



# CORIOLIS

## CASE STUDY



[www.CoriolisCompany.com](http://www.CoriolisCompany.com)



424-226-6148



[Info@CoriolisCompany.com](mailto:Info@CoriolisCompany.com)

AUTHOR

# AYIZE

JAMA-EVERETT

[WHAT WE DID  
FOR HIM >](#)



# THE CHALLENGE

Ayize had 5 books published but no real platform to speak of. He didn't have a social media presence, nor a mailing list, and his website was outdated and not properly functioning. He was also getting ready to find an agent and shop around his next book and he understood that a platform would be very helpful to that, as well as to selling more books.



ISSUES

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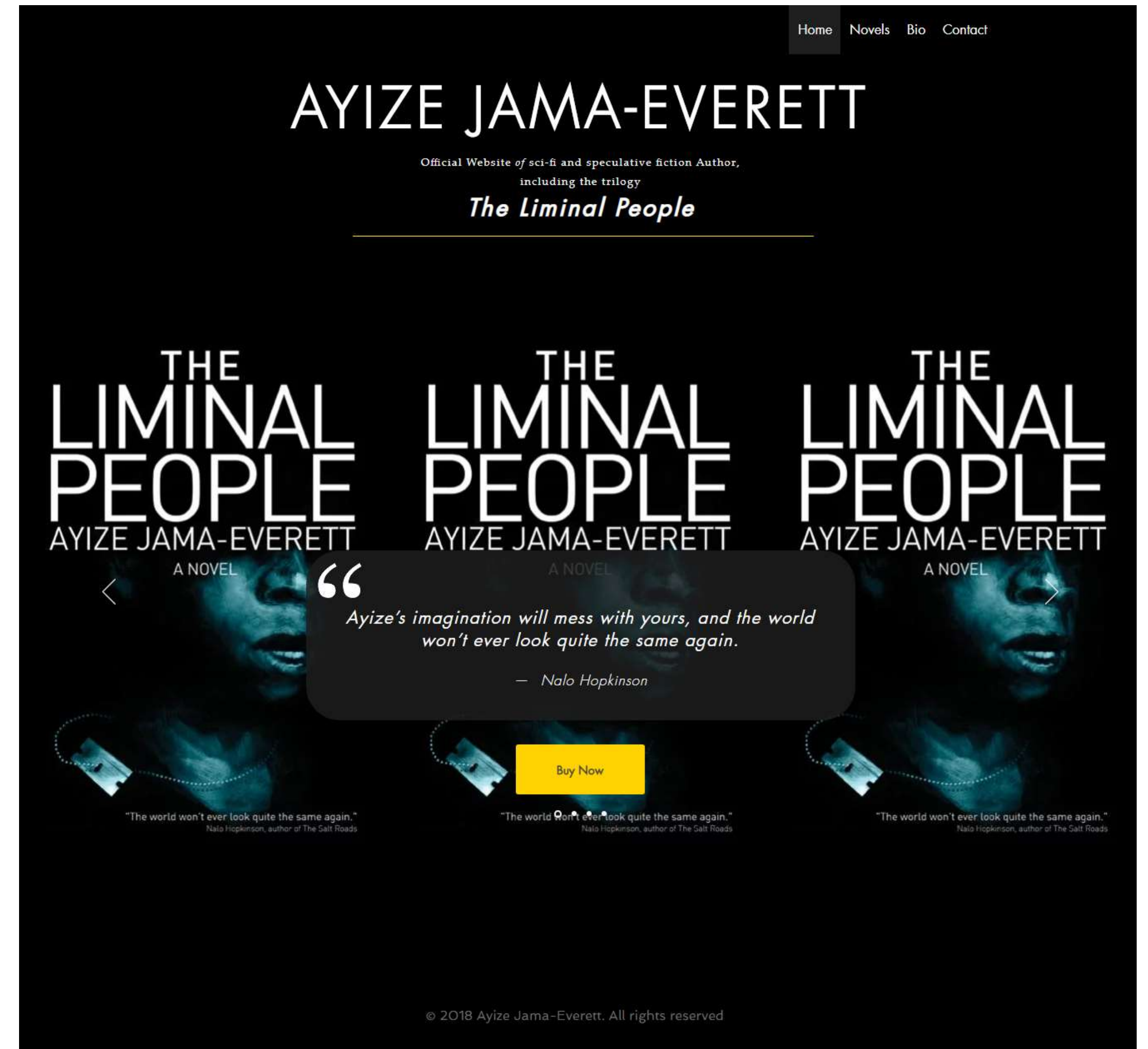
We worked with Ayize to set goals for his platform, and executed a campaign consisting of the following steps:

# WEBSITE

Ayize's old website was outdated, not mobile optimized, lacked metadata, and wasn't showing up in search engines due to a lack of optimization.

His old website

BEFORE



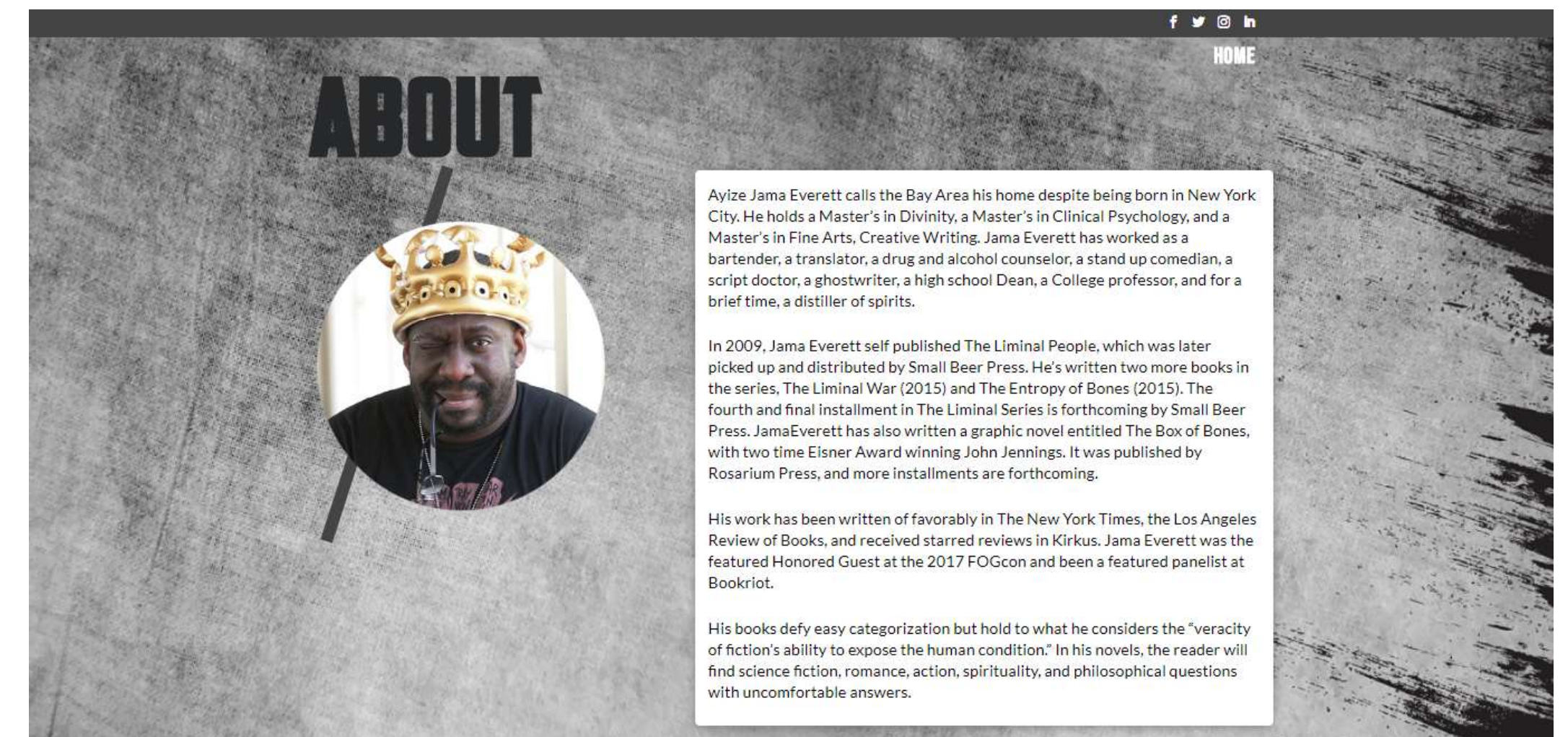
We researched and found all of Ayize's published writing, interviews, photos, videos, and personal appearances. We rewrote his biography and wrote content for his website pages, media kit, newsletter, and more.

