

**MEDIA KIT**

**GGBROWN**

**2025**

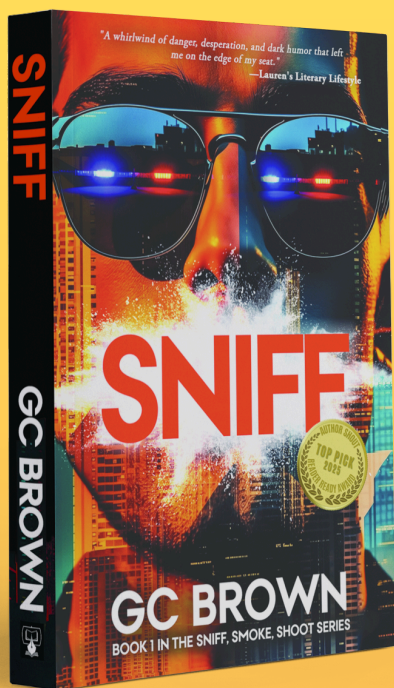


AWARD-WINNING AUTHOR & SERIAL ENTREPRENEUR

**STATISTICS**

Social Media Impressions **71.8K**

Reddit Impressions **11.3K**



## **SNIFF: Book 1 of The SNIFF, SMOKE, SHOOT Series by GC Brown**

SNIFF is about a guy with a Mr. at the front of his name. A man on top. A guy who had it all. Helicopters to work, exotic cars to dinner. Models, friends, and money. You name it, Mr. David Liecht had it...at the snap of his fingers. Marriage rolled around, and he still had it, even more so. And then the kid, the Swiss chateau, and millions more. Life was magical.

Fate snapped its fingers.

The money's all gone. And the wife's in trouble.

How far will David go for love?

SNIFF is a pulse-pounding tale of love, deception, betrayal, and second chances. The lines between good and evil blur as Mr. Liecht's life is turned upside down, revealing the surprising truth behind Bank Robbin' Dave.

Explore [gcbrownbooks.com/sniff](http://gcbrownbooks.com/sniff) to read the first four chapters. Be sure to check out the killer book trailer.

Paperback and eBook | 5.25 x 8 inches | 328 pages | Retail: \$14.99 and \$9.99 | ISBN: 978-1-970157-47-5  
Genre: Crime Fiction | Category: Crime Fiction, Romantic Suspense, and/or Thriller | Ingram Spark

“SNIFF plunges you into the adrenaline-fueled life of David Liecht, who turns from high-stakes broker to desperate criminal, navigating a treacherous path of robbery and betrayal to save his dying wife.” - Bull

“SNIFF is an adrenaline-fueled thrill ride from start to finish! GC Brown has written a gripping action-packed story that keeps you on the edge of your seat with every twist and turn. The action scenes are incredibly well written and the storyline is full of unexpected twists that keep you guessing.” - Behzad

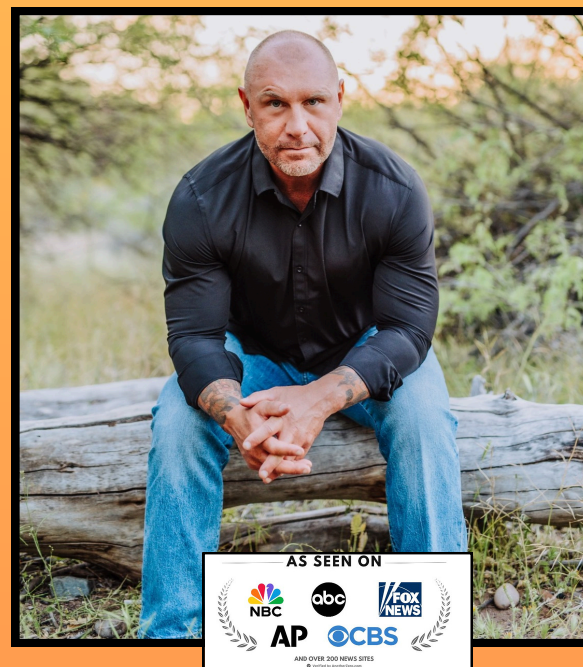
### **SNIFF'S AWARDS**



SNIFF has been the recipient of seven awards to date—Top Pick, Runner Up, and Honorable Mentions. See Awards page on [GCBrownBooks.com/awards](http://GCBrownBooks.com/awards).

### **ABOUT THE AUTHOR**

From a farm in small-town Indiana to the diamond fields of Africa to federal prison back in the States and everywhere in between, GC Brown has surfed some big waves in the ocean of life's adventures. Now, from his home in California, where he lives with his wife and brand-spanking-new identical twin boys, he's writing all about it. SNIFF Book 1 in the SNIFF, SMOKE, SHOOT Series is his debut novel. Taken by Storm: Book 1 in The Mason Storm Series, about a champion MMA fighter turned West Palm Beach homicide detective, is due out Summer 2025.



IngramSpark  
Wholesale Link

☎ 623-206-4828

🌐 [gcbrownbooks.com](http://gcbrownbooks.com)

✉ [gcbrown670@gmail.com](mailto:gcbrown670@gmail.com)

✳ [linktr.ee/gcbrown](http://linktr.ee/gcbrown)

### **Marketing Plan**

ads | blog tours | digital marketing | direct sales | email marketing | global distribution | influencer marketing | live events | magazine features | media appearances | online communities | paid ads | press releases | podcasting | promotional campaigns | reviews | SEO marketing | social media marketing | TV | video trailers | video marketing | website optimization

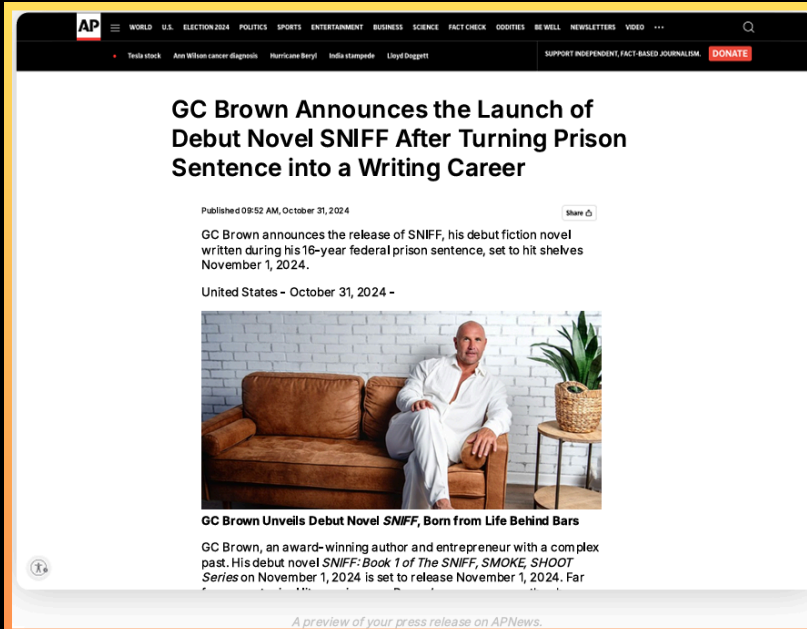
# PRESS RELEASE

AS SEEN ON



AND OVER 200 NEWS SITES

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**AP** ASSOCIATED PRESS

Secured: 05:52 AM, 31 October 2024 (EDT)

<https://apnews.com/press-release/marketersmedia/books-and-literature-fiction-a660bf32de01271279ab46bc6fb265cc>

**23M**

Potential Views

**US**

Top Country

**91**

Domain Rating

**564**

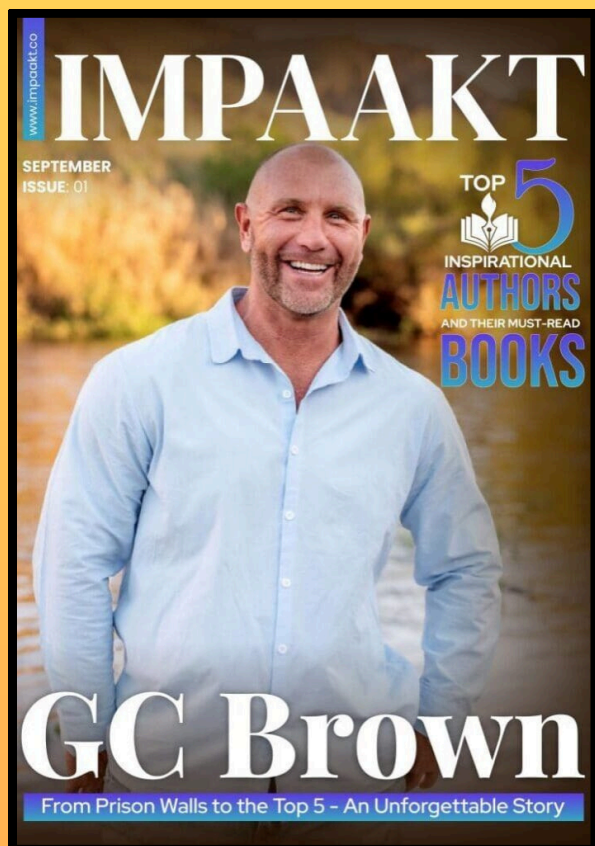
Global Rank



**[GC Brown Announces the Launch of Debut Novel SNIFF After Turning Prison Sentence into a Writing Career | AP News](#)**

For more press releases visit [gcbrownbooks.com/press](http://gcbrownbooks.com/press)

# INTERVIEW QUESTIONS



**GC Brown, can you tell us a little about your journey as an author? What drew you to writing?**

I wouldn't say drawn to writing; more like forced. I was in federal prison looking down a road I couldn't see the end of. Overnight, I went from living what I thought was 'the life' to a cage. I went from thousand-dollar loafers to the guy standing next to me wearing the same commissary tennis shoes. My life became a monotony of soul-crushing boredom with no flavor. Day after day of the same fluorescent lights, the same shitty meals, the same shitty staff, the same shitty smell of defeat.

The prison was shitty and boring.

I was so done with it.

I walked into my case manager's office, his feet up on the desk, piles of unopened files everywhere, and the same smell of defeat, and asked what I could do to make all the shittyness go away.

With mocking disdain, he said, "Write a book."

Brilliant! Because that's exactly what I did in my former life of wheelin' and dealin'.

I walked out of his office, and right into an illegal poker game being hidden from the CO's—correctional officers—in the back of the showers. I played poker for a few months. Short story: I won; two gang members tried to stiff me; I caught them by themselves the next day.

We all ended up in the Special Housing Unit—the hole.

If you thought General Population was mind-numbing...

I ended up doing 15 months in the box. During those months I was in the middle of my appeals. There were legal calls with my attorney. On one of those calls, he asked me what I did all day in the hole.

"Read. All I do is read."

He said, "You should write a book."

**continued...**

**Read the complete interview here.**

**[GC Brown: From Prison to Pen | IMPAAKT 100 CXOs](#)**

# PODCASTS

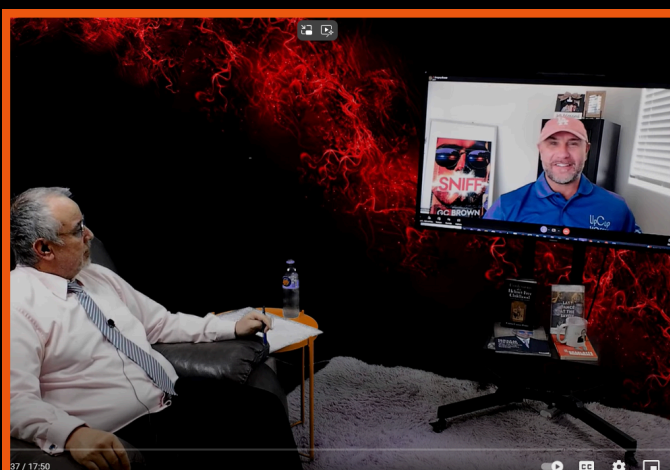
GC Brown is a frequent and recurring guest on several Top 1% Podcasts globally. Shows like the Chris Voss Show, Your Partner in Success Podcast with host Denise Griffitts, and The Frankie Boyer Show.

He and Frankie Boyer are launching Frankie and The Ex-Con soon.

## Other Podcasts:

- [Born to Talk Radio Show with Marsha Wietcha -](https://borntotalkradioshow.com/gc-brown/)
- [Kim Pagano Podcast -](https://kimpaganoshow.com/radio-podcasts/november-2-2024-show/)
- [Office Hours with David Meltzer -](https://podtail.com/podcast/office-hours-with-david-meltzer/betsy-pepine-gc-brown-zach-colman-office-hours-the/)

*Click the podcast graphic to listen.*



# BOOK REVIEWS



Behzad

★★★★★ An amazing action packed book

Reviewed in the United States on October 23, 2024

Verified Purchase

SNIFF is an adrenaline-fueled thrill ride from start to finish! GC Brown has written a gripping action-packed story that keeps you on the edge of your seat with every twist and turn. The action scenes are incredibly well written and the storyline is full of unexpected twists that keep you guessing. If you are a fan of action packed fiction, SNIFF is a must read.



✓ Read

My rating:



## SNIFF (The SNIFF, SMOKE, SHOOT Series Book 1)

by GC Brown



Denise Griffitts's review

Oct 21, 2024



Read 2 times

GC Brown's SNIFF, the first book in the SNIFF, SMOKE, SHOOT series, offers a raw and gripping exploration of life through the eyes of antihero David Liecht. After serving 16 years in federal prison, Brown channels his experiences into a narrative rich with themes of love, loss, and redemption.

The story follows David as he rises in the commercial real estate world, only to face devastating challenges that threaten his newfound love. Brown's writing blends dark comedy with poignant moments, reflecting on life's absurdities while tackling serious issues head-on. His vivid imagery and sharp dialogue keep readers engaged throughout.

Brown's unique voice is rooted in his own transformative journey from incarceration to authorship, adding authenticity to the narrative. While SNIFF features explicit content and unfiltered language, it offers a compelling look at resilience and the human condition

Additional reviews available on Amazon and Goodreads. Click below.

[AMAZON BOOK REVIEWS](#)

[GOODREADS REVIEWS](#)

# AWARDS



## TALKIN' BILLIONAIRES INTO OR OUT OF SHIT IS WHAT I DO.

Some would say I'm slick with the lingo. Other people will tell you other things. I've been a wheeler and dealer my entire life. I've had some monster wins, and I've taken some big hits. You're going to read about the worst of it. Of course, there's a woman involved. Isn't there always?

Not your thing? Don't worry. There's a plethora of other players in the story.

Let's see, there's a hooker gone legit, and a general who's in love with her. There are Muslim drug lords, now in real estate. A wannabe pimp with a fetish for green, and a Venezuelan hillbilly who struck it rich, like oil rich. Not to mention an African prince with no shot at ever being a king. More millionaires, a couple of billionaires. Kidnappers and a Russian Shylock I call "Yak-off." And oh, I can't leave out The Count. A Frenchy, who fancies himself a mobster...in the Med.

Spoiler alert: He gets whacked.

The "good guys" do eventually show up. Most of 'em in those stupid blue windbreakers, three dumbass letters across the back in case the crewcuts and aviators didn't make it clear enough. These stories are going to spin you on your head, but that's it for the teaser.

I'll see you on the inside.

—Bank Robbin' Dave



From a farm in small-town Indiana to the diamond fields of Africa to federal prison back in the states and everywhere in between, GC Brown has surfed some big waves in the ocean of life's adventures. Now, from his home in California, where he lives with his wife and brand-spanking-new identical twin boys, he's writing all about it. *SNIFF*: Book 1 in The *SNIFF, SMOKE, SHOOT* Series is his debut novel. *Taken by Storm*: Book 1 in The *Mason Storm* Series, about a champion MMA fighter turned West Palm Beach homicide detective, is due out in March of '25.



Check it all out at [gcbrownbooks.com](http://gcbrownbooks.com)

SNIFF

GC BROWN



"A whirlwind of danger, desperation, and dark humor that left me on the edge of my seat."

—Lauren's Literary Lifestyle

SNIFF



GC BROWN  
BOOK 1 IN THE SNIFF, SMOKE, SHOOT SERIES

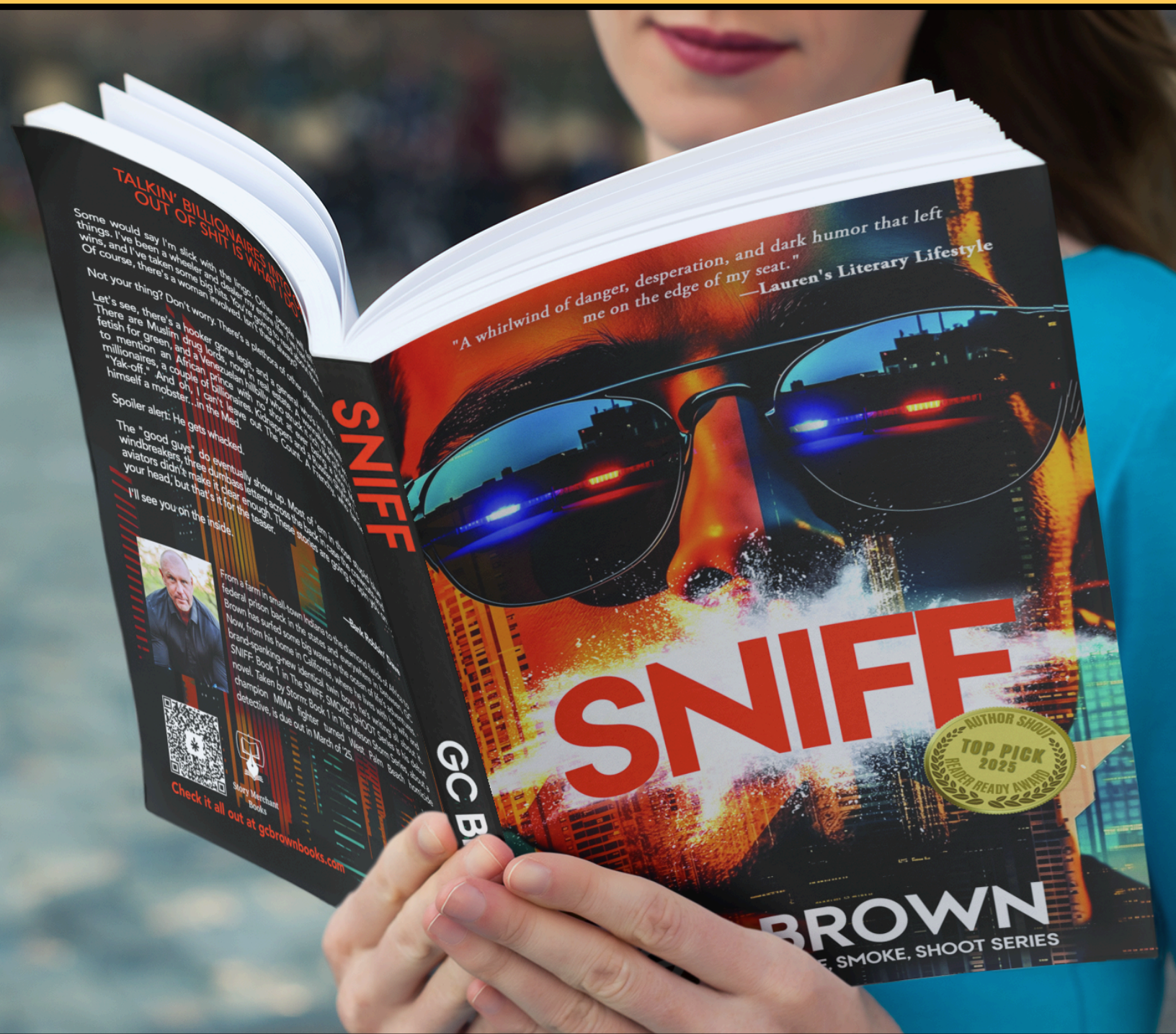
## Awards and Mentions

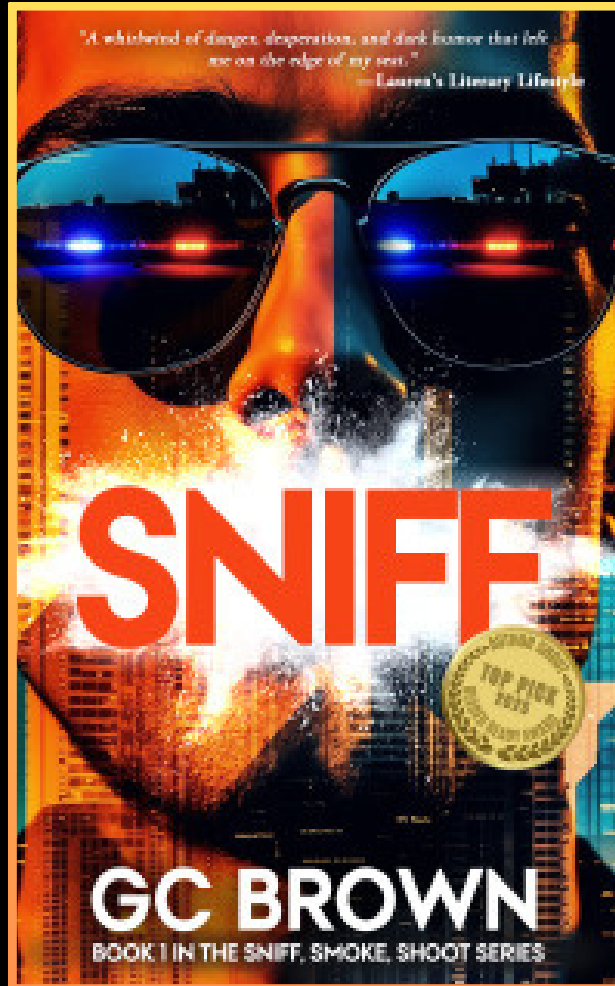
- Benjamin Franklin Gold Award: For the novel *Wake of Storm* by GC Brown.
- AUTHOR SHOUT Annual Book Awards TOP PICK 2025
- So Cal Book Festival Book Awards, RUNNER-UP
- New England Festival Book Awards, HONORABLE MENTION
- Great Midwest Book Festival Awards, HONORABLE MENTION
- Great Southeast Book Festival Awards, HONORABLE MENTION
- Great Southwest Book Festival Awards, HONORABLE MENTION
- Great Northwest Book Festival Awards, HONORABLE MENTION

# SAMPLE CHAPTERS

The first four chapters of GC Brown's new crime fiction novel are available on <https://gcbrownbooks.com/sniff>.

**SNIFF: Book 1 of The SNIFF, SMOKE, SHOOT Series**





# UpCup Koffee

With a couple of other ex-cons, and a brother to finance and run the operation, I co-created and co-founded UpCup Koffee—a functional mushroom coffee made with 100% Arabica Coffee Beans, Lion's Mane Mushroom, Shilajit, and NAD+ for those who demand the edge in life.

Real coffee. Real 'shrooms. Real ingredients. Real results.

Start UpCupping with us today at [UpCupKoffee.com](http://UpCupKoffee.com), Walmart Marketplace, and [Amazon](http://Amazon). Coming soon to store shelves across the nation.

# Up Cup KOFFEE

"A Better Life in Every Cup."



**UpCup Koffee with GC Brown**

### UpCup Koffee Has the Brew to Better Health

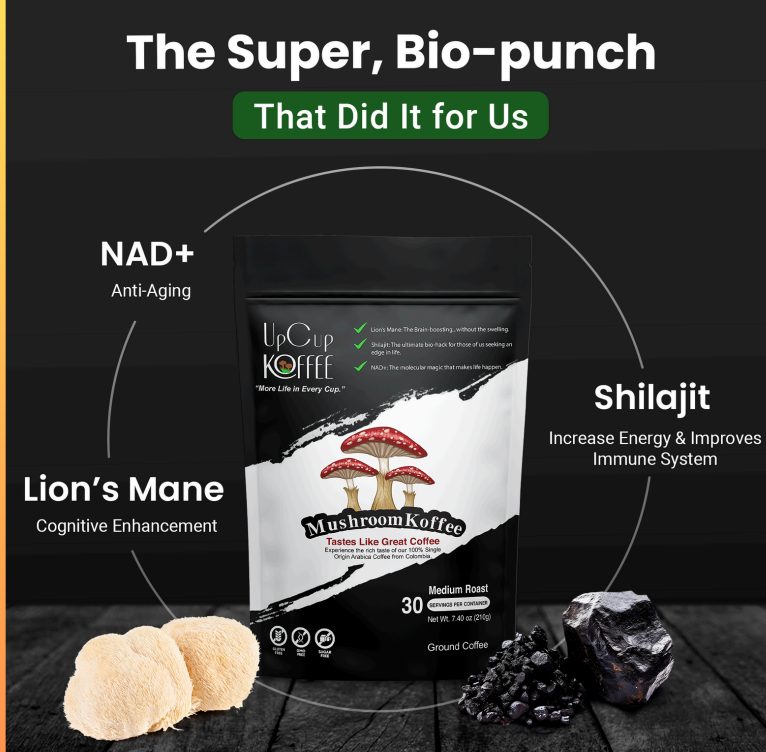
1 Add 1.5-2 tablespoon of grounds to filter paper

2 Pour 6-8 ounces of hot water over grounds

3 Allow to brew & enjoy



## The Super, Bio-punch That Did It for Us



**NAD+**  
Anti-Aging

**Lion's Mane**  
Cognitive Enhancement

**Shilajit**  
Increase Energy & Improves Immune System

## Crafted for Those Who Demand an Edge in Life

Skip the Caffeine Crash!



Premium Mushrooms Without the Taste

Delicious Colombian Coffee Flavor

Daily Wellness & Vitality Enhancer



# CONTACT GC BROWN

## CONTACT OPTIONS:

-  GCBrown670@gmail.com
-  623-206-4828
-  GCBrownBooks.com/media-kit
-  [GCBrownBooks.com](http://GCBrownBooks.com)

## SOCIAL MEDIA HANDLES:

-  gcbrownbooks
-  GCBrownAuthor
-  in/gcbrownbooks
-  @gcbrownbooks

## ADDITIONAL LINKS:

- Amazon Author Page: <https://amazon.com/author/gcbrown>
- Amazon Book Link: <https://a.co/d/jb2iT9L>
- Barnes & Noble: <https://www.barnesandnoble.com/w/sniff-gc-brown>
- Goodreads: <https://www.goodreads.com/gcbrown>
- IngramSpark Wholesale Link: <https://shop.lightningsource.com/b/085?params=jcm63YsvHD0oYNBA1s6bHBV1kqF1pthUiLYBR0u2RJ6>
- LinkTree: <https://linktr.ee/gcbrown>
- SNIFF Book Page: <https://gcbrownbooks.com/sniff>
- UpCup Koffee Co-Founder: <https://UpCupKoffee.com>