

# BEARING THE CROSS

## A Five-Book True Crime Series

**750% Physics Law Violations, 300,000× Energy Deficits, and Video Evidence Prove Innocence — Yet He Served 5.4 Years**

**By John M. Cobin, Ph.D.**

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### BOOK PROPOSAL

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**Project Status:** Complete manuscript (5 books, 11 volumes, with autobiographical introduction, epilogue, and extensive appendices and indexes) **Word Count for all 5 books:** 1.25 million words

**Rights Available:** All territories except Chile, Italy, Malta, Monaco, San Marino, Vatican, Italian-Switzerland, Slovenia, and Croatia, Eritrea, Ethiopia, Libya, which will go to separate publishers, all languages **Film/TV Rights:** Available

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## 1. OVERVIEW

I served 5.4 years in three Chilean prisons for a shooting that violated the laws of physics by 750% and controverted all logic and chemical analyses as well.

On October 1, 2019, during Chile’s social unrest, a mob attacked my vehicle while I sat trapped at a roadblock. Video evidence shows protesters shouting, “kill him, son of a bitch” and Sebastián Valdés Muñoz opening my door to “lynch me” before I fired two warning shots in self-defense. One protester, Rodrigo Ahumada, was wounded. I was arrested, prosecuted, and convicted—despite forensic evidence that should have exonerated me in any fair court.

***BEARING THE CROSS*** is a five-book, 1.25-million-word true crime series that chronicles my wrongful arrest, conviction, appeal, and 5.4 years inside Chile’s brutal prison system. But this is not just another prison memoir. It’s a meticulously documented exposé of systemic judicial corruption, backed by:

- **Ballistics analysis** proving the prosecution’s case violated Snell’s Law by 750% (claiming a bullet ricocheted at 15° from a 2° impact angle—physically impossible)
- **Energy deficit calculations** showing the bullet’s remaining energy after the alleged ricochet would be 0.000162 Joules—300,000 times less than the 50+ Joules required to cause the documented injury
- **Video footage** capturing mob violence and death threats before any shots were fired
- **Medical and forensic evidence** documenting that the exit wound “appeared” 87 days after the shooting, contradicting the prosecution’s entire timeline
- **Chemical analysis** revealing lead and barium residues in evidence—impossible from my certified lead-free Cor-Bon ammunition
- **Physical evidence** showing bullet hole sizes and shapes that don’t match my ammunition

This series fuses human drama with irrefutable scientific evidence, creating both a compelling narrative and a documented indictment of state abuse. It’s **Making a Murderer** meets **The Stranger Beside Me**, with the forensic rigor of **The Poisoner’s Handbook** and the international intrigue of **Midnight in the Garden of Good and Evil**.

**BEARING THE CROSS** offers what publishers prize most: a high-stakes true story with narrative propulsion, an investigative core that overturns an accepted verdict, and an author with the credentials to explain complex forensic evidence to lay audiences. The companion website features audio summaries and evidentiary highlights in six languages, making this story accessible to international markets from day one.

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## **2. HOOK: THE IMPOSSIBLE CASE**

### **The prosecution's case required me to:**

- Fire a bullet that ricocheted at a 15-degree angle from a 2-degree impact (violating Snell's Law by 750%)
- Create a wound with a bullet that had 0.000162 Joules of energy after ricochet (when 50+ Joules are required)
- Use lead ammunition when prosecution affirmed I exclusively used certified lead-free rounds (chemical analysis proves illogic: copper cannot leave lead residue)
- Create an exit wound that didn't exist for 87 days after the shooting (medical records confirm)
- Fire 10.6mm bullets through 7mm holes (physical difficulty)

**International forensic experts reviewed my case and concluded:** The prosecution's scenario violates multiple laws of physics. This conviction could not have occurred in a fair court.

Yet I served 5.4 years.

This is the story of how a dual Italian-Chilean citizen with a PhD in Public Policy from an American university survived Chile's prison system, led 10-15 inmates to Christian faith, withstood physical abuse and corruption, and maintained his innocence through an appeals process that ultimately failed—all while documenting evidence that proves the state's case was built on lies.

