

# The Sickness of Secrets

*Graphics, captions, and hashtags for sharing the book before and after you read it. Use what fits, change the words, make it yours.*

**Thank you for reading early.** Everything in this folder is yours to post. The captions are starting points — swap the bracketed parts for your own words, cut anything that doesn't sound like you. Tag **@bymichellemelton** on Instagram and TikTok so I can share your post, and use **#TheSicknessOfSecrets** so the team can find each other.

Questions, or a post you'd like me to reshare: **michelle@bymichellemelton.com**

## Which file goes where

| Filename starts with | Size        | Use it for                                                       |
|----------------------|-------------|------------------------------------------------------------------|
| IG + FB Feed         | 1080 × 1350 | Instagram and Facebook feed posts                                |
| IG Story-Reel        | 1080 × 1920 | Instagram and Facebook Stories, Reels covers, TikTok photo posts |
| Square               | 1080 × 1080 | Goodreads, Facebook groups, X, Threads                           |
| Pinterest            | 1000 × 1500 | Pinterest pins                                                   |

## The book cover

The folder **0 Book Cover** holds the official front cover of *The Sickness of Secrets* in two sizes: full resolution (1600 × 2560) and a web size (1000 × 1600) that loads fast on Goodreads, Instagram, and blogs. This is the cover the book ships with. Post it on its own, hold it up in a video, use it as a Story background, or add it to a “currently reading” shelf. Please keep it whole — no cropping the title or author name, no text or stickers over the art.

## Three house rules

- **No spoilers.** Keep these off your posts and out of your reviews: who is killed at the meeting, who did it, what Elena finds inside her daughter's memories, and anything from the last five chapters. Everything in this kit is spoiler-free, so if you stick to the graphics you're safe.

- **Say you got it early.** On any post about the book and in every review, one line covers it: *"I received an advance copy from the author."* Amazon requires it, and readers trust it.
- **Your words beat mine.** A short honest reaction outperforms a polished paragraph every time. If a caption here doesn't sound like you, change it until it does.

## Hashtags

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Use eight to twelve on Instagram, five or six on TikTok, none on Facebook. Mix from these:

Always: #TheSicknessOfSecrets #TheBorrowingSeries #MichelleMelton

Reader tags: #ARCReader #ARCReview #Bookstagram #BookTok #ParanormalSuspense #ParanormalMystery #NewRelease2026 #OctoberReads #BookLaunch

Recovery tags: #RecoveryReads #SoberReads #RecoveryCommunity #RecoveryTok #BreakTheCycle #SoberLife

Skip #Thriller — this is paranormal psychological suspense, and the wrong tag brings the wrong readers.

The kit is organized by topic — one folder each — and every filename starts with where it goes.

## Review Team

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Post when your copy arrives, and help find more readers.

### Review Team 1 · “I’m reading it early”

My advance copy of THE SICKNESS OF SECRETS by @bymichellemelton is here. [What made you say yes to this one — the recovery angle, the memory-borrowing, the cover.] Out October 22. I’ll report back.

I received an advance copy from the author.

#TheSicknessOfSecrets #ARCReader #ParanormalSuspense #Bookstagram

#TheBorrowingSeries #MichelleMelton

### Review Team 2 · “Read it before October 22”

Reading this one early and there’s room on the team. THE SICKNESS OF SECRETS — a woman twenty years sober who can borrow other people’s memories, a murder at her own meeting, and a secret she’s keeping from her daughter. Advance copies at [bymichellemelton.com/review-team](http://bymichellemelton.com/review-team).

#TheSicknessOfSecrets #ARCReader #ARCReview #ParanormalMystery #Bookstagram

#MichelleMelton

## Recovery

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For anyone who shares recovery content. The quotes are lines you have likely heard in a meeting; the book is credited quietly. No program is named on the graphic or in the captions, so share them as yourself, not on anyone's behalf.

### Recovery 1 · “We are only as sick as our secrets”

[Where you first heard this, or what it means to you today.]

This line is the spine of a novel out October 22 — THE SICKNESS OF SECRETS by @bymichellemelton, who's been sober since 2004. A recovery story wearing a mystery.  
#RecoveryReads #SoberReads #TheSicknessOfSecrets #RecoveryCommunity  
#MichelleMelton

### Recovery 2 · “My disease is out in the parking lot doing pushups”

If you know, you know. [Your line about the parking lot.]

I'm reading a novel built from the rooms — THE SICKNESS OF SECRETS by @bymichellemelton, out October 22. The main character has twenty years and is still, absolutely, telling herself a story.  
#RecoveryReads #SoberLife #TheSicknessOfSecrets #RecoveryTok #BreakTheCycle  
#MichelleMelton

### Recovery 3 · “Twenty years sober. Four nights a thief.”

A novel about us. Elena Tate has twenty years and a gift she keeps hidden — she can step into other people's memories. Then her daughter goes quiet, and the rule she swore she'd never break starts to look like love.

THE SICKNESS OF SECRETS by @bymichellemelton · October 22. [Your take, or why you're reading it.]

I received an advance copy from the author.

#TheSicknessOfSecrets #RecoveryReads #ParanormalSuspense #SoberReads  
#TheBorrowingSeries #MichelleMelton

## Currently Reading

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Mid-read posts. Everything here is spoiler-free.

### Currently Reading 1 · “A month ahead of everyone”

Currently reading: THE SICKNESS OF SECRETS by @bymichellemelton. [Chapter you're on, and one thing — no spoilers — that has you hooked: Elena's voice, the meeting scenes, the memory vault.]

Out October 22. I received an advance copy from the author.

#CurrentlyReading #TheSicknessOfSecrets #ARCReader #ParanormalSuspense #Bookstagram #MichelleMelton

### Currently Reading 2 · “A few weeks ahead of everyone”

Reading THE SICKNESS OF SECRETS by @bymichellemelton a few weeks ahead of everyone. [Where you are in it and one spoiler-free thing that's working on you.]

Out October 22. I received an advance copy from the author.

#CurrentlyReading #TheSicknessOfSecrets #ARCReader #ParanormalSuspense #Bookstagram #MichelleMelton

### Currently Reading 3 · “The cost is in the keeping”

Borrowing a memory is free. It's the keeping that costs. [What that line makes you think about.]

Reading THE SICKNESS OF SECRETS by @bymichellemelton ahead of its October 22 release.

#TheSicknessOfSecrets #ParanormalMystery #ARCReader #BookTok #TheBorrowingSeries #MichelleMelton

#### Currently Reading 4 · “The back-cover lines”

"Elena Tate has been sober for twenty years, and she's open about every hard-won day of it. The secret she keeps is stranger than the drinking ever was."

That's the back cover. [How far in you are and whether it's delivering.] THE SICKNESS OF SECRETS by @bymichellemelton, out October 22.

#TheSicknessOfSecrets #ARCReview #ParanormalSuspense #Bookstagram #NewRelease2026  
#MichelleMelton

## Finished

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Wrap-up posts and the review nudge. Still spoiler-free.

### Finished 1 · “I know what she was keeping”

Finished. I know what Elena was keeping, and I'm not telling you. [One spoiler-free reaction — the ending, the mother-daughter thread, the meeting scenes, how the mystery played fair.]

THE SICKNESS OF SECRETS by @bymichellemelton is out October 22 — my full review goes up that day.

I received an advance copy from the author.

#TheSicknessOfSecrets #ARCReview #ParanormalSuspense #BookRecommendation  
#Bookstagram #MichelleMelton

### Finished 2 · “The one wall she can't walk into”

She can see what's making everyone else sick. She's the one wall she can't walk into.

[Your reaction to Elena — did you like her even when she was wrong?] THE SICKNESS OF SECRETS by @bymichellemelton, October 22.

#TheSicknessOfSecrets #ParanormalMystery #ARCReader #BookTok #TheBorrowingSeries  
#MichelleMelton

### Finished 3 · “She calls it staying close”

The quietest line in the book is the one that got me. [Who it made you think of.]

Finished THE SICKNESS OF SECRETS by @bymichellemelton. Review coming October 22.

#TheSicknessOfSecrets #MotherDaughter #ParanormalSuspense #ARCReview #Bookstagram  
#MichelleMelton

## Launch Day

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October 22. Post your review on Amazon and Goodreads first, then share. Michelle will email the direct links the morning of launch.

### Launch Day 1 · “Out now”

It's out. THE SICKNESS OF SECRETS by @bymichellemelton — Book 1 of The Borrowing Series — is live today. [One line on who should read it.] Link at [bymichellemelton.com](http://bymichellemelton.com).

#TheSicknessOfSecrets #OutNow #NewRelease2026 #ParanormalSuspense #BookLaunch  
#TheBorrowingSeries #MichelleMelton

### Launch Day 2 · “My review is live”

My review of THE SICKNESS OF SECRETS is up on [Amazon / Goodreads]. [Two sentences from your review — the spoiler-free ones.] Out today from @bymichellemelton.

I received an advance copy from the author.

#TheSicknessOfSecrets #BookReview #ARCReview #ParanormalMystery #Bookstagram  
#MichelleMelton

### Launch Day 3 · “Pinterest pin”

The Sickness of Secrets by Michelle Melton — paranormal psychological suspense with a recovery heartbeat. Elena Tate can borrow memories; the one she's keeping from her daughter might be the one that kills her. Book 1 of The Borrowing Series, out October 22, 2026.  
[bymichellemelton.com](http://bymichellemelton.com)

(Pinterest wants a sentence or two, no hashtags, and the link field set to [bymichellemelton.com](http://bymichellemelton.com).)

## Mother & Daughter

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The book's spine is a mother slipping into her fifteen-year-old's memories and calling it love, while her own mother's voice gets louder in her head. These speak to readers who are mothers, daughters, or both. Use them at any stage.

### Mother & Daughter 1 · “Her daughter started drifting out of reach”

Fifteen, and gone quiet behind a closed door. [When did yours stop letting you in — or when did you stop letting your mother in?]

Elena Tate has a way to find out what's wrong with her daughter, and a rule she swore she'd never break to do it. *THE SICKNESS OF SECRETS* by @bymichellemelton, out October 22.  
#TheSicknessOfSecrets #MotherDaughter #TeenDaughter #ParanormalSuspense  
#Bookstagram #MichelleMelton

### Mother & Daughter 2 · “She calls it staying close”

She calls it staying close. Her mother probably called it that too.

[Which side of that line are you reading from — the mother's or the daughter's?] *THE SICKNESS OF SECRETS* by @bymichellemelton, October 22.  
#TheSicknessOfSecrets #MotherDaughter #GenerationalTrauma #ParanormalSuspense  
#BookTok #MichelleMelton

### Mother & Daughter 3 · “Her mother's voice getting louder”

Elena's mother ended up blind, in memory care, holding on to what was never hers. Now Elena hears that voice in the back of her own skull, and it's getting louder. [What got passed down in your family that nobody named.]

*THE SICKNESS OF SECRETS* by @bymichellemelton, out October 22. I received an advance copy from the author.  
#TheSicknessOfSecrets #GenerationalTrauma #MotherDaughter #RecoveryReads  
#Bookstagram #MichelleMelton

## Mother & Daughter 4 · “Passed down in her blood”

Two parents with the gift. One rule. And the secret that came down with both of them.

[Your line on inherited secrets.] THE SICKNESS OF SECRETS by @bymichellemelton — Book 1 of The Borrowing Series, out October 22.

#TheSicknessOfSecrets #GenerationalSecrets #TheBorrowingSeries #ParanormalMystery  
#Bookstagram #MichelleMelton

## Mother & Daughter 5 · “A mother staying close to a daughter drifting out of reach”

"A mother staying close to a daughter drifting out of reach." That's the story Elena tells herself every night. The book calls it something else.

[Have you ever called something love that wasn't?] THE SICKNESS OF SECRETS by @bymichellemelton, October 22.

#TheSicknessOfSecrets #MotherDaughter #ParanormalSuspense #BookTok #ARCReader  
#MichelleMelton

## Writing your review

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- Start or end with the disclosure line above.
- Two or three specific things you responded to beat a summary of the plot. Elena's voice, whether the recovery world felt true, whether the memory-borrowing rules held together, whether the mystery played fair.
- Compare it only to books you've actually read.
- Review the book, not the author. "I know Michelle" can get a review removed on Amazon.
- Post on Amazon the day the listing is live (October 22), on Goodreads any time before.

Cover design by Luisa P. Graphics and captions © 2026 Michelle Melton / Chelmont Press; shared with the review team for promoting *The Sickness of Secrets*.