We built a modern, mobile-optimized, content rich, easy to read, stylish website for Ayize.



AyizeJamaEverett.com

AFTER



f t i in HOME

# OTHER WRITING

## RECENT SHORT PIECES BY AYIZE

**THE CRAFT IS ALL THE SAME: A CONVERSATION WITH VICTOR LAVALLE**

READ MORE >

**DIFF'RENT STROKES: HOW THE 80'S APPROACHED WHAT TV IS AFRAID TO TALK ABOUT TODAY**

READ MORE >

**AYIZE JAMA-EVERETT ON WRITING THE LIMINAL PEOPLE AND THE ENTROPY OF BONES**

READ MORE >

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# CONTACT

### SEND MESSAGE

Name

Email

Subject

Message

[Send](#)

### FOR DIRECT CONTACT

[AYIZE@AYIZEJAMAEVERETT.COM](mailto:AYIZE@AYIZEJAMAEVERETT.COM)

[510-761-8089](tel:510-761-8089)

FOR SPEAKING ENGAGEMENTS  
[SPEAKERS@CORIOLISCOMPANY.COM](mailto:SPEAKERS@CORIOLISCOMPANY.COM)

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HOME - BOOKS

## BOOKS

**THE LIMINAL PEOPLE**  
AYIZE JAMA-EVERETT  
A NOVEL

**THE LIMINAL PEOPLE**  
eBook: \$16  
Author: Ayize Jama-Everett

Taggart can heal and hurt with just a touch. When an ex calls for help, he risks the wrath of his enigmatic master to try and save her daughter. But when Taggart realizes the daughter has more power than even he can imagine, he has to wrestle with the very nature of his skills, not to mention unmanned and uncreated gods, in order to keep the girl safe. In the end, Taggart will have to use more than his power, he has to delve into his heart and soul to survive. *The Liminal People* is a fast-paced science fiction thriller with shades of the Matrix or Richard Morgan's Takeshi Kovacs novels don't worry, you haven't read this before: this is something all new.

[More Info →](#)

[amazon](#) [BUY NOW](#)

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**THE ENTROPY OF BONES**  
AYIZE JAMA-EVERETT

**THE ENTROPY OF BONES**  
eBook: \$14.93  
Author: Ayize Jama-Everett

Chabi doesn't realize her martial arts master may not be on the side of the gods. She does know he's changed her from being an almost invisible kid to one that anyone — or at least anyone smart — should pay attention to. But attention from the wrong people can mean more trouble than even she can handle. Chabi might be emotionally stunted. She might have no physical voice. She doesn't communicate well with words, but her body is poetry.

[More Info →](#)

[amazon](#) [BUY NOW](#)

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**THE LIMINAL WAR**  
AYIZE JAMA-EVERETT

**THE LIMINAL WAR**  
eBook: \$16  
Author: Ayize Jama-Everett

When Taggart's adopted daughter goes missing he suspects the hand of an old enemy. He gathers friends, family, and even those who don't quite trust that he has left his violent past behind. But their search leads them to an unexpected place, the past, and the consequences of their journey have a price that is higher than they can afford.

[More Info →](#)

[amazon](#) [BUY NOW](#)

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**BOX OF BONES**  
AYIZE JAMA-EVERETT

**BOX OF BONES**  
eBook: \$1.99  
Author: Ayize Jama-Everett

When Black graduate student, Lyndsey, begins her dissertation work on a mysterious box that pops up during the most violent and troubled time in African history, she has no idea that her research will lead her on a phantasmagorical journey from West Philadelphia riots to Haitian slave uprisings. Wherever Lyndsey finds someone who has seen the Box, chaos ensues.

[More Info →](#)

[amazon](#) [BUY NOW](#)

# MEDIA KIT

We created a media kit for him and added it to his website so agents and publishers, as well as members of the media could download it.

## AYIZE JAMA-EVERETT

### PRESS KIT



WWW.AYIZEJAMAEVERETT.COM

## AUTHOR BIO

Ayize Jama-Everett calls the Bay Area his home despite being born in New York City. He holds a Master's in Divinity, a Master's in Clinical Psychology, and a Master's in Fine Arts, Creative Writing. Jama-Everett has worked as a bartender, a translator, a drug and alcohol counselor, a stand-up comedian, a script doctor, a ghostwriter, a high school Dean, a College professor, and for a brief time, a distiller of spirits.

In 2009, Jama-Everett self-published *The Liminal People*, which was later picked up and distributed by Small Beer Press. He's written two more books in the series, *The Liminal War* (2015) and *The Entropy of Bones* (2015). The fourth and final installment in The Liminal Series is forthcoming by Small Beer Press. Jama-Everett has also written a graphic novel entitled *The Box of Bones*, with two-time Eisner Award-winning John Jennings. It was published by Rosarium Press, and more installments are forthcoming.



His work has been written of favorably in *The New York Times*, the *Los Angeles Review of Books*, and received starred reviews in *Kirkus*. Jama-Everett was the featured Honored Guest at the 2017 FOGcon and been a featured panelist at Bookriot.

His books defy easy categorization but hold to what he considers the "veracity of fiction's ability to expose the human condition." In his novels, the reader will find science fiction, romance, action, spirituality, and philosophical questions with uncomfortable answers.

WWW.AYIZEJAMAEVERETT.COM

## FUN FACTS ABOUT AYIZE

- "Ayize" means "Let It Come" in an African root language.
- He almost started a riot in the early days of the Afrofuturist Listserv.
- He has traveled across the Mediterranean coast of Morocco on a motorcycle that had no fourth gear.
- He once shared a stage with Walter Mosley.
- He trains in a Martial art that incorporates Karate, Ju-jitsu, Kempo, and Chinese and American boxing.
- He holds three Master's degrees but no BA.
- He once owned a bottle of Whiskey valued at \$4000.

WWW.AYIZEJAMAEVERETT.COM

## PUBLISHED WORKS



Author: Ayize Jama-Everett  
Book Title: The Liminal People  
Publisher: Small Beer Press  
Publication Year: 2012  
ISBN-13: 9781931520331  
ISBN-10: 193152033X



Author: Ayize Jama-Everett  
Book Title: The Liminal War  
Publisher: Small Beer Press  
Publication Year: 2015  
ISBN-13: 9781618731012  
ISBN-10: 1618731017



Author: Ayize Jama-Everett  
Book Title: The Entropy of Bones  
Publisher: Small Beer Press  
Publication Year: 2015  
ISBN-13: 9781618731036  
ISBN-10: 1618731033



Author: Ayize Jama-Everett  
Book Title: Box of Bones  
Publisher: Rosarium Publishing  
Publication Year: 2018  
ASIN: B07BKNDVC  
Nine more issues coming soon.


WWW.AYIZEJAMAEVERETT.COM



# MAILING LIST

We set up a mailing list for him and installed a lead-capture pop-up on his website to help build his fanbase.

**AYIZE JAMA-EVERETT**  
www.AyizeJamaEverett.com



Get notified about my new books!

First Name

Last Name

Email

**SUBSCRIBE!**

Box of Bones: Part 2, and The Liminal Series Part 4 are coming soon!  
I'll keep you posted.

We drafted his first newsletter. We included special news like his award nominations, and relevant information about upcoming events he'll be attending.



"Transformation is never complete."

Whaddup folks,

It's been a hectic few weeks and looking ahead, things aren't slowing down. I want to share some great news with you.

### Award Nomination

I got nominated for the 2019 Glyph Comics Awards by the East Coast Black Age of Comics Convention. The Glyph Comic Awards recognize the best in comics made either by, for, or about Black people and accomplishments that Black artists and writers have made in the comic book industry.