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## **3. THE STORY ANF BACKSTORY**

### **Introduction: Autobiography of John M. Cobin**

#### **Volume I: The Arrest**

October 18, 2019. Chile's social unrest explodes. A mob blocks the road. I'm trapped in my vehicle. Video shows protesters threatening to kill me. Someone opens my door. I fire two warning shots. One protester is wounded. Within hours, I'm arrested.

But the evidence doesn't match the accusations. The ballistics don't work. The chemistry is wrong. The medical timeline is impossible. Yet the prosecution proceeds.

### **Volume II: Pre-Trial Detention**

The Chilean justice system moves slowly—deliberately so. I'm held in pre-trial detention while prosecutors build their case. I meet my first prison "neighbors," navigate the underground economy, and discover that justice and truth are not synonyms in Chile's judicial system.

My family's life begins to unravel. My business suffers. Media portrays me as a violent American who shot peaceful protesters. The narrative is set—facts be damned.

### **Volume III: The Trial**

The trial is a theater of the absurd. Five witnesses provide nearly identical testimony—testimony that contradicts video evidence and police reports. Forensic experts present evidence of physics violations. The prosecution ignores it. The judge allows inadmissible evidence. The verdict is predetermined.

I'm convicted and sentenced. Despite overwhelming evidence of my innocence, the Chilean state has its scapegoat.

### **Volume IV: Appeals & Prison Life**

Appeals in Chile can take years. Meanwhile, I'm transferred through Chile's prison system—from pre-trial facilities to convicted prisoner compounds. I witness corruption, violence, and systemic abuse. But I also discover unexpected humanity: fellow inmates seeking redemption, guards trying to maintain order in chaos, and the surprising resilience of the human spirit.

I lead Bible studies. Ten to fifteen inmates find faith. Some call me "Pastor." The irony isn't lost on me: wrongfully imprisoned, I find purpose ministering to the genuinely guilty.

### **Volume V: The Evidence & Release**

The forensic evidence is undeniable. International experts review the case. The ballistics don't work. The chemistry proves tampering. The medical evidence contradicts the prosecution. The video shows mob violence before I fired.

But Chile's appellate courts are reluctant to overturn convictions. Doing so would expose systemic failures, corrupt prosecutors, and complicit judges. My appeals are denied, modified, but never fully overturned.

After 5.4 years, I'm released. But the conviction stands—a permanent mark on my record, despite evidence that would exonerate me in any fair judicial system.

## **4. WHY THIS BOOK MATTERS NOW**

### **Timely Relevance:**

#### **1. Wrongful Conviction Crisis**

- The Innocence Project has exonerated 375+ people in the U.S. through DNA evidence
- International wrongful convictions receive less scrutiny, despite being more common
- My case represents thousands of similar injustices in developing judicial systems

#### **2. Forensic Evidence Revolution**

- True crime audiences are sophisticated; they understand ballistics, DNA, and chemistry
- My case features forensic impossibilities that any reader can understand
- The “CSI Effect” has made audiences hungry for scientific rigor in true crime
- Website with full documentation on my case: <https://policyofliberty.com/criminal-case.php?lang=en>

#### **3. International Justice Issues**

- Chile’s judicial system is considered one of Latin America’s “best”
- If this can happen in Chile, what’s happening in countries with weaker institutions?
- Dual citizenship issues, extradition, and international law are increasingly relevant

#### **4. Self-Defense Rights Debate**

- My case raises universal questions about self-defense against mob violence
- What are your rights when threatened by a crowd of violent protesters?
- Video evidence makes this a teachable case study

#### **5. Christian Redemption Narrative**

- Prison ministry stories resonate with faith-based audiences
- My story of maintaining faith while wrongfully imprisoned appeals to multiple markets
- The irony of the innocent ministering to the guilty provides powerful themes

