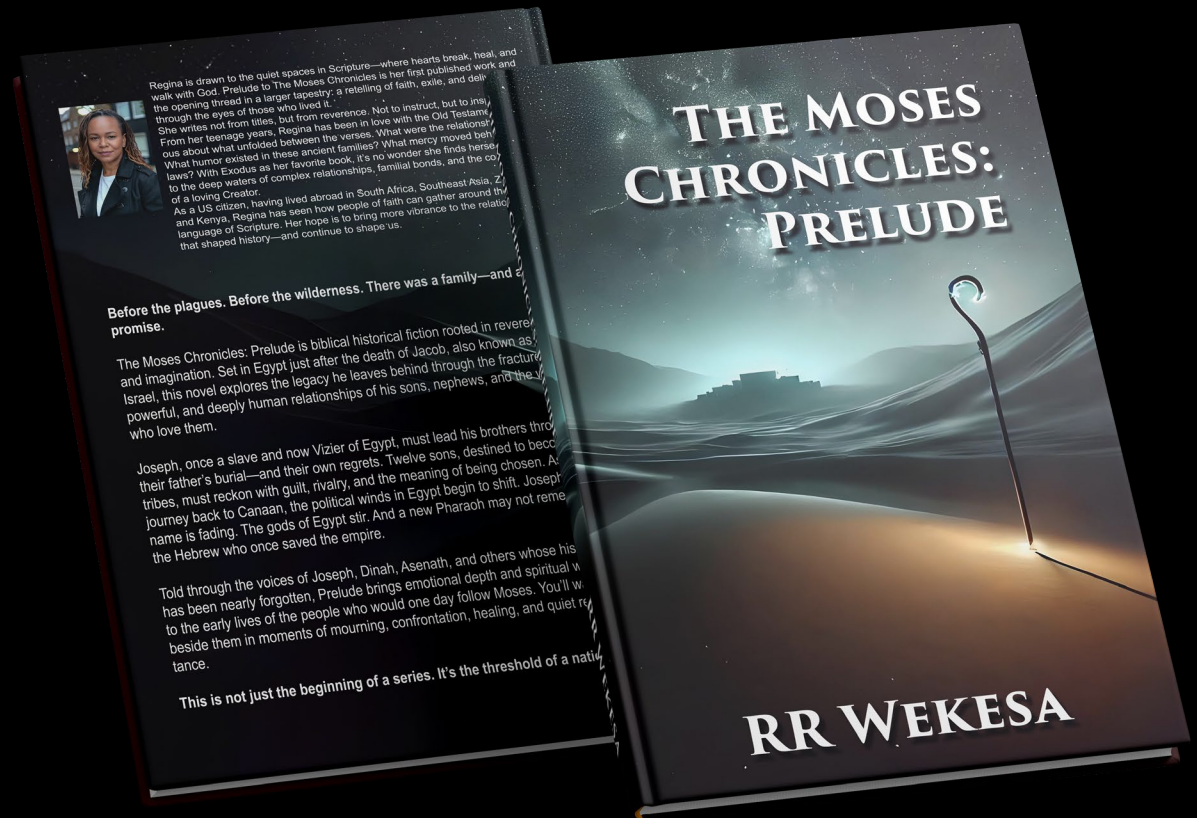

THE MOSES CHRONICLES: PRELUDE

Quick Presentation



Regina is drawn to the quiet spaces in Scripture—where hearts break, heal, and walk with God. *Prelude* to *The Moses Chronicles* is her first published work and through the eyes of those who lived it, a retelling of faith, exile, and deliv...

She writes not from illness, but from reverence. Not to instruct, but to inspire. From her teenage years, Regina has been in love with the Old Testament. What humor existed in these ancient families? What mercy moved her? What laws? With *Exodus* as her favorite book, it's no wonder she finds herself to the deep waters of complex relationships, familial bonds, and the call of a loving Creator.

As a US citizen, having lived abroad in South Africa, Southeast Asia, Z...

and Kenya, Regina has seen how people of faith can gather around the language of Scripture. Her hope is to bring more vibrance to the relation...

that shaped history—and continue to shape us.

Before the plagues. Before the wilderness. There was a family—and a promise.

The Moses Chronicles: Prelude is biblical historical fiction rooted in reverence and imagination. Set in Egypt just after the death of Jacob, also known as Israel, this novel explores the legacy he leaves behind through the fractured, powerful, and deeply human relationships of his sons, nephews, and the women who love them.

Joseph, once a slave and now Vizier of Egypt, must lead his brothers through their father's burial—and their own regrets. Twelve sons, destined to become tribes, must reckon with guilt, rivalry, and the meaning of being chosen. As Joseph journey back to Canaan, the political winds in Egypt begin to shift. Joseph's name is fading. The gods of Egypt stir. And a new Pharaoh may not remember the Hebrew who once saved the empire.

