.

C. L. Fails

QUICK BIO

CYNTHIA L. FAILS, is an Author, Creative Architect, and an Accidental Educator; having served pre-school through college students in her hometown of Kansas City. An agent for equity, she has dedicated her career to helping others learn to follow their internal compass, and thrive despite challenge. Cynthia is the Founder & CEO of LaunchCrate Publishing - a hybrid publishing service created to help writers launch their work into the world while retaining the portion of profit they deserve. She is also an active advocate for education, serving as a current member of the Board of Directors for the Children's Campus of Kansas City and Chair Emeritus of the Multicultural Alumni Council at Kansas State University.

Under the pseudonym, C. L. FAILS, she is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, leading workshops, or working on her latest book about building community, you can find her doodling on whatever object may be nearby.

CONTACT

Email: CLFails@launchcrate.com

Twitter & Instagram: [@CLFails](https://www.instagram.com/CLFails)

Facebook: [AuthorCLFails](https://www.facebook.com/AuthorCLFails)

Website: www.CLFails.com



AGES 3 & UP
PICTURE BOOK

SELLING POINTS

- **FIRST IN SERIES:** the book that started it all. Meet Ella and the series inspired by the author's mom
- **YOUNG AND OLD:** the book instills the message of the true power of each person in this world in a story for all ages
- **INSPIRING MESSAGE:** just one thing, one tiny thing, has a ripple effect on us all. Each word and action has the potential to impact the world in a big way.

BOOK SPECS

- ★ Full Color Illustrations
- ★ 34 pages, 8.5" x 8.5"
- ★ Hardcover, casewrap

ISBN: 978-0-9886689-2-8 U.S. \$17.99



ALSO AVAILABLE:

The Christmas Cookie

ISBN: 978-0-9886689-7-3 U.S. \$21.99



The Christmas Cookie Returns

ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Rough Day

ISBN: 978-0-9886689-3-5 U.S. \$17.99



Ella and One Big Dream

ISBN: 978-1-947506-07-7 U.S. \$17.99



Raine the Brain: Book One

ISBN: 978-1-947506-01-5 U.S. \$12.99



Ella and One Tiny Thing

■ WRITTEN & ILLUSTRATED BY C. L. FAILS

RELEASE DATE: December 1, 2014

From the author & illustrator of The Christmas Cookie comes a tale about the true power that lies in the actions of one.



"The world is so big and I am so small...why does it matter what I choose to do?" asks the precocious and wide-eyed preschooler, Ella. Take a peek into this conversation between mom and daughter in a book that seeks to answer the age old question of the meaning of life, while promoting the immeasurable power of one. Does it matter what your actions are? Can one person really change the world? Find the true answers in, *Ella and One Tiny Thing*, by C. L. Fails.

Some of the biggest things in the world start from something so tiny and small.

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 3 & UP
PICTURE BOOK

SELLING POINTS

- **ANTICIPATED SEQUEL:** the return of young Ella marks the second book within the new series
- **RELATABLE STORY:** everyone has had day where nothing seems to go right. This story explores the importance of patience at any age.
- **INSPIRING MESSAGE:** the book instills the value of a growth mindset and the power of yet

BOOK SPECS

- ★ Full Color Illustrations
- ★ 36 pages, 8.5" x 8.5"
- ★ Hardcover, casewrap

ISBN: 978-0-9886689-3-5 U.S. \$17.99



ALSO AVAILABLE:

The Christmas Cookie

ISBN: 978-0-9886689-7-3 U.S. \$21.99



The Christmas Cookie Returns

ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Tiny Thing

ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Big Dream

ISBN: 978-1-947506-07-7 U.S. \$17.99



Raine the Brain: Book One

ISBN: 978-1-947506-01-5 U.S. \$12.99

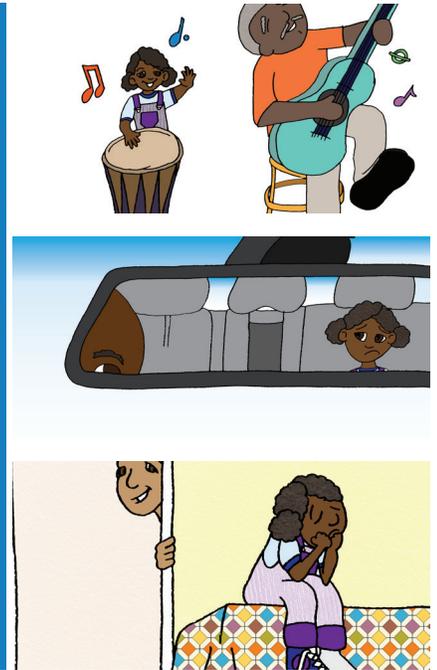


Ella and One Rough Day

■ WRITTEN & ILLUSTRATED BY C. L. FAILS

RELEASE DATE: November 24, 2015

From the author & illustrator of Ella and One Tiny Thing comes an empowering story about growth and finding potential in the power of yet



Young Ella is back as a fun trip to her grandparents house takes a frustrating turn. Growing up is hard! There is so much to discover and all that learning takes time. Not “yet” knowing how to do what you really want to do can be tough. But one rough day does not make a life.