I am so proud that my work and I have been nominated for these categories:

#### Best Writer

Ayize Jama-Everett, writer; BOX OF BONES #1

#### Rising Star Award

Ayize Jama-Everett, writer, John Jennings (interior) & Stacey Robinson (cover), artists; BOX OF BONES #1

#### Best Cover

BOX OF BONES #1; Ayize Jama-Everett, writer, Stacey Robinson, artist

List of nominees

### Upcoming Events



### Independent Bookstore Day

What:

Independent Bookstore Day Celebration

When:

Saturday, April 27<sup>th</sup> at 10 am, my reading is from 2 pm

Where:

Cellar Door Bookstore at 5225 Canyon Crest Dr., #30A, Riverside, CA 92507

Come celebrate Indie Bookstore Day with me. Independent Bookstore Day is a one-day national celebration taking place at indie bookstores across the country. You can also catch storytime with Jose Chavez, a book signing with Larry Burns, and more. If you're up for it, there's a costume contest for adults (and kids), and a science trivia. It's also worth mentioning that they have a 20% in-store discount for select genres and a 40% in-store discount for physical audiobooks. There'll be exclusive IBD items and you'll get a chance to win a free book.

Full details about the event



### UC Riverside MFA Students Read from their Work

When:

Sunday, April 28th at 5 pm

**Where:**

Skylight Books Los Angeles at 1818 N Vermont Ave., Los Angeles, CA 90027

Please come see me and other candidates from the University of California Riverside Master of Fine Arts writing program read from their work. I will be reading with Isabela Agosa, Katy Gurin, Marcos Damián León, Alicia Mosley, Joe Satran, Jasmine Elizabeth Smith, Kate Weinberg, and faculty readers Allison Benis White and Tom Lutz.

[Full details about the event](#)

*Giveaway*

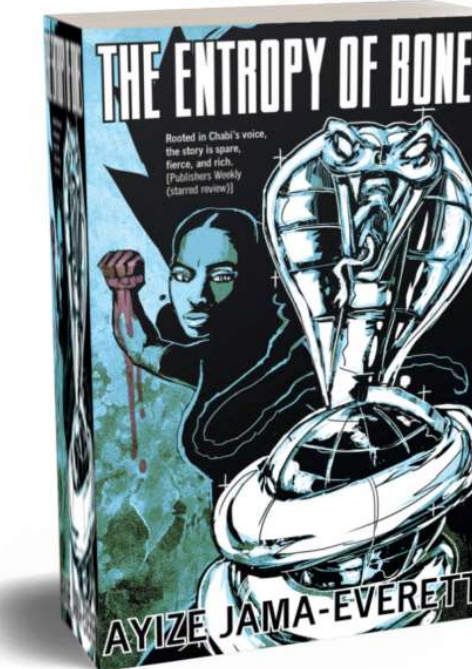
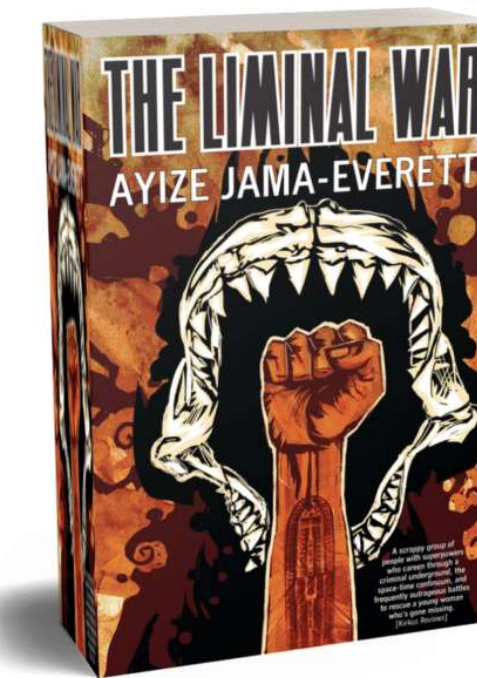
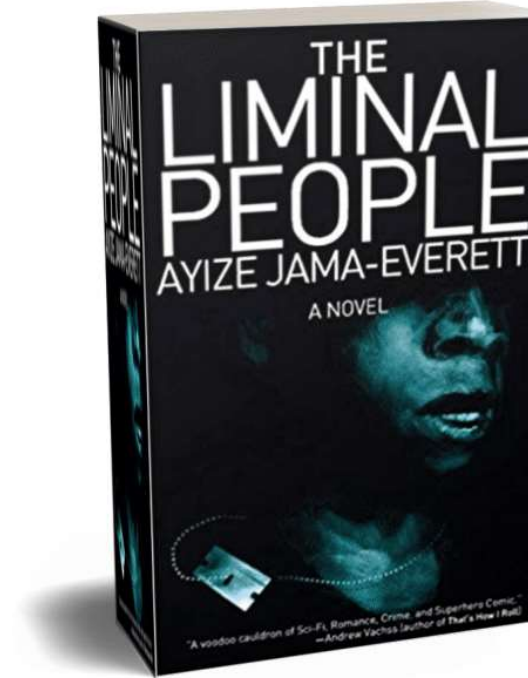


For those of you who may not be following me on Twitter (you should!), I did a giveaway to celebrate reaching 1,000 followers. The winners will get an audiobook copy of The Liminal People. The winners were two of my followers, [@twoshotgurl](#) and [@masons MVP](#), and newsletter subscriber Paul A.

Congratulations! Your audiobooks are on the way.

For those of you who didn't enter or win the giveaway, and haven't read the Liminal series yet I recommend starting with Liminal People, [available here](#).

Or if you're more of a comic book fan you can find the above mentioned Glyph-award nominated Box of Bones, written by me and illustrated by Eisner Award-winning artist and friend, John Jennings, [available here](#).



You can also follow me on social media so you don't miss out:



I hope to connect with you soon, in person or online.

Till then,

**Ayize**

We also set up a professional email for Ayize, and added his book links to his signature.



Ayize@AyizeJamaEverett.com

# SOCIAL MEDIA

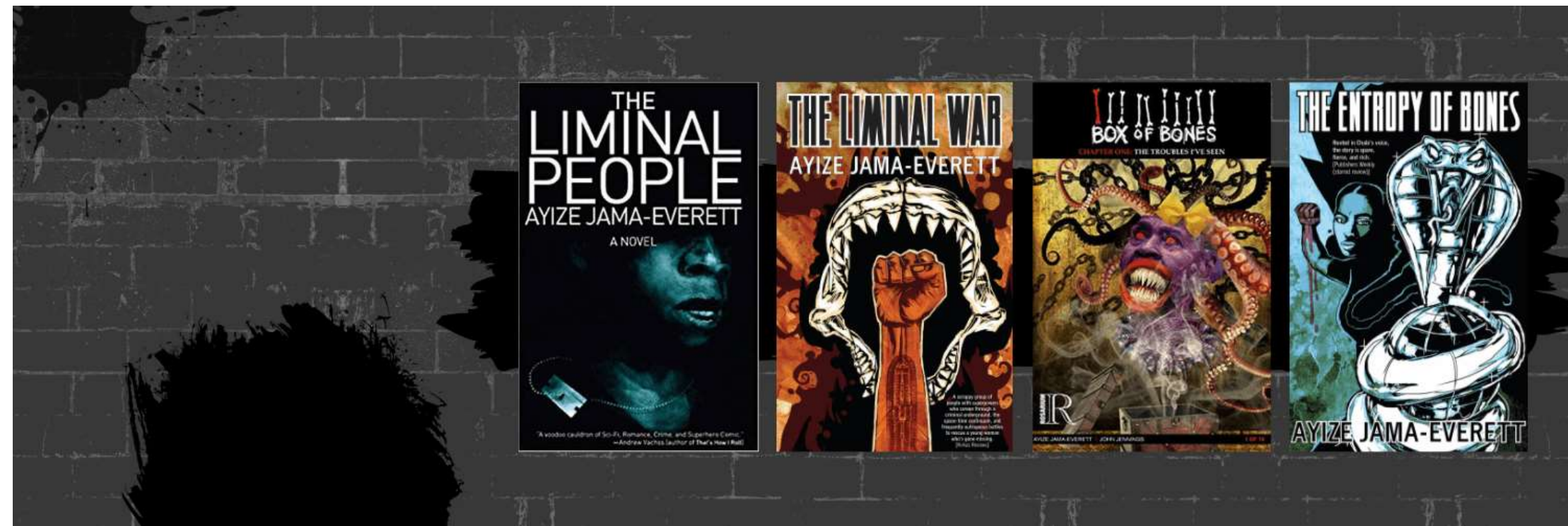
Ayize did not have a social media presence. After discussing his options we decided to set up a Twitter account, and an Instagram account. We used his own name as his handle on these platforms and set realistic goals for each social network.