Told through the voices of Joseph, Dinah, Asenath, and others whose lives have been nearly forgotten, *Prelude* brings emotional depth and spiritual wisdom to the early lives of the people who would one day follow Moses. You'll walk beside them in moments of mourning, confrontation, healing, and quiet reflection.

This is not just the beginning of a series. It's the threshold of a nation.

THE MOSES CHRONICLES: PRELUDE

RR WEKESA

ABOUT THE BOOK



RR Wekesa

At the center stands Joseph—guiding his fractured family through the burial of their father, while unseen threats rise in both the land they came from and the empire they now call home.

The Moses Chronicles: Prelude is biblical fiction rooted in reverence and imagination. Every scene, every act of forgiveness or defiance, is shaped by historical research and prayerful creativity—honoring Scripture while exploring the sacred spaces between the verses.

This is not just the beginning of a story.
It is the quiet before the fire.
The threshold of a nation.
The moment before the deliverer is born.

Readers of Christian fiction books about Joseph will discover new insights through the hidden voices like Dinah, Asenath, Ephraim and Manasseh.

OVERVIEW

For confidentiality reasons I'll use an example from my own work developing a multi-platform campaign to begin launching my book series. The goal at this stage was to build awareness, capture early interest, and identify which creative elements resonated most with my target audience.

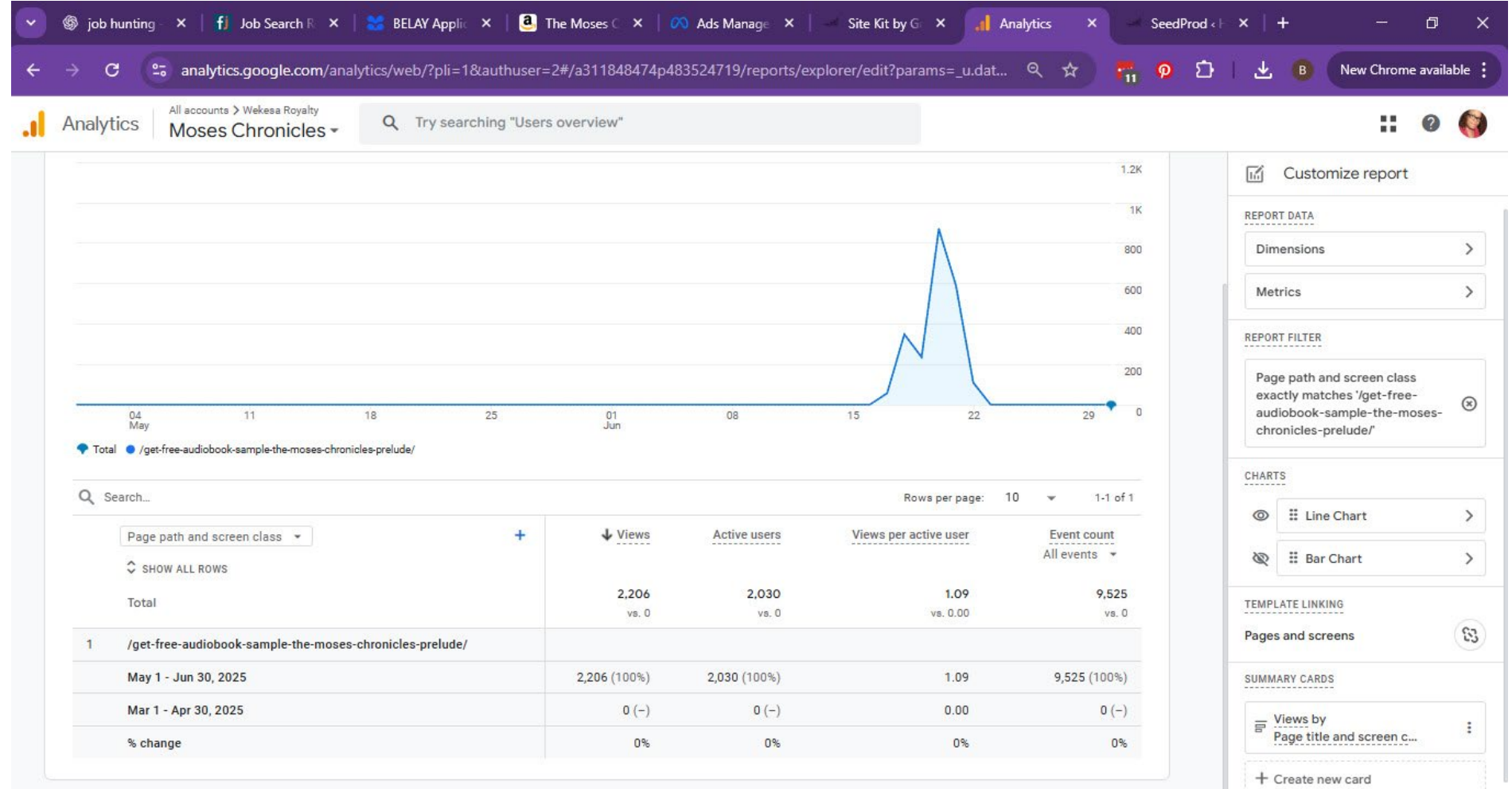
I started by testing different **headers, taglines, images, and copy variations** through Facebook and Instagram ads. By running these as small split tests, I was able to see which messaging and visuals generated the strongest click-through rates and engagement. Once I identified the best-performing elements, I layered the ads and extended them into a multi-platform approach that included social posts, email newsletters, and a website landing page.

The audience was readers interested in historical fiction and faith-based storytelling, so my targeting combined demographic filters with interest-based criteria. Early results showed Facebook ads achieving a **3.5–4.1% CTR** — well above industry benchmarks — which confirmed that the optimized creative was connecting. From there, I scaled the campaign with confidence, knowing the content strategy had been validated.

This approach of **testing, learning, and layering** is one I bring to client work as well, ensuring campaigns are not only creative but also data-driven and performance-focused.



SNAPSHOT SHOT OF TRAFFIC BASED VIA FB ADS



SNAPSHOT FACEBOOK ADS

Targeting South Africa
5 of their largest urban
cities

All ages & genders

Interest:

Podcast, Audiobook or
Audible.com

Results on CTR

3.37%, 2.61%, .87, .66,
.52

The screenshot shows the Facebook Ads Manager interface. The browser tabs include 'job huntin', 'Job Search', 'BELAY Ap', 'The Mose', 'Ads Mana', '(9) Ads M', and 'Ads Mana'. The URL is 'adsmanager.facebook.com/adsmanager/manage/ads'. The page is titled 'Ads' and shows 'Updated just now'. There are buttons for 'Review and publish' and 'Create a view'. The interface includes a search bar, filters for 'All ads', 'Active ads', and 'Had delivery'. The main content area shows a table of ads with the following columns: Off/On, Ad, Impressions, Cost per result, Unique CTR (link click-through...), CTR (link click-through rate), Quality ranking, and Engagement rate ranking. The table lists five ads with their respective metrics and a total row.

Off / On	Ad	Impressions	Cost per result	Unique CTR (link click-through...)	CTR (link click-through rate)	Quality ranking	Engagement rate ranking
<input type="checkbox"/>	SA-brawl by fire pyramid	27,007	\$0.02 Per Link Click	3.90%	3.37%	—	—
<input type="checkbox"/>	SA-brawl by fire judah	11,145	\$0.03 Per Link Click	3.08%	2.61%	—	—
<input type="checkbox"/>	SA-brawl by fire brothers	1,033	\$0.07 Per Link Click	0.93%	0.87%	—	—
<input type="checkbox"/>	SA-brawl by fire girl tablet	1,210	\$0.07 Per Link Click	0.67%	0.66%	—	—
<input type="checkbox"/>	SA-brawl by fire 1	194	\$0.05	0.52%	0.52%	—	—
Results from 5 ads		40,589 Total	\$0.03 Per Link Click	3.57% Per Accounts Center ...	3.01% Per Impressions		

SNAPSHOT FACEBOOK ADS

Targeting USA
All ages & genders
Interest:
Home Depot
Books (publications)
Novels(literature)

Results on CTR
4%, 3.92%, 2.32%

The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation tabs for 'All ads', 'Active ads', and 'Had delivery'. Below this is a search bar for 'Campaign name' and a date range selector set to 'May 1, 2025 - Jun 30, 2025'. The main content area displays a table of ad performance metrics. The table has columns for 'Off / On', 'Ad', 'Reach', 'Impressions', 'Cost per result', 'Unique CTR (link click-through rate)', and 'CTR (link click-through rate)'. Three ads are listed, each with a thumbnail image and a title starting with 'free chapter image'. A summary row at the bottom shows 'Results from 3 ads' with a total reach of 17,765, total impressions of 25,946, and a total cost per result of \$0.17.

Off / On	Ad	Reach	Impressions	Cost per result	Unique CTR (link click-through rate)	CTR (link click-through rate)	Quality Ranking
<input checked="" type="checkbox"/>	free chapter image 7Q	3,545	4,547	\$0.17 Per Link Click	3.98%	4.00%	
<input type="checkbox"/>	free chapter image 2Q	12,900	18,293	\$0.17 Per Link Click	4.80%	3.92%	
<input type="checkbox"/>	free chapter image 14Q	2,864	3,106	\$0.26 Per Link Click	2.44%	2.32%	
Results from 3 ads		17,765	25,946	\$0.17 Per Link Click	4.23%	3.75%	

The story of how the 12 tribes prospered in Egypt.



The story of how the 12 tribes prospered in Egypt



Before the plagues, before the commandments, there was a promise.



Before the plagues, before the
commandments, there was a
promise.



The story of
how the 12
tribes
prospered
in Egypt



THANK YOU

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