Growth happens everyday in the tiniest of steps. It all starts with a shift in your mind. Fill up your cup with Ella, and read along as one rough day turns to gold in this empowering tale about growth and finding potential in the power of yet.

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, “So, Okay...” documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she’s not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 3 & UP
PICTURE BOOK

SELLING POINTS

- **THIRD IN SERIES:** the return of young Ella marks the third of ten books for this series
- **BOOK WITHIN A BOOK:** grab a phone or tablet with a QR reader to experience “Duck’s Don’t Drum,” the book read by Ms. Ann during Story Hour
- **INSPIRING MESSAGE:** the book encourages readers of all ages to follow their dreams

BOOK SPECS

- ★ Full Color Illustrations
- ★ 38 pages, 8.5” x 8.5”
- ★ Hardcover, casewrap

ISBN: 978-1947506-07-7 U.S. \$17.99



ALSO AVAILABLE:

The Christmas Cookie

ISBN: 978-0-9886689-7-3 U.S. \$21.99



The Christmas Cookie Returns

ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Tiny Thing

ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Rough Day

ISBN: 978-0-9886689-3-5 U.S. \$17.99



Raine the Brain: Book One

ISBN: 978-1-947506-01-5 U.S. \$12.99



Ella and One Big Dream

■ WRITTEN & ILLUSTRATED BY C. L. FAILS

RELEASE DATE: November 27, 2017

Fans of the Ella Books series will love this third installment; a fantastic gift for all dream chasers



What do you want to be when you grow up? What makes a dream one worth chasing? How do we share them with others without fearing their laughter? This whimsically illustrated story holds all the answers. Dive into this book with a timeless tale about holding onto your dreams, even when others don't seem to understand them.

A visit to Story Hour introduces Ella to friendly foes and a new story (A BONUS READ for you) that leaves her with more questions than answers. Luckily, Ella has two Dream Keepers on her side that help her discover the Power of “Sight” and remind her that any dream near to your heart is awesome.

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, “So, Okay...” documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 9 & UP
MIDDLE GRADES

SELLING POINTS

- **FIRST IN SERIES:** Meet Raine, 12 year old - 6th grader - protective big brother - inventor of super secret stuff
- **A TWIST ON JOURNALING:** each chapter is a peek into Raine's inventors' journal and chronicles the misadventures behind each unique creation
- **INSPIRING MESSAGE:** Book One encourages innovation, resourcefulness, and creative problem solving

BOOK SPECS

- ★ Chapter Book
- ★ 190 pages, 6.7" x 9.6"
- ★ Paperback, perfectbound

ISBN: 978-1-947506-01-5 U.S. \$12.99



ALSO AVAILABLE:

