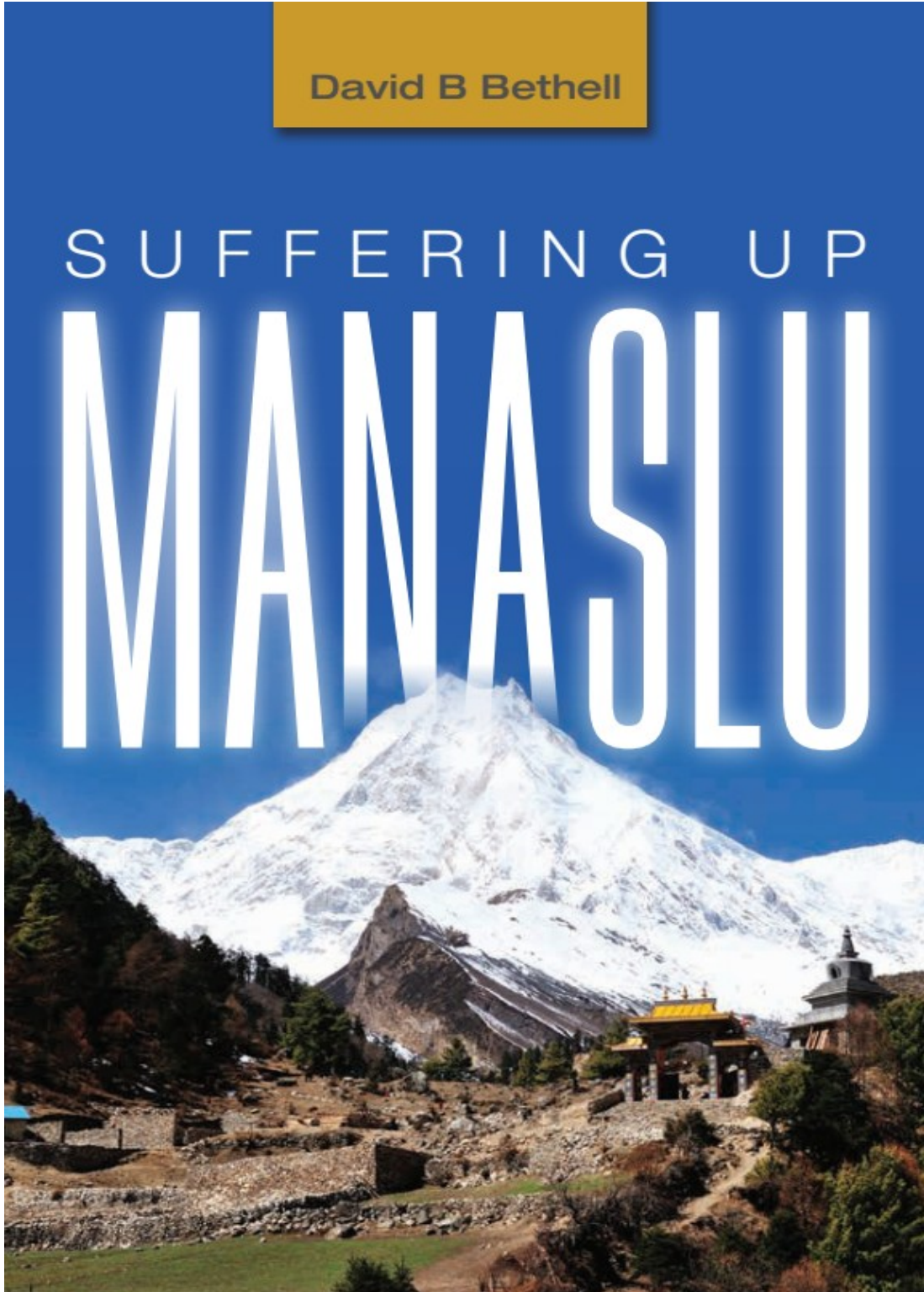


MEDIA KIT FOR
SUFFERING UP MANASLU

By David B Bethell

David B Bethell

SUFFERING UP
MANASLU



SUFFERING UP MANASLU

About the book

***SUFFERING UP MANASLU*, By David B Bethell**

This saga is a collection of my most entertaining stories taken from the daily memoirs that I painstakingly kept while mountaineering, from the Canadian Rockies to the massive Himalayas of Nepal. All of this on my long arduous journey to successfully climb Mt Everest in 2021. My backstory is to raise awareness and funding to help disadvantaged children through climbing and leave a legacy for my childhood friend Elton in the form of Canadian Rockies Youth Society and this book is a key part of this mission.

SUFFERING UP MANASLU follows me from my childhood spent with my family in the mountains and then tells the story of my childhood friend Elton who suffered greatly in his short life and died tragically at age seven and is one of my greatest reasons for this book. I then take the reader along on my journey through many exciting as well as heartbreaking and belly laughing stories that include avalanches, falls in crevasses, helicopter crashes, earthquakes, and the list goes on! It is also full of many photos to help draw in the readers imagination. The main body of my book is spent in the Himalayas of Nepal during two consecutive attempts to climb the Mighty Mt Manaslu, the mountain of the soul at 8163 metres, it is also known as the Killer Mountain for the lives it has taken in numerous avalanches among other reasons. This is only the beginning of this saga as I will write a follow up book to this after I have been successful on Mt Everest, not to mention other peaks as I wish to start a following for C.R.Y.S. Canadian Rockies Youth Society.

Eltons short life will not have been in vain,

This is a non fiction adventure novel.

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SUFFERING UP MANASLU

Author Bio

David B Bethell (Author) was born and grew up in central Edmonton, Alberta, Canada. He currently lives in Edmonton and now spends time in Nepal when able. As well he spends as much time as possible in the Rockies.

Dave as he likes to be called spent many years working on oil well drilling rigs as well as the aircraft maintenance industry and now works as an industrial scaffolder / carpenter with the unions local 1325. Dave is an avid mountaineer, ice and rock climber and has had many varied interests that he has done well with like competitive bodybuilding, skydiving, riding his Harley Davidson and of course he loves to write about and share his adventures in the mountains. Now middle aged, Dave wants to spend the second half of his life giving back and helping children / youth through climbing.



David B Bethell on Mt Manaslu 8163 m.

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SUFFERING UP MANASLU

WHY?

- To raise awareness and funding to help disadvantaged at risk children.
- To leave a legacy for my childhood friend Elton who died horrifically at age seven.
- To assist in funding my climb of Mt Everest to raise more awareness and funding for the cause.
- To intrigue the reader, and keep them from putting SUFFERING UP MANASLU down once they begin to read it.
- To fully entertain the reader with detailed sensory imagery therefore drawing the reader deeper into the saga.
- To make the reader part of and integral to the mission with the purchase of SUFFERING UP MANASLU.
- To bring great value to the reader so they will tell all their friends of this very entertaining saga.
- To serve as a travelogue to the reader for Kathmandu, Nepal and the Manaslu trekking circuit.

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SUFFERING UP MANASLU

QUESTIONS AND ANSWERS

Q: How did your project begin?

It began when I took a trip back to the mountains after many years absence and suffering depression from the break up of a long term relationship. I then realized my boyhood dream to become a mountaineer then came back to Jasper and Mt Edith Cavell to climb my first mountain which on it's own turned out to be a very exciting story as I had a run in with a massive grizzly bear by myself in the pitch black of night in the back country. While on Mt Edith Cavell I had an epiphany and thought wouldn't it be great to help suffering children like my friend Elton through climbing and starting a charitable society for this in Eltons name.

Q: What genre is the book?

It's non fiction, I call it a non fiction adventure novel, but it also serves other purposes as it can be taken as a travelogue for Nepal, It is also full of many tips and tricks to help with high altitude mountaineering and trekking.

Q: How will proceeds from the book help children?

Proceeds from SUFFERING UP MANASLU will go to both charitable children's organizations in Alberta and to help fund my attempt to climb Mt Everest in 2021 to raise even more awareness, funding and I am hoping some long term corporate sponsorship of Canadian Rockies Youth Society.

Q: What are your long term goals for all of this.?

With the awareness and funding raised from SUFFERING UP MANASLU as well as my successful ascent of Mt Everest and my follow up book written then I would like for Canadian Rockies Youth Society to mature and be able to pay to send disadvantaged children and youth of Alberta to the Centre for Outdoor Education in the mountains west of Nordegg, Alberta. Here disadvantaged at risk inner city children who have never been away from the city and it's stressors / social media can get out to nature, the mountains and their immense healing powers.

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SUFFERING UP MANASLU

MARKETING PLAN

Overall strategy: To create demand for SUFFERING UP MANASLU by first of all writing a compelling and highly entertaining book with a great backstory that draws the reader in. Then professionally format, layout and package a visually pleasing book that is difficult for the reader to put down so they become one of my greatest marketing assets through word of mouth sales. Secondly after creating demand for the book I need to make sure it is easily available for my readers to purchase at a fair price providing good value to the reader. This will be accomplished as SUFFERING UP MANASLU will be available through various popular sellers in hardcover, softcover and e-book. Until we have gotten over this pandemic. I will be largely limited in physically approaching bookstores, sports shops, climbing centres and gift shops in the tourist areas of Jasper, Banff and BC to carry my book. Once I am able, I will be visiting and pitching to these locations. I will communicate via social media with any followers that my book and mission have created and take them all online with me to climb Mt Everest then sell to them my follow up book / books.

Target audience: generally people interested in mountains, more specifically those who are interested in mountaineering, climbing sports, trekking, outdoor adventures, travelling, other cultures. I will also be marketing all the members of the Carpenters and Joiners and Allied Workers Union of America of which I am a 20 year member. Also people interested in the climbing antics of an Alberta boy who has a great story and cause for local kids.

Competition: non fiction, mountain climbing, Rocky Mountains, Himalayas, memoir, children's charity.

Book launch: a book launch is planned for mid 2020, details to follow.

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SUFFERING UP MANASLU

MARKETING PLAN cont'd

e-Media kit: this media kit will be made available to radio, TV, printed media outlets, book clubs as well as to Alberta seniors homes along with a cover / pitch letter.

Physical media kit: this will be given to prospective testimonial contributors who are of celebrity status or celebrity status in the mountaineering community.

Online presence: is already active and strong and creating much demand through Facebook, Instagram, Twitter, Goodreads and continuous blogs / updates on my website.

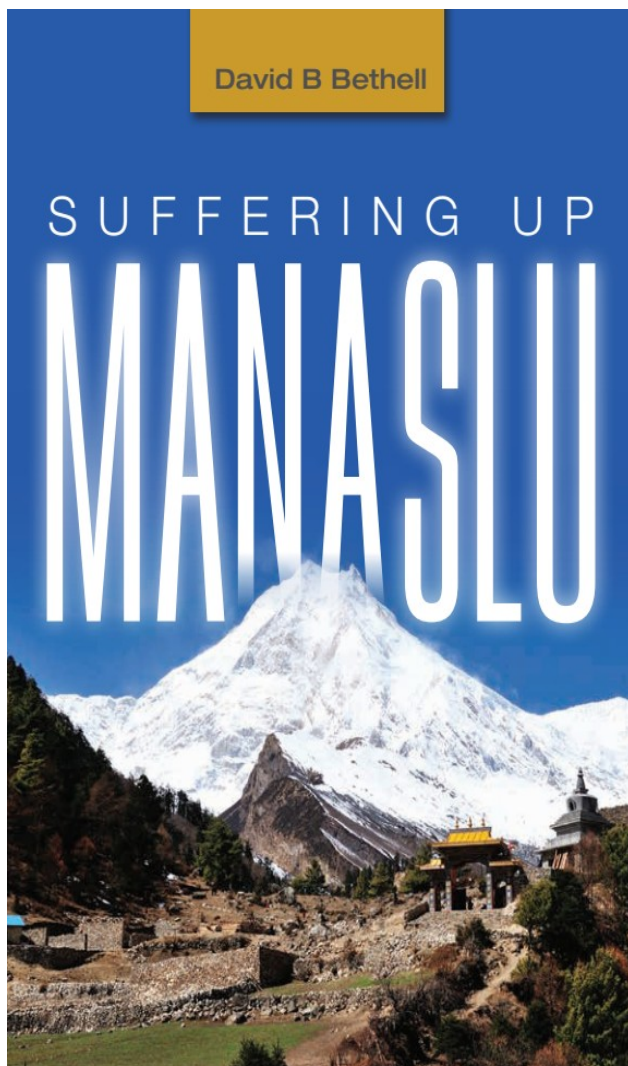


Basecamp on Mt Manaslu

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SUFFERING UP MANASLU

ORDERING INFORMATION



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978-1-5255-6975-3 eBook

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Sports & Recreation, Mountaineering
Biography & Autobiography, Adventurers & Explorers
Biography & Autobiography, Personal Memoirs

Keywords:

Non Fiction, Mountain Climbing, Rocky Mountains,
Himalayas, Memoir, Travelogue, Children's Charity

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Hardcover \$34.99 USD
eBook \$3.99 USD
Retailer prices will vary depending on currency
exchange rates and store policies.

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SUFFERING UP MANASLU

ORDERING INFORMATION cont'd

In Bookstores

Once stores are open after the 2020 pandemic

Online Paperback & Hardcover

[FriesenPress Bookstore](#)

[Amazon.ca](#)

[Amazon.com](#)

[Chapters.Indigo](#)

[BarnesandNoble.com](#)

Online eBook

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