## **Media Landscape:**

### **True Crime Explosion:**

- Podcasts: “Serial,” “My Favorite Murder,” “Crime Junkie” have billions of downloads
- Streaming: “Making a Murderer,” “The Staircase,” “Tiger King” dominate Netflix
- Books: True crime is one of the hottest categories of nonfiction
- My multi-language podcasts (already produced) position this for immediate adaptation

### **BookTok Phenomenon:**

- #TrueCrime on TikTok has 50+ billion views
  - Forensic evidence explanations go viral
  - “Mind-blowing” scientific impossibilities drive engagement
  - My 750% physics violation is possible BookTok content
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## **5. TARGET AUDIENCE**

### **Primary Audiences:**

#### **1. True Crime Enthusiasts (Largest Market)**

- Readers of Michelle McNamara, Ann Rule, Erik Larson
- Fans of forensic investigation (Deborah Blum, Val McDermid)
- Podcast listeners (“Serial,” “Crime Junkie,” “Casefile”)
- Documentary viewers (Netflix, Hulu, Discovery+)
- **Market Size:** 50+ million true crime podcast listeners in U.S. alone

#### **2. Criminal Justice Reform Advocates**

- Innocence Project supporters (left-leaning)
- Libertarian criminal justice reformers (right-leaning)
- International human rights organizations
- Law students and criminal justice professionals
- **Market Size:** Cross-partisan appeal; millions of engaged readers

### **3. International Readers**

- Italian-Chilean dual citizenship angle
- Former Americans living abroad
- Expat communities in Latin America
- International law practitioners
- **Market Size:** Already translated into 6 languages; global appeal

### **4. Christian/Faith-Based Market**

- Prison Baptist ministry supporters
- Readers of Christian memoir (Philip Yancey, Henri Nouwen)
- Evangelical audiences interested in suffering and redemption
- Church book clubs and Bible study groups
- **Market Size:** 70+ million evangelical Christians in U.S.; significant buying power

### **Secondary Audiences:**

### **5. Academic/Policy Readers**

- Public policy professionals (my PhD background)
- Comparative criminal justice scholars
- Latin American studies programs
- Forensic science educators
- **Market Size:** University course adoption potential; academic conferences

### **6. Self-Defense Rights Advocates**

- Second Amendment supporters
- Personal security consultants
- Concealed carry permit holders
- Self-defense trainers
- **Market Size:** 20+ million CCW permit holders in U.S.

### **7. Chilean/Latin American Diaspora**

- Chilean communities in U.S., Europe, Australia

- Spanish-language markets (book already translated)
- Latin American political reformers
- **Market Size:** 800,000+ Chileans in U.S.; millions globally

#### **Demographic Profile:**

- **Age:** 25-65 (sweet spot: 35-55)
- **Gender:** 70% female (typical for true crime), but male appeal through self-defense/policy angles
- **Education:** College-educated; appreciates forensic detail
- **Income:** Middle to upper-middle class book buyers
- **Media Consumption:** Podcast listeners, documentary watchers, active on social media
- **Reading Habits:** Reads 12+ books per year; follows true crime trends

#### **Comparable Audience Sizes:**

- ***Making a Murderer* (Netflix):** 19+ million viewers in first 35 days
- ***Serial* (Podcast):** 300+ million downloads
- **Michelle McNamara's *I'll Be Gone in the Dark*:** NYT Bestseller, adapted by HBO
- **Ann Rule's *The Stranger Beside Me*:** 2+ million copies sold
- **Jon Krakauer's *Under the Banner of Heaven*:** 1+ million copies; Hulu adaptation

**My book combines elements from all these successes:** wrongful conviction (*Serial/Making a Murderer*), forensic detail (*Poisoner's Handbook*), international intrigue (*Midnight in the Garden of Good and Evil*), and faith journey (Yancey/Nouwen).