CURRENT PROFILES

Twitter: @AyizeJamaEveret | Followers: 1,171

Instagram: @ayizejamaeverett | Followers: 134

We set up his social media accounts and created headers and promotional imagery.



*Twitter Header*

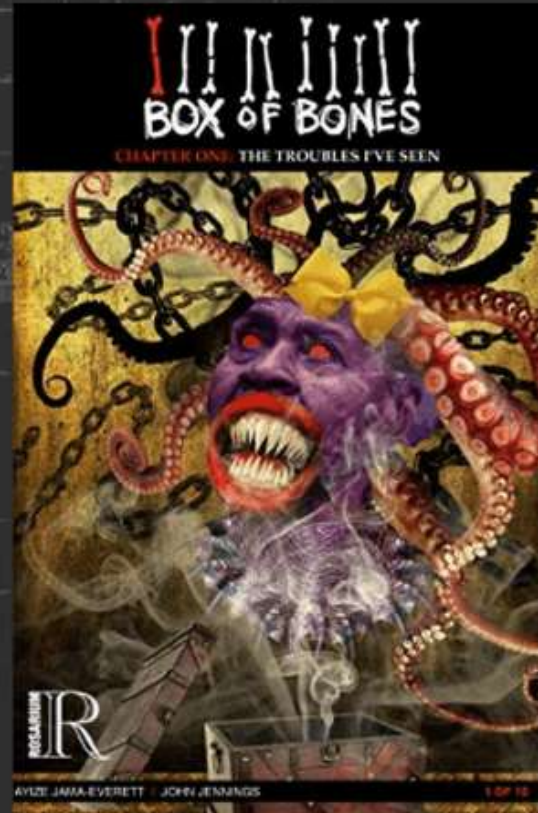
## GIVEAWAY

When Ayize reached 1,000 followers on Twitter, we facilitated an Audiobook giveaway as a way of saying thank you to his followers, and to get more subscribers for his mailing list.



*1,000 followers Giveaway*

Book Promotion Material



**PART 2 OF  
BOX OF BONES**  
GRAPHIC NOVEL SERIES BY  
**AYIZE JAMA-EVERETT  
& JOHN JENNINGS**  
COMING SOON!

Stay  
Tuned!

PART 2 OF  
**BOX OF BONES**  
GRAPHIC NOVEL SERIES BY  
AYIZE JAMA-EVERETT & JOHN JENNINGS  
COMING SOON

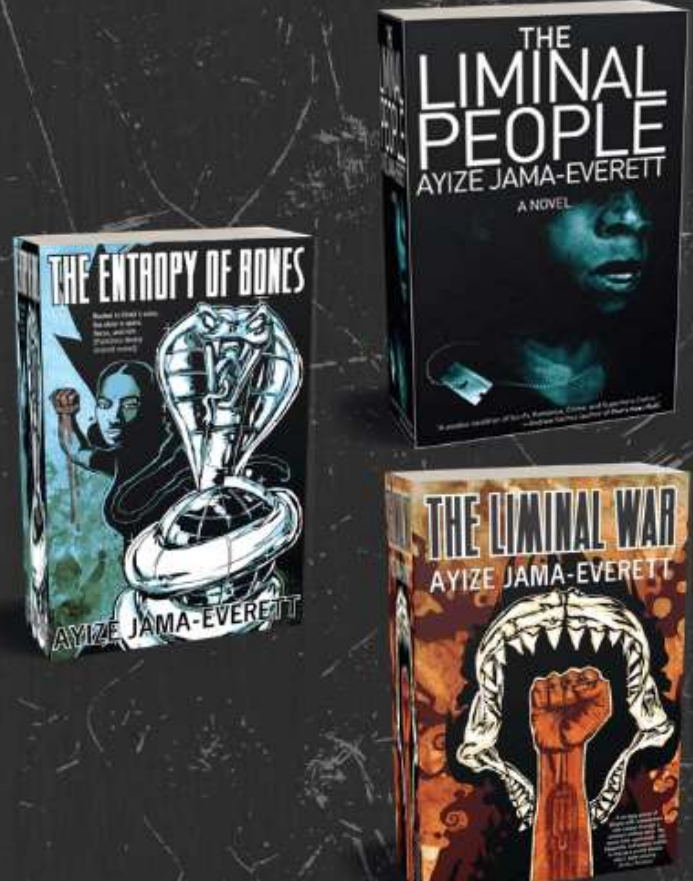


STAY TUNED!

BOOK 4 OF **THE LIMINAL SERIES**  
BY AYIZE JAMA-EVERETT  
COMING SOON



STAY TUNED!



**BOOK 4 OF  
THE LIMINAL SERIES**  
BY AYIZE JAMA-EVERETT  
COMING SOON!

Stay Tuned!

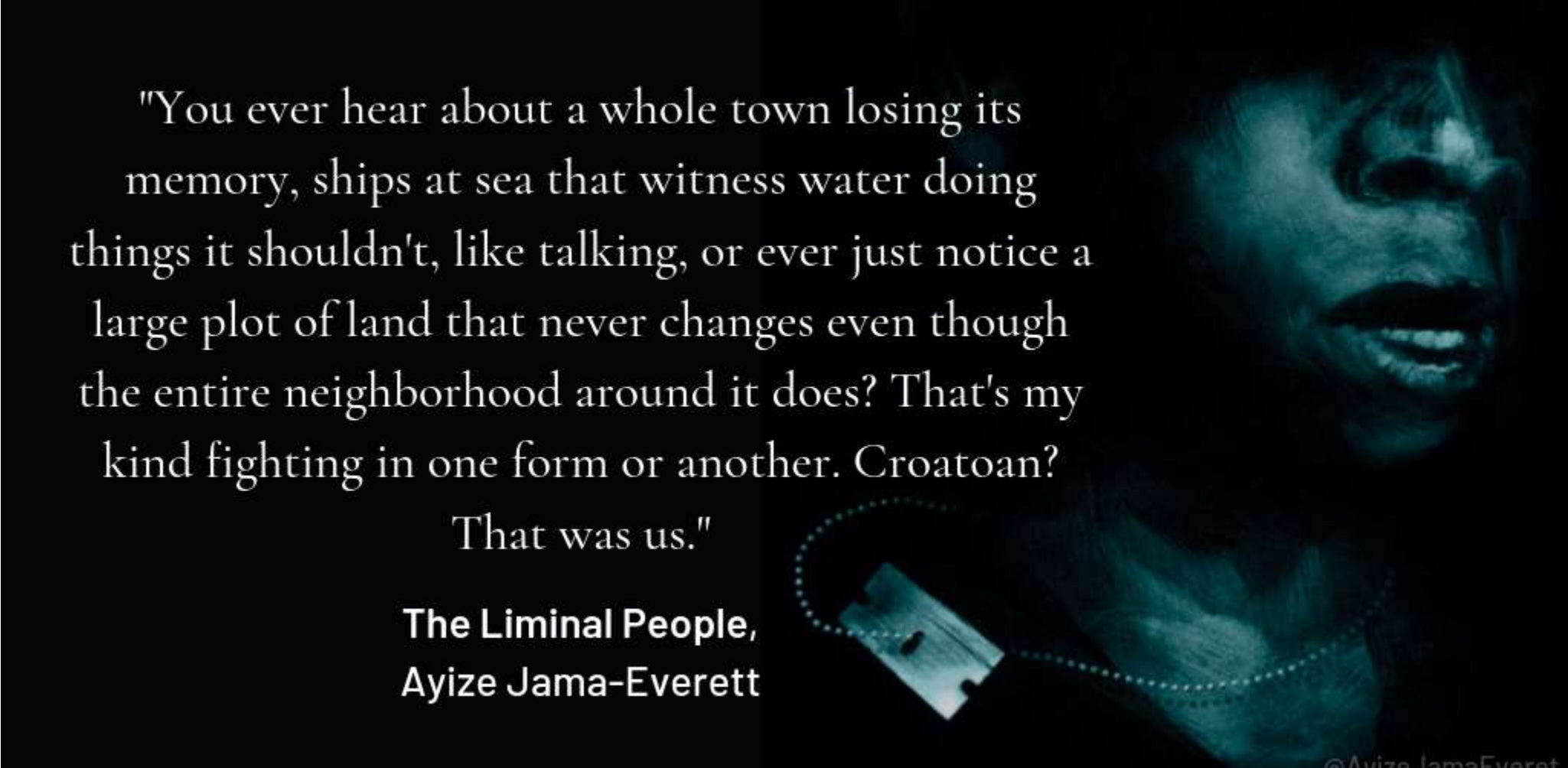
Featured Quotes from *The Liminal People* for Twitter



"You're a king playing the role of vizier to sycophants and insignificants."

**THE LIMINAL PEOPLE,  
AYIZE JAMA-EVERETT**

@AyizeJamaEverett



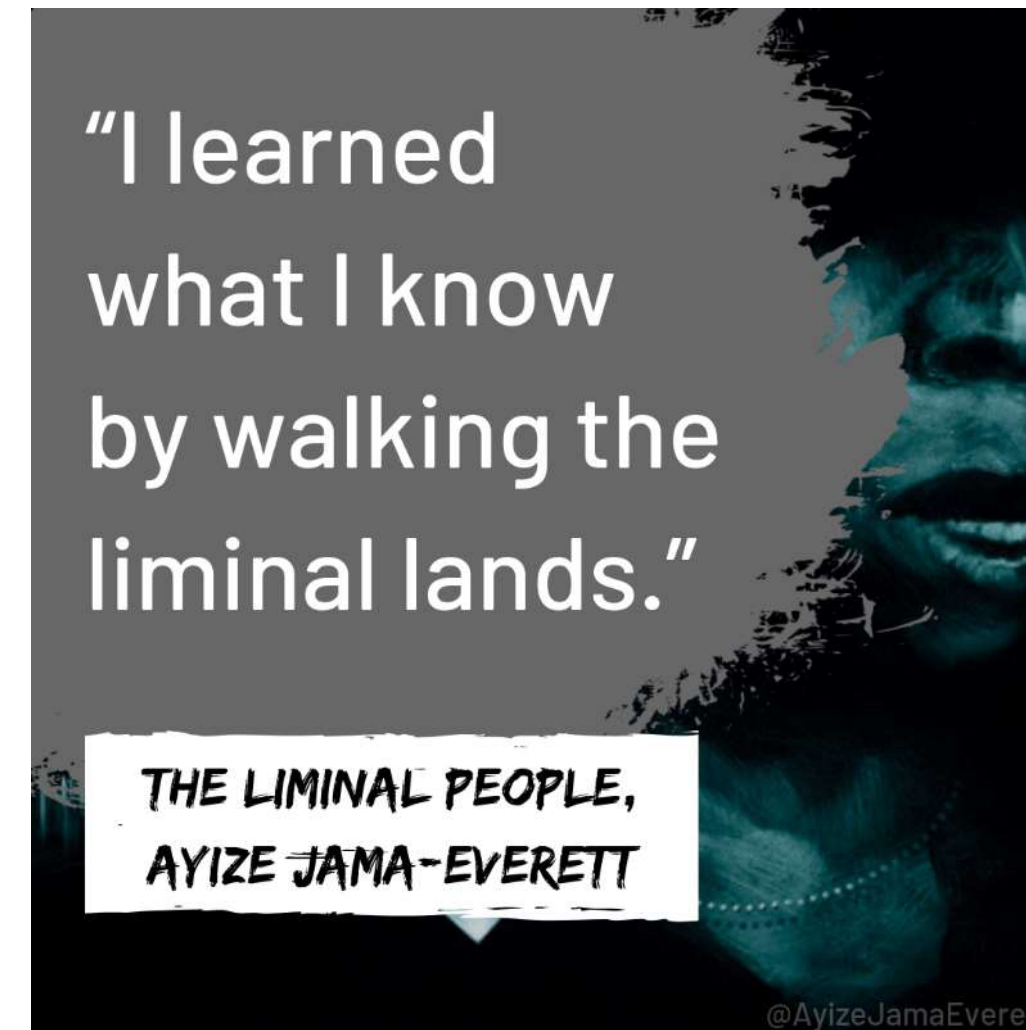
"You ever hear about a whole town losing its memory, ships at sea that witness water doing things it shouldn't, like talking, or ever just notice a large plot of land that never changes even though the entire neighborhood around it does? That's my kind fighting in one form or another. Croatoan?  
That was us."

The Liminal People,  
Ayize Jama-Everett

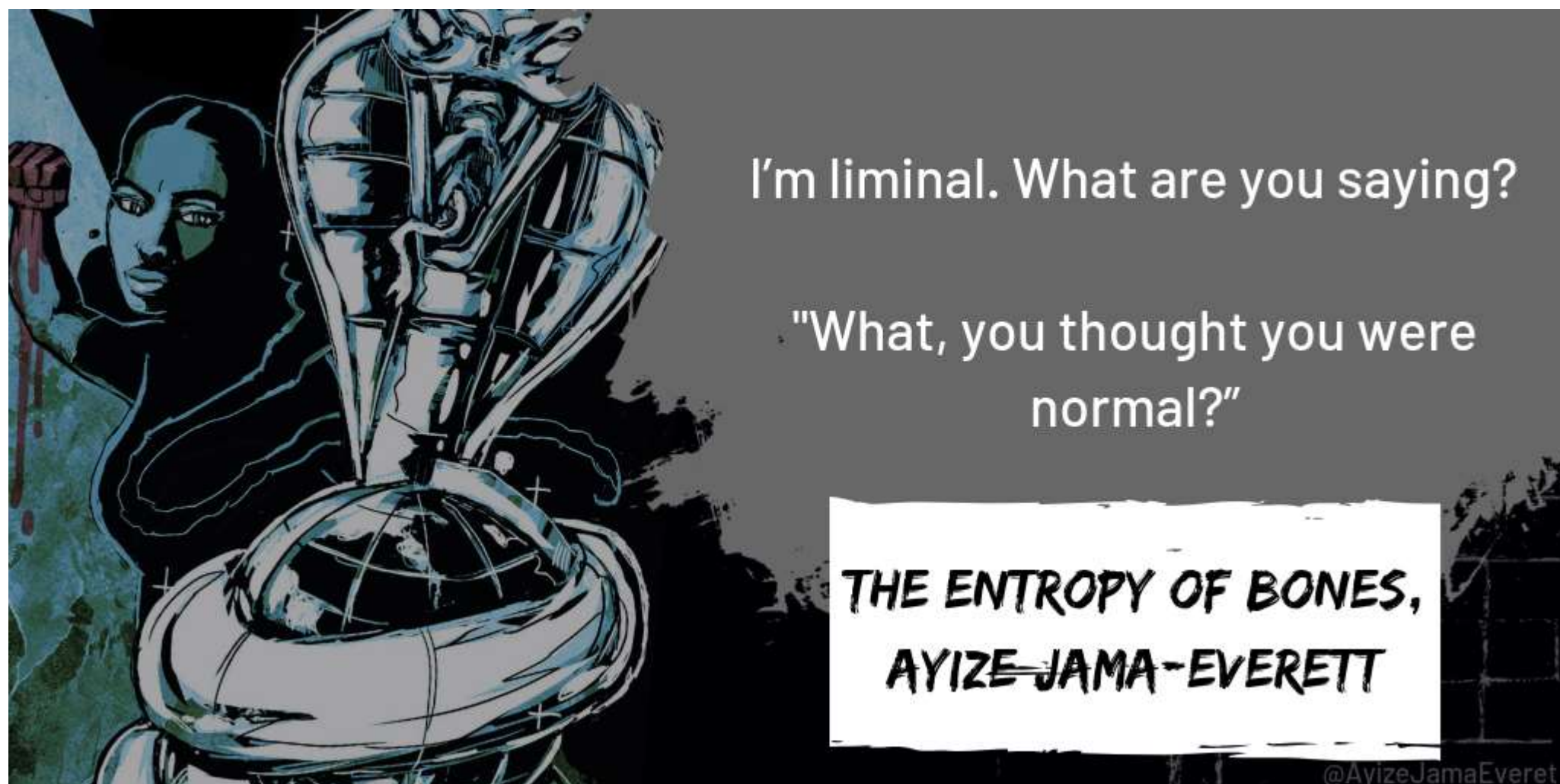
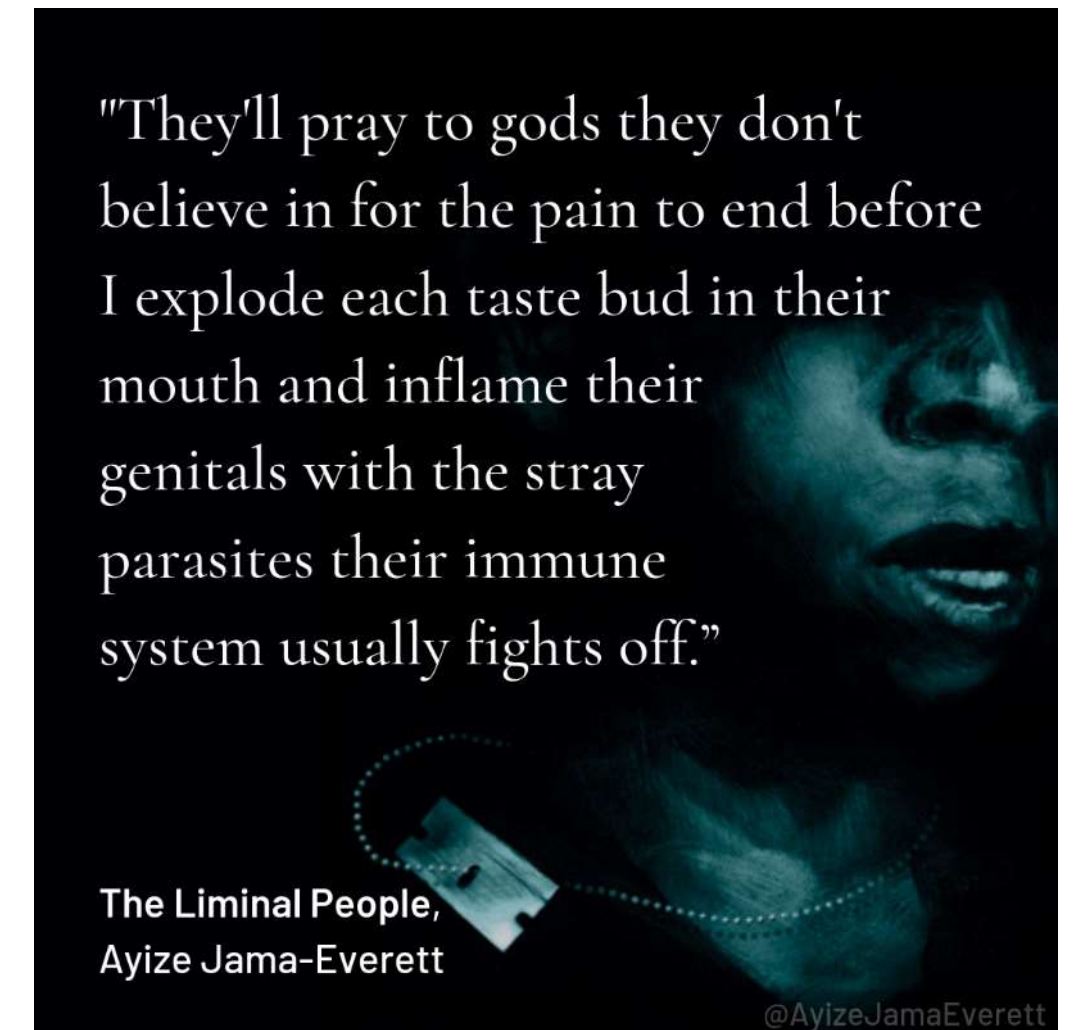
@AyizeJamaEverett



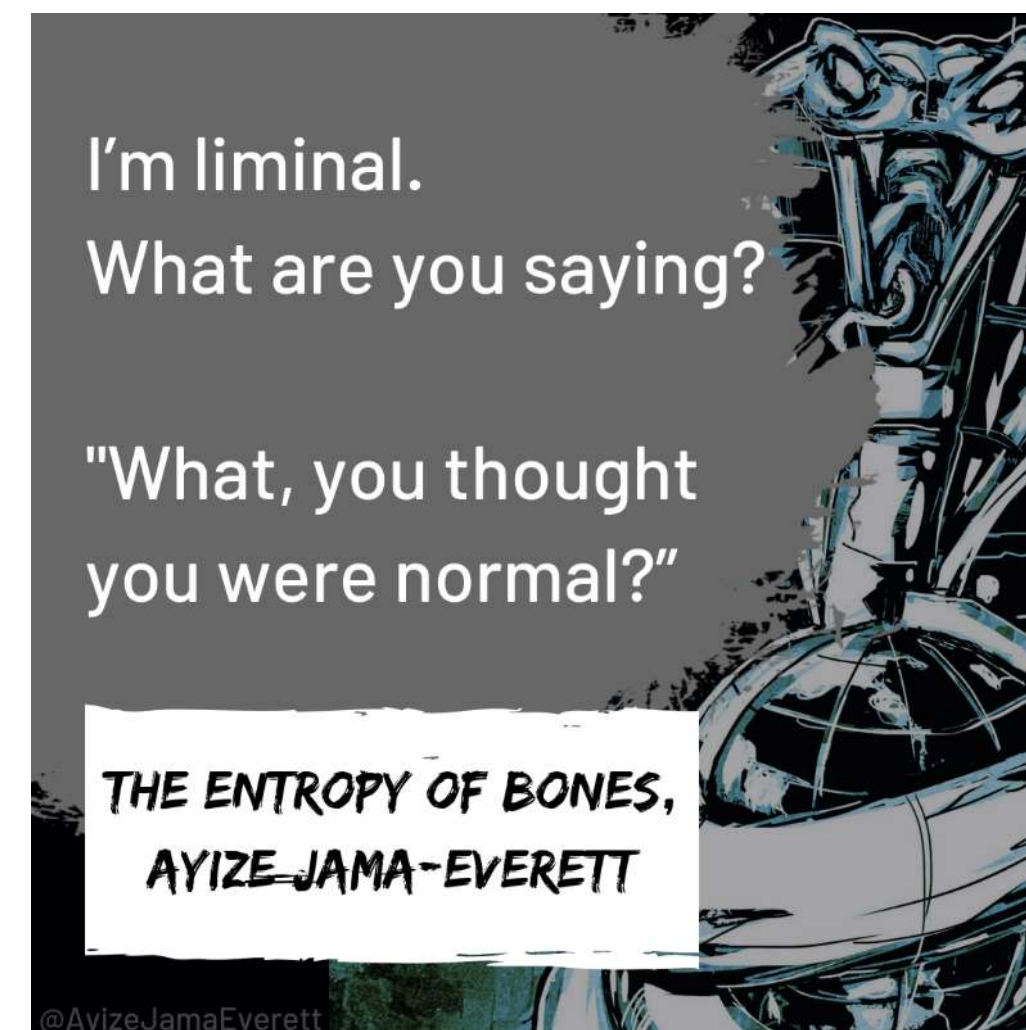
*Featured Quotes from Box of Bones for Twitter*



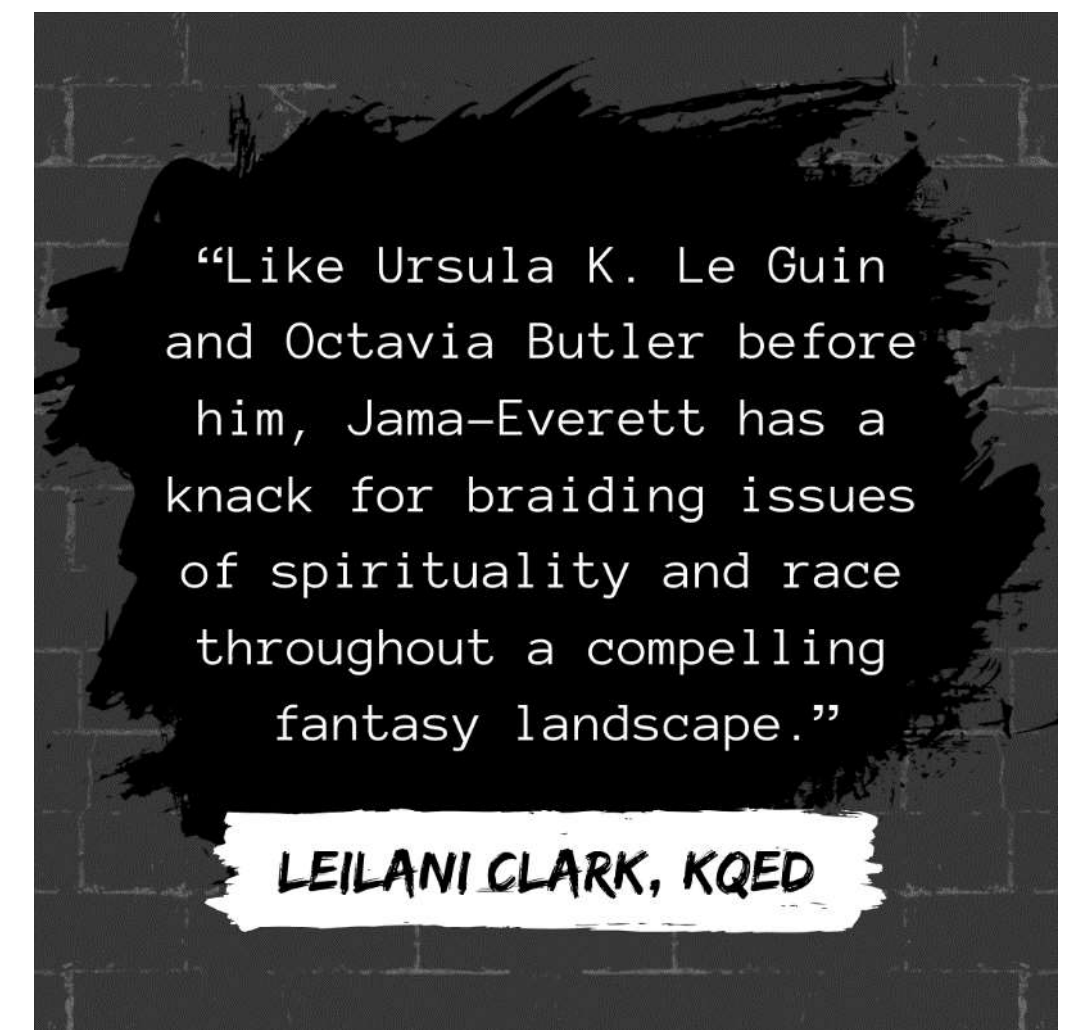
*Featured Quotes from The Liminal People for Instagram*



*Featured Quotes from The Entropy of Bones for Twitter*



*Featured Quotes from The Entropy of Bones for Instagram*

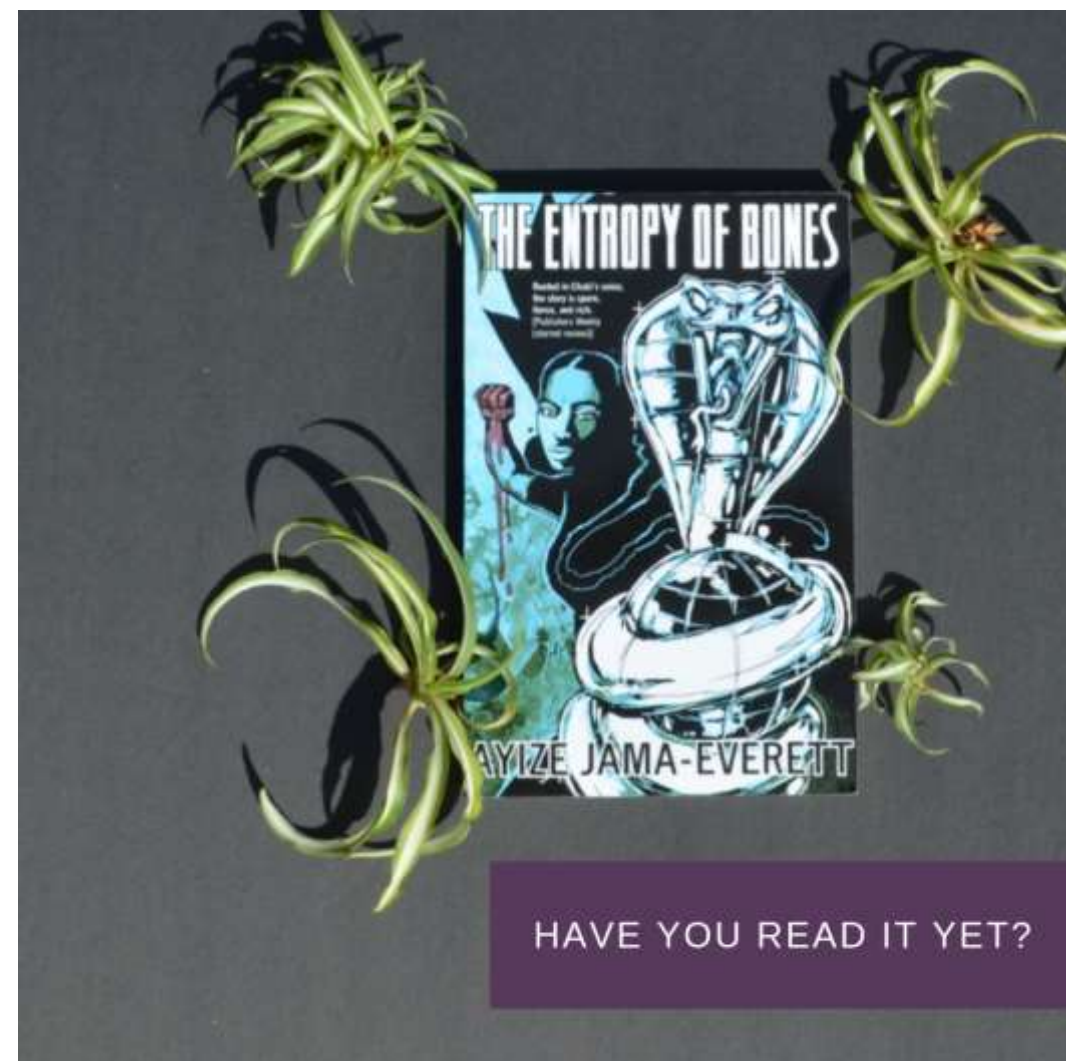


*Featured Quotes from Box of Bones for Instagram*





# BOOKSTAGRAM IMAGES FOR INSTAGRAM



To keep his social media active, we scheduled regular posts for him on Twitter and Instagram.

**Ayize Jama-Everett**  
@AyizeJamaEverett

Following

Read at @skylightbooks yesterday with a gang of folks from @UCRiverside MFA program. It was fun!!  
#WritersLife #writerscommunity



4:54 PM - 29 Apr 2019

**Ayize Jama-Everett**  
@AyizeJamaEverett

Following

We celebrated @MystGalaxyBooks's 26th birthday on May 11. Fellow authors and I read excerpts from our books. I did The Entropy of Bones. Sharing some photos of the event with you. With me is the author of Fire Season @sblackmoore. [ow.ly/2L2p50uy6XS](https://ow.ly/2L2p50uy6XS)



11:35 AM - 13 Jun 2019



**ayizejamaeverett** • Follow

ayizejamaeverett We celebrated @mysteriousgalaxyrb's 26th birthday last May 11. Fellow authors and I read excerpts from our books. I did The Entropy of Bones. Sharing some photos of the event with you. With me is the author of Fire Season Stephen Blackmoore.

45 likes

JUNE 14

Add a comment... Post



**ayizejamaeverett** • Follow

ayizejamaeverett Getting comics with the best dog that ever dogged: Roadie.

#ayizejamaeverett  
#throwbackthursday #petstagram  
#liminalpeople #liminalwar #book  
#books #writer #writing  
#writersofinstagram #bookworm  
#booklover #author #bookish  
#writersofinstagram #booknerd #bookaddict  
#writerscommunity #writers  
#bookaholic #writingcommunity  
#booklove #authorsofinstagram  
#amwriting #writerslife  
#booksofinstagram #bookclub  
#afrofuturism #magicalrealism  
#blackmagicbooks

51 likes

MAY 10

Add a comment... Post

# AWARD NOMINATIONS



Ayize also got nominated for the 2019 Glyph Comics Awards by the East Coast Black Age of Comics Convention. He was nominated for the following categories:

## **Best Writer**

Ayize Jama-Everett, writer;  
BOX OF BONES #1

## **Rising Star Award**

Ayize Jama-Everett, writer  
John Jennings (interior)  
& Stacey Robinson (cover), artists;  
BOX OF BONES #1

## **Best Cover**

BOX OF BONES #1;  
Ayize Jama-Everett, writer,  
Stacey Robinson, artist

# READINGS

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Ayize had a number of readings since we started working together, such as:

## UC Riverside MFA Students Read From Their Work

by Ayize | Mar 28, 2019 | News | 0 comments



**When:**

Sunday, April 28, 5 pm

**Where:**

Skylight Books Los Angeles at 1818 N Vermont Ave., Los Angeles, CA 90027

**Details:**

Please come see me and other candidates from the University of California Riverside Master of Fine Arts writing program read from their work. I will be reading with Isabela Agosa, Katy Gurin, Marcos Damián León, Alicia Mosley, Joe Satran, Jasmine Elizabeth Smith, Kate Weinberg, and faculty readers Allison Benis White and Tom Lutz.

# Independent Bookstore Day Celebration

by Ayize | Mar 27, 2019 | News | 0 comments



**When:**

Saturday, April 27, 10 am

**Where:**

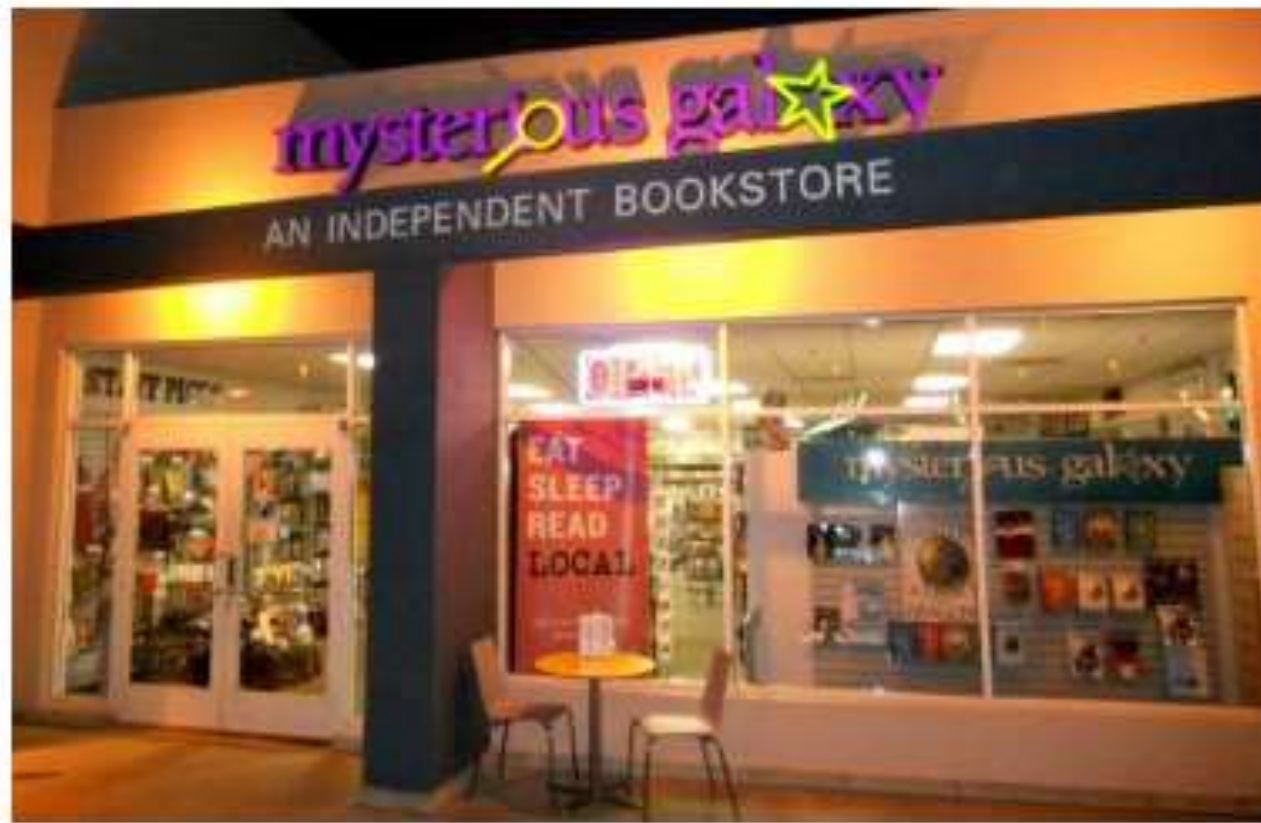
Cellar Door Bookstore at 5225 Canyon Crest Dr., #30A, Riverside, CA 92507

**Details:**

Come celebrate Indie Bookstore Day with me. Independent Bookstore Day is a one-day national celebration taking place at indie bookstores across the country. You can also catch storytime with Jose Chavez, a book signing with Larry Burns, and more. If you're up for it, there's a costume contest for adults (and kids) and a science trivia. It's also worth mentioning that they have a 20% in-store discount for select genres and a 40% in-store discount for physical audiobooks. There'll be exclusive IBD items and you'll get a chance to win a free book.

# Mysterious Galaxy Birthday Bash 2019

by Ayize | May 3, 2019 | News | 0 comments



## When:

Saturday, May 11, 2019 at 10 AM

## Where:

Mysterious Galaxy Bookstore at 5943 Balboa Ave Suite 100 San Diego, CA 92111

## Details:

Please come join me in celebrating the 26th birthday of Mysterious Galaxy Bookstore, an independent genre bookstore specializing in science fiction, fantasy, mystery, young adult, romance, and horror.

I will be reading an excerpt from my book *The Entropy of Bones*, and other authors like Isabel Quintero (*My Papi Has a Motorcycle*), Astrid Scholte (*Four Dead Queens*), August Norman (*Come and Get Me*), and more will be reading from their books, too.

# The Real Men Read Program

by Ayize | Jun 13, 2019 | News | 0 comments

On Wednesday I had the privilege of meeting with young men at the Youth Treatment and Education Center in Riverside as part of the Real Men Read program.

Not only was it fun to talk to them about the power of reading and writing, they also helped me with some plot points for a pitch I'm working on. I love combining my two favorite things: youth work and writing.

Real Men Read is a young men's literacy and mentorship program operated in every Riverside County juvenile lockdown facility. Since its inception in 2013, incarcerated youth have read more than 1.1 million pages of literature.



# UPCOMING RELEASES



*Box of Bones Part 2 Teasers for Twitter*



*Box of Bones Part 2 Teasers for Instagram*



# INTERVIEWS

Ayize was interviewed by a number of outlets.

## Ask the Author: Ayize Jama-Everett

4 WEEKS AGO LEAVE A COMMENT



Author Maddie White's blog, Ask the Author

3 Minutes with Ayize, Author of The Liminal People



Author Tenea D. Johnson's 3 Minute Interviews

# NETWORKING



*Ayize with novelist Walter Mosley*



*Ayize with writer and filmmaker David Walker*





# WORK IN PROGRESS

Ayize has lots of new projects in progress. Stay tuned for updates.



COMING SOON!

# LET US HELP YOU

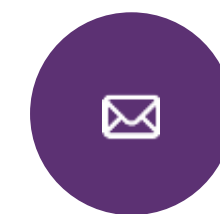
Whether you need us to improve an ongoing program, create a new event or series of events, or would like us to consult on or take over a specified portion of your event, we are here to help.



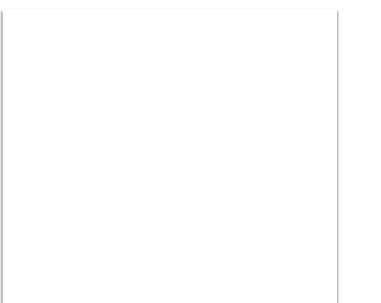
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424-226-6148



[Info@CoriolisCompany.com](mailto:Info@CoriolisCompany.com)



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CORIOLIS