The Christmas Cookie

ISBN: 978-0-9886689-7-3 U.S. \$21.99



The Christmas Cookie Returns

ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Tiny Thing

ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Big Dream

ISBN: 978-1-947506-07-7 U.S. \$17.99



Ella and One Rough Day

ISBN: 978-0-9886689-3-5 U.S. \$17.99

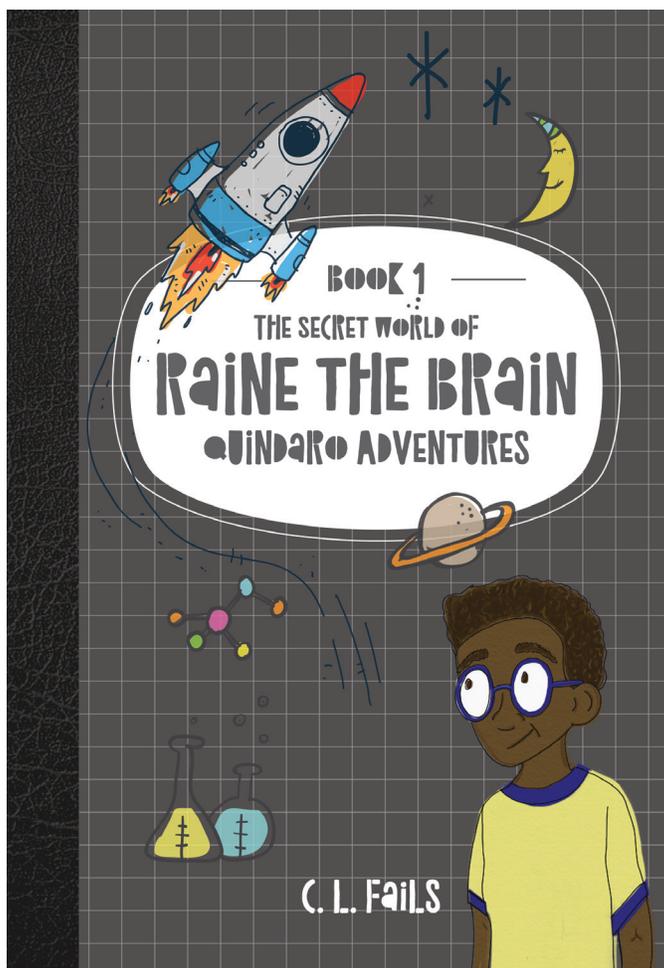


The Secret World of Raine the Brain

■ WRITTEN BY C. L. FAILS

RELEASE DATE: August 7, 2018

From the author & illustrator of the Ella Books series comes a suite of books about a young inventor whose creations hope to save the world.



Meet 12-year old Raine. He's your average older brother who uses his creativity in extraordinary ways.

"This is my inventor's journal. Inside it you'll find all the info you need to understand my secret life as Raine the Brain. Do not read this journal unless you want to know what it's like to save your town from destruction while masquerading as a normal kid. You've been warned."

What happens if his secret world collides with everyday life? Your definition of "Normal" will be challenged.

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 3 & UP
PICTURE BOOK

The Christmas Cookie

SELLING POINTS

- **FIRST BOOK:** the debut book from 7 time author, C. L. Fails takes us on a romp through the living room as one cookie crumpily bumps his way to freedom...
- **HOLIDAY STORY:** Share the origin story of Christmas Cookies with your family, this holiday season!
- **INSPIRING MESSAGE:** faith makes all things possible, and hope makes all things work

BOOK SPECS

- ★ Full Color Illustrations
- ★ 54 pages, 8.3" x 10.8"
- ★ Hardcover, casewrap

ISBN: 978-0-9886689-7-3 U.S. \$21.99



ALSO AVAILABLE:

The Christmas Cookie Returns
ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Rough Day
ISBN: 978-0-9886689-3-5 U.S. \$17.99



Ella and One Tiny Thing
ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Big Dream
ISBN: 978-1-947506-07-7 U.S. \$17.99



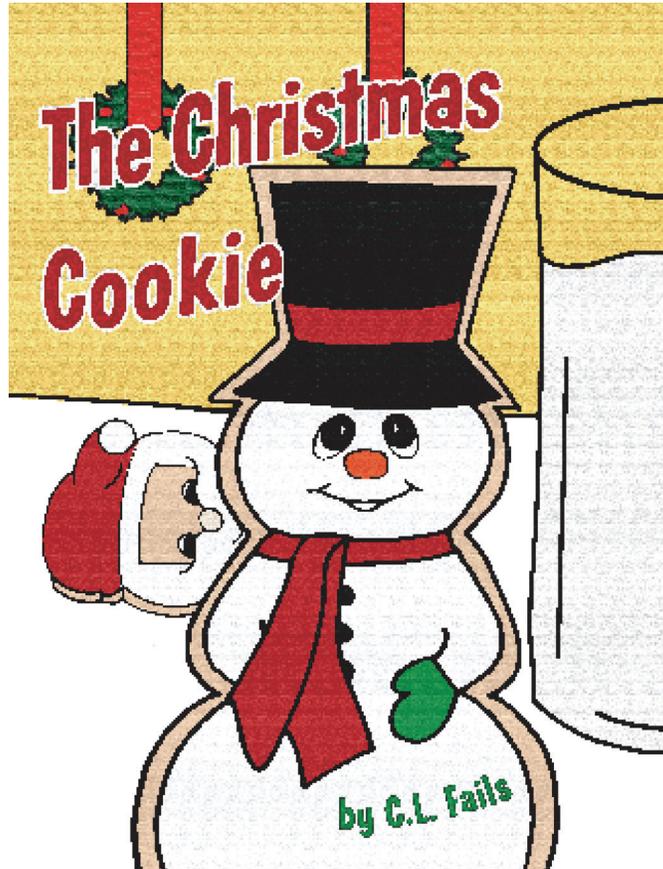
Raine the Brain: Book One
ISBN: 978-1-947506-01-5 U.S. \$12.99



■ WRITTEN & ILLUSTRATED BY C. L. FAILS

RELEASE DATE: December 6, 2012

*The debut book from Author and Illustrator, C. L. Fails.
What would you do if you woke up on Santa's plate?*



"Lay out those cookies for Santa," said Dad. The children giggled with excitement as they laid the milk and cookies on the fireplace hearth. Snowman Jim awakens on Christmas Eve to find himself on a plate for Santa Claus.

Follow along as this adorable cookie bounds across presents in search of a way to avoid being eaten. Will he escape or will he find it in his heart to stay with the home and family he loves so much?

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 3 & UP
PICTURE BOOK

SELLING POINTS

- **ANTICIPATED SEQUEL:** the return of Snowman Jim marks the much requested arrival of the Christmas Cookie
- **HOLIDAY MAGIC:** follow along on Snowman Jim's epic Christmas Eve excursion in a story that adds to the magic of Christmas
- **INSPIRING MESSAGE:** the sequel stirs up messages of helping others and leaving the world better than you found it

BOOK SPECS

- ★ Full Color Illustrations
- ★ 62 pages, 8.3" x 10.8"
- ★ Hardcover, casewrap

ISBN: 978-0-9886689-4-2 U.S. \$21.99



ALSO AVAILABLE:

The Christmas Cookie

ISBN: 978-0-9886689-7-3 U.S. \$21.99



Ella and One Rough Day

ISBN: 978-0-9886689-3-5 U.S. \$17.99



Ella and One Tiny Thing

ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Big Dream

ISBN: 978-1-947506-07-7 U.S. \$17.99



Raine the Brain: Book One

ISBN: 978-1-947506-01-5 U.S. \$12.99

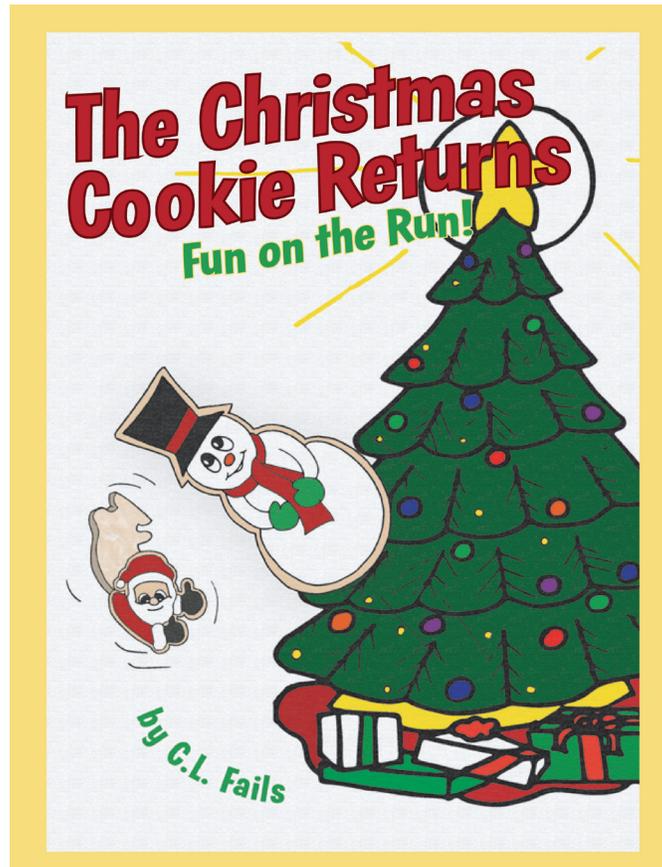


The Christmas Cookie Returns: Fun on the Run!

■ WRITTEN & ILLUSTRATED BY C. L. FAILS

RELEASE DATE: November 29, 2016

*Snowman Jim is back for another year of Christmas Eve fun!
Will he discover the secret to many more returns?*



What would you do if you woke up on Santa's plate? Snowman Jim, The Christmas Cookie, returns to the home that he loves just in time for Christmas Eve! How much trouble will he get into as he embarks on a wild romp through the house while his family sleeps?

Read along to find the answer to two mysterious details; the truth about fluffy flickers, and the secret to many more returns. The Christmas Cookie Returns: Fun on the Run, adventure awaits on Christmas Eve!

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.

AGES 16 & UP
MODERN MEMOIR

SELLING POINTS

- **WWII VETERAN:** this modern memoir chronicles the life of a WWII veteran, from small town to city life and everything in between
- **INTERACTIVE STORIES:** using scannable QR codes, readers are transported from page to Grandpa James' living room in the blink of an eye
- **INSPIRING MESSAGE:** stories are woven together with the help of ten universal themes

BOOK SPECS

- ★ 30 Audio Clips via QR Codes
- ★ 112 pages, 5" x 8"
- ★ Hardcover, dust jacket

ISBN: 978-0-9886689-6-6 U.S. \$18.99



ALSO AVAILABLE:

The Christmas Cookie
ISBN: 978-0-9886689-7-3 U.S. \$21.99



The Christmas Returns
ISBN: 978-0-9886689-4-2 U.S. \$21.99



Ella and One Tiny Thing
ISBN: 978-0-9886689-2-8 U.S. \$17.99



Ella and One Big Dream
ISBN: 978-1-947506-07-7 U.S. \$17.99



Raine the Brain: Book One
ISBN: 978-1-947506-01-5 U.S. \$12.99

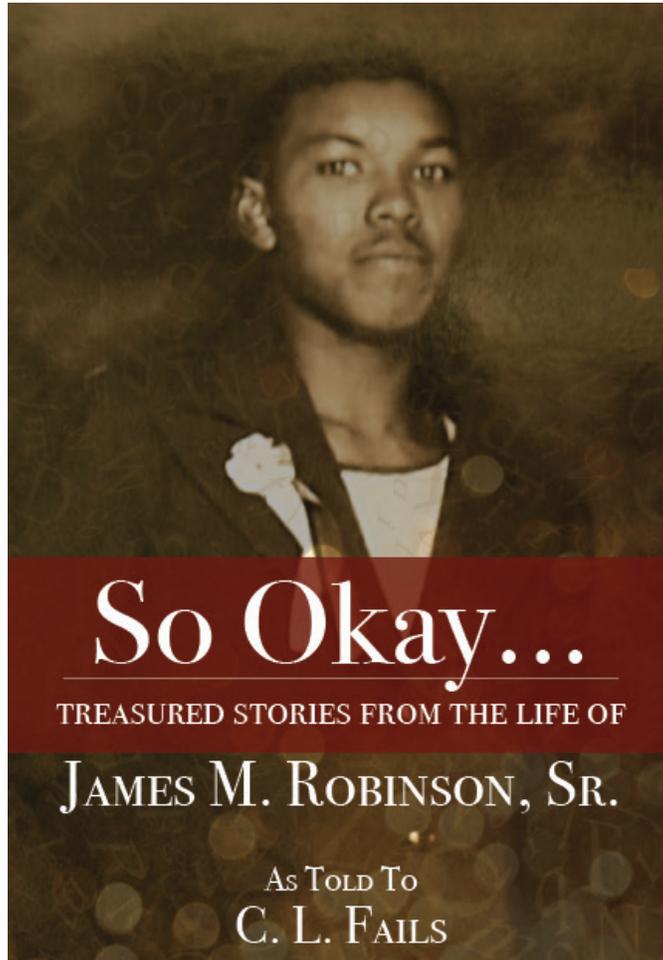


So Okay...

■ AS TOLD TO C. L. FAILS

RELEASE DATE: May 16, 2017

"Ninety-four years on this earth can throw you a lot of curveballs. That's a lot of living, surviving, and when you claim it, a lot of thriving."



A young high school graduate from modest Dalton, MO, embarks on an expedition to find his way in this big, beautiful world. More than 75 years later, his granddaughter is deployed on her own mission: capturing the unimaginable stories of his incredible life.

The adventures and anecdotes shared by this war veteran and Buffalo Soldier, quickly morphed the mission into something much greater. Author C. L. Fails, now sought to find the secrets to a life well lived. His stories hold all the candor you would expect from a 94 year old, with a twist of wit and wisdom inherited from his siblings, parents and grandparents (some of whom were born into slavery). Download your QR scanner and prepare for a wild ride as you listen to Grandpa James summon his inner griot and teach us about life's universal human truths.

C. L. FAILS is author and illustrator of the Ella Book Series, The Christmas Cookie books, and the Raine the Brain series. She also penned the interactive modern memoir, "So, Okay..." documenting the life stories of her 95 year old Grandfather. All are fun books that inspire us to be bold, take risks, and learn from our mistakes. When she's not helping writers, hosting a podcast, speaking with or working on her latest book about building community, you can find her doodling on whatever object may be nearby.



LaunchCrate
PUBLISHING



Innovating. Connecting. Inspiring.