

*Pitch Deck for*

# *Blood of The Martyr*

*by S.L. Sloane*

# Synopsis of Book

**Blood of The Martyr** is a tale of defiance, courage, trauma, and healing set in the ravaged world of Felmaris, where a devastating blood plague has swept across the continent. At its heart is Sían Leigheas, a solitary yet skilled beast huntress—a sealgaire—who must confront the horrifying truths behind the continent's most powerful force: the Sanguine Church.

Set during the annual Fiach, a relentless three-month hunt of scourged beasts, the story unfolds in Cairncathair, a city ruled by blood and shadow. As Sían battles dark magic and beasts, she uncovers the church's nefarious use of blood magic and its role in the plague that has torn her world apart.

Joined by a diverse group of allies—each with unique reasons to defy the church, including a bastard son, a hidden princess, a charming convict, a brilliant chemist, and a mysterious witch—Sían and her companions train their magical skills, "cumas," and form bonds of friendship and love in the face of overwhelming odds.

As Sían's connections deepen, she finds strength in herself and the power of chosen family. Their journey leads to the Pale City, the seat of the Sanguine Church, where they seek a forbidden tome of blood magic, the key to freeing their world from tyranny.

**Blood of The Martyr** is an epic of rebellion, resilience, and redemption, as a courageous heroine and her unlikely companions fight to save their world.

# Intended Market

***Blood of the Martyr*** is crafted for readers aged 16 and above who are captivated by romance, fantasy, epic tales, magic, and coming-of-age stories that explore the complexities of ruling classes, self-determination, and challenging societal norms.

The "romantasy" genre—where romance meets fantasy—has experienced a significant surge in popularity. In 2023, sales of romantasy books exploded, with a projected near-doubling in 2024. The genre is one of the fastest-growing in literature today, driven by a voracious reader base eager for fresh titles that blend these compelling elements.

Recent market data indicates a 142% increase in sales of books that merge romance and fantasy from 2022 to 2023 (NPR). According to The Washington Post, the genre's growth has been astonishing, with sales reaching a record \$454 million in 2023 and projections exceeding \$600 million for 2024.

The target audience for ***Blood of the Martyr*** is primed for a fresh voice in the romantasy genre. With a ravenous appetite for new stories, devoted romantasy readers are growing weary of familiar characters and repetitive tropes. They are eager for something grittier, more nuanced, and unexpected.

The novel's rich world-building will captivate high fantasy enthusiasts, while its romance and "spice" will appeal to passionate romantasy fans. ***Blood of the Martyr*** delivers a unique blend of beloved tropes, intricate magic systems, and dynamic plot progression—elements that readers crave but with innovative twists that keep the experience fresh and engaging. This book has all the makings of a viral sensation, sure to ignite excitement on BookTok and beyond.



# Target Audience

# Competitive Landscape

## Romantasy

- Fourth Wing
- A Court of Thorns and Roses
- Throne of Glass
- From Blood and Ash
- Crescent City
- The Serpent and the Wings of Night
- Twilight
- Divine Rivals

## High Fantasy

- The Stormlight Archive
- Dune
- Mistborn
- The Wheel of Time
- Lord of The Rings
- Harry Potter
- A Song of Fire and Ice (Game of Thrones)

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***Blood of the Martyr*** was conceived to stand out in the romantasy genre, combining deep thematic elements with extensive world-building to create a compelling narrative that seamlessly bridges high fantasy and romantasy. This unique blend positions the novel to captivate both audiences.

With a plot centered around a strong female protagonist—a feature that has proven immensely popular in books by authors like Sarah J. Maas (*A Court of Thorns and Roses*) and Suzanne Collins (*The Hunger Games*)—***Blood of the Martyr*** taps into a market that celebrates empowered heroines who rise to face an undesirable fate to save their world. Similarly, this narrative echoes the epic quests found in classics like *The Lord of the Rings* and *Harry Potter*, making it accessible to a broad range of fiction readers.

***Blood of the Martyr*** is uniquely poised to capture the interest of a diverse readership, riding the wave of the current surge in romantasy's popularity and offering something fresh and engaging for anyone who enjoys a richly woven tale of magic, courage, and passion.

# Meet the Main Characters



**Sían Leigheas**

Age: 24 tides

Occupation: Huntress

From: Cairncathair, Eirren

Info: Sían focuses only on survival and hunting beasts as she lives a solitary, lonely life that is soon turned upside down through her blossoming relationships

Magic: Shadow shifting "dimming," elemental fire magic "sparking"

Weapon of choice: battle axe or double-sided saber Semiramis



**Navari Lei-Zafirah**

Age: 25 tides

Occupation: Huntress

From: Jihlova, Sarth

Info: Having crossed the entire continent, Navari seeks to expose the evil of the Sanguine Church which has destroyed the royal family of Sarth. She immediately draws Sían's attention

Magic: Mind reigning

Weapon of choice: serrated whip



**Eoin Domhnall**

Age: 26 tides

Occupation: Hunter

From: Cairncathair, Eirren

Info: The brooding son of the Lord of Eirren, Eoin seeks to escape his cruel father and protect those he loves while offering Sían a respite from a bleak world

Magic: Fixed object telekinesis

Weapon of choice: Longsword, bow and arrow



**Serraphia "Phia"**

Age: 40 tides

Occupation: Silver Witch

From: Outer Cairncathair, Eirren

Info: The mixed daughter of two covens, she is a curious outcast of both and hungers for friendship and belonging

Magic: Illusions, white light, collective knowledge, healing, summoning

Weapon of choice: no weapons

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# Meet the Main Characters



## **Alton Marichlan**

Age: 22 tides

Occupation: Outlaw

From: Cairncathair, Eirren

Info: A charming outlaw hiding as a shop boy, Alton ekes out a meager life in Hyde's shop

Magic: Casting magical shields

Weapon of choice: Hunting knife and dagger



## **Dubheasa "Dove" Hyde**

Age: 58 tides

Occupation: Shop keeper, potions master

From: Okio, Shindah

Info: A brilliant but dark doctor with a hidden warmth and secret past

Magic: None, but a skilled scientist and doctor

Weapon of choice: Potions, short sword



## **Sinley Verk**

Age: 26 tides

Occupation: Vein Warden of the Sanguine Church

From: Cairncathair, Eirren

Info: Bred from a long line of church officials, Sinley does what he thinks is right and just

Magic: Controlled blasts

Weapon of choice: Throwing knives

A black and white portrait of a woman with long, wavy hair, looking slightly to the side. She is wearing a dark, textured jacket. The background is a light gray with faint, concentric circular patterns.

# About the Author

S.L. Sloane was born in Massachusetts and currently resides in New York City, where she works in financial services, specializing in impact investing. She moved to the city to attend Barnard College, where she graduated with a bachelor's degree in English Literature and dual minors in Economics and Mandarin.

A passionate writer, Sloane has been crafting short stories, novels, and poetry since high school, where she won several creative writing competitions. She also leverages her writing skills in her finance career, often focusing on topics related to environmentalism.

Sloane is an avid reader with a deep love for classical literature, particularly the works of Dostoyevsky, Nabokov, and Woolf. Her literary tastes extend to high fantasy, where she admires the worlds created by Brandon Sanderson and George R. R. Martin. She is known for juggling at least four books at any given time and has recently found herself immersed in not one, but three separate book clubs dedicated to the romantasy genre.

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