## **6. COMPETITIVE TITLES ANALYSIS**

### **Direct Comparisons (Recent True Crime with Forensic Focus):**

#### **1. *I'll Be Gone in the Dark* by Michelle McNamara (2018)**

- **Publisher:** Harper (HarperCollins)
- **Performance:** NYT Bestseller, HBO adaptation



- **Similarities:** Forensic detail, investigative journalism approach, unsolved/wrongful conviction angle
- **My Book's Advantage:** Complete forensic evidence available now; author lived the story; multi-language ready; international scope

## 2. *The Stranger Beside Me* by Ann Rule (Updated 2008)

- **Publisher:** Gallery Books (Simon & Schuster)
- **Performance:** 2+ million copies sold; considered true crime classic
- **Similarities:** Personal connection to crime story; psychological depth; narrative drive
- **My Book's Advantage:** Scientific evidence; wrongful conviction (not guilty criminal); international intrigue; faith redemption

## 3. *Killers of the Flower Moon* by David Grann (2017)

- **Publisher:** Doubleday (Penguin Random House)
- **Performance:** NYT Bestseller, major film adaptation (Scorsese)
- **Similarities:** Investigative journalism; historical injustice; narrative nonfiction
- **My Book's Advantage:** Contemporary case; author is subject; forensic impossibilities; already global (6 languages)

## 4. *The Poisoner's Handbook* by Deborah Blum (2010)

- **Publisher:** Penguin Press
- **Performance:** NYT Bestseller; used in college courses
- **Similarities:** Forensic science explained to lay audiences; historical context; scientific rigor
- **My Book's Advantage:** Personal narrative; contemporary relevance; video evidence; courtroom drama

## 5. *"Columbine"* by Dave Cullen (2009)

- **Publisher:** Twelve (Hachette)
- **Performance:** NYT Bestseller; definitive account of tragedy
- **Similarities:** Investigative depth; myth-busting; forensic analysis
- **My Book's Advantage:** International scope; wrongful conviction angle; author's PhD credentials; redemption arc

## **Tangential Comparisons (Prison Memoir Category):**

### **6. *Orange Is the New Black* by Piper Kerman (2010)**

- **Publisher:** Spiegel & Grau (Random House)
- **Performance:** NYT Bestseller; Netflix series (7 seasons)
- **Similarities:** First-person prison experience; humor amid darkness; cultural commentary
- **My Book's Advantage:** Wrongful conviction (Kerman was guilty); forensic evidence; international setting; male perspective (underserved market)

### **7. *In the Belly of the Beast* by Jack Henry Abbott (1981)**

- **Publisher:** Random House
- **Performance:** Literary acclaim; controversial classic
- **Similarities:** Raw prison experience; intellectual prisoner perspective
- **My Book's Advantage:** Wrongful conviction (Abbott was guilty murderer); faith journey; forensic evidence; family narrative; international

## **Recent Success Stories (2020-2025):**

### **8. *Unbelievable* (Netflix adaptation, original reporting)**

- **Performance:** Critical acclaim; Emmy-winning series
- **Similarities:** Wrongful prosecution; flawed investigation; women's voices (in my case: mob violence)
- **My Book's Advantage:** More dramatic forensic violations; international setting; male wrongful conviction (underserved); faith angle

### **9. *The Trials of Gabriel Fernandez* (Netflix, 2020)**

- **Performance:** 63 million viewers in first 4 weeks
- **Similarities:** Judicial system failure; outrageous injustice; forensic evidence
- **My Book's Advantage:** Survivor tells own story; wrongful conviction of innocent (not guilty perpetrator); redemption; hope

### **10. *American Murder: The Family Next Door* (Netflix, 2020)**

- **Performance:** Most-watched Netflix documentary in 2020
- **Similarities:** Video evidence crucial to story; forensic analysis

- **My Book's Advantage:** Innocent protagonist; international intrigue; scientific impossibilities; faith journey

### **Key Differentiators:**

#### **What Makes *BEARING THE CROSS* Unique:**

##### **1. Scientific Impossibilities:**

- No other true crime book features 750% physics violations with expert analysis
- Energy deficits calculated to 300,000× shortfall
- Chemical evidence proving evidence tampering
- Physical impossibilities (hole sizes, exit wound timeline)

##### **2. Author Credentials:**

- PhD in Public Policy—can explain complex systems
- Dual citizenship—international perspective
- Published author—proven writing ability
- Faith leader—redemption narrative authenticity

##### **3. Multi-Platform Ready:**

- Already translated to 6 languages
- Podcasts produced (6 languages)
- Video evidence exists
- Website with forensic details
- Documentary-ready material

##### **4. Cross-Market Appeal:**

- True crime (primary)
- Christian market (significant)
- Policy/academic (course adoption)
- International (Italian, Chilean, American)
- Self-defense advocacy (niche but passionate)

##### **5. Untapped Narrative:**

- Few wrongful conviction books from innocent prisoner's POV
- International wrongful convictions underserved market
- Male prison memoir less saturated than female
- Faith-based true crime is rare combination

### **Market Gap:**

The true crime market is dominated by:

- Guilty criminals' stories (Bundy, Dahmer, etc.)
- Unsolved mysteries (Zodiac, JonBenét)
- Female victims' stories

### **Underserved niches:**

- Innocent prisoners who survived and tell their own stories
- International judicial failures with U.S. connections
- Scientific impossibilities explained accessibly
- Faith-based redemption in true crime
- Male wrongful conviction narratives

***BEARING THE CROSS* fills all these gaps simultaneously.**

## **7. MARKETING & PROMOTION PLATFORM**

### **Existing Platform (Quantifiable Metrics):**

#### **Digital Presence:**

- **Website:** [policyofliberty.com/literary-agents.php](http://policyofliberty.com/literary-agents.php)
  - 596 unique visitors (tracked since Nov 6, 2025)
  - 162 visitors in past month (27.6% of total)
  - Growing 20% week-over-week
  - Forensic evidence presented in accessible format
- **Multi-Language Podcasts:** 6 languages produced
  - English, Spanish, Portuguese, Italian, French, German

- Professional AI narration
- Downloadable for distribution
- Ready for podcast platforms (Spotify, Apple, etc.)
- **Sample Passages:** 20 passages in 6 languages
  - PDF format for agents/publishers
  - Demonstrates translation readiness
  - Shows thematic breadth across 5 books

### **Academic/Professional Credentials:**

- **PhD in Public Policy** (George Mason University)
- **MA in Economics** (George Mason University)
- **MA in Business Economics** (University of California, Santa Barbara)
- Published author (see resume and publications on PolicyOfLiberty.com)
- International speaker on policy topics
- Established in libertarian/policy circles (George Mason University)
- AI prompting expertise

### **Media-Ready Story Elements (PolicyOfLiberty.com/criminal-case.php):**

- **Video Evidence:** Actual footage of mob violence
- **Forensic Reports:** Dozens of pages of expert analysis
- **Medical Records:** Hospital documentation
- **Court Transcripts:** Testimony contradictions documented
- **Photos:** Prison life, evidence, locations
- **International Angles:** Three countries, multiple legal systems

### **Marketing Plan:**

#### **Phase 1: Pre-Publication (6-12 Months Before Release)**

##### **1. Build BookTok/TikTok Presence**

- Create account: @BearingTheCrossBook
- Post 3-5 videos per week

- **Content Strategy:**
  - “750% physics violation - here’s the math” (explainer videos)
  - “The exit wound that appeared 87 days later” (medical mystery)
  - “Watch the mob on video before I fired” (video evidence)
  - “How does a 10.6mm bullet make a 7mm hole?” (forensic impossibility)
  - “Chemistry 101: Why lead-free bullets can’t leave lead residue” (science education)
- **Target:** 10K followers by launch; 100K views per viral video
- **Hashtags:** #TrueCrime #WrongfulConviction #ForensicScience #JusticeForJohnCobin

## 2. Podcast Circuit

- **True Crime Podcasts (Target 20+ appearances):**
  - Crime Junkie (1M+ downloads per episode)
  - My Favorite Murder (35M+ downloads)
  - Casefile True Crime (international focus)
  - Court Junkie (wrongful conviction focus)
  - True Crime Garage
  - Morbid: A True Crime Podcast
- **General Interest Podcasts:**
  - Joe Rogan Experience (11M+ per episode)
  - Lex Fridman Podcast (forensic science angle)
  - Tim Ferriss Show (personal development angle)
- **Libertarian/Policy Podcasts:**
  - Reason Interview Podcast
  - Tom Woods Show (libertarian audience)
  - Free Thoughts Podcast (Cato Institute)
- **Christian Podcasts:**
  - The Bible Project Podcast

- BreakPoint This Week
- Core Christianity

### **3. Traditional Media Outreach**

- **Pitch to investigative journalism shows:**

- 60 Minutes
- Dateline NBC
- 20/20 (ABC)
- 48 Hours (CBS)
- Vice News

- **International Media:**

- Chilean press (already controversial there)
- Italian media (dual citizenship angle)
- European true crime programs
- BBC World Service

- **Print Media:**

- Rolling Stone (crime coverage)
- The Atlantic (long-form journalism)
- New Yorker (narrative nonfiction)
- National Review (conservative audience)
- Christianity Today (faith angle)

### **4. Documentary Development**

- Pitch to streaming platforms:

- Netflix (Making a Murderer team)
- Hulu (true crime slate)
- Discovery+ (ID channel)
- Max (HBO true crime)
- Amazon Prime Video (documentary division)

- **Pitch Elements:**

- Video evidence already exists
- Forensic impossibilities can be visualized
- International locations for filming
- Protagonist (me) available for interviews
- Faith journey provides emotional arc

## **5. Speaking Engagements**

- **Criminal Justice Reform Organizations:**

- Innocence Project events
- National Association of Criminal Defense Lawyers
- American Civil Liberties Union (ACLU)

- **Christian Organizations:**

- Prison Fellowship conferences
- Church speaking tours (testimony angle)
- Christian book fairs and conferences

- **Academic Venues:**

- Law schools (wrongful conviction seminars)
- Forensic science programs (case study)
- Latin American studies conferences
- Public policy programs (comparative justice)

- **Conferences:**

- Bouchercon (mystery/crime fiction)
- ThrillerFest (International Thriller Writers)
- True Crime Conference (annual event)
- AWP (Association of Writers & Writing Programs)

## **Phase 2: Publication Launch**

### **1. Book Launch Events**



- **U.S. Cities with Chilean/Italian Communities:**
  - Miami (large Chilean expat community)
  - New York (Italian-American community)
  - Los Angeles (entertainment industry; Latino population)
  - Chicago (large Latino community)
  - Washington, D.C. (policy audience)
- **International Launches:**
  - Buenos Aires and Santiago, Chile (controversial but newsworthy)
  - Milan/Rome/Naples, Italy (dual citizenship angle)
  - Virtual events for global reach

## 2. Media Blitz

- **Book Tour:** 15-20 cities over 3 months
- **Podcast Tour:** 50+ podcast appearances
- **Television:** Morning shows, cable news
- **Radio:** NPR, Christian radio networks, talk radio
- **Print Interviews:** Major newspapers, magazines

## 3. Social Media Campaign

- **Daily posts across platforms:**
  - TikTok/BookTok: 1-2 videos daily
  - Instagram: Daily posts + Stories
  - Twitter/X: Multiple tweets daily
  - Facebook: Community building
  - LinkedIn: Professional/policy angle
- **Hashtag Campaign:** #BearingTheCross #JusticeForJohnCobin #Wrongfully-Convicted
- **Influencer Outreach:** True crime influencers, BookTokers, Christian influencers

#### 4. Reader Engagement

- **Book Club Guides:** Discussion questions for each volume
- **Online Q&A Sessions:** Regular virtual events
- **Forensic Evidence Website:** Interactive deep-dives
- **Podcast Series:** Ongoing updates and audience questions

#### Phase 3: Post-Publication (Ongoing)

##### 1. Award Submissions

- **True Crime Awards:**
  - Edgar Awards (Mystery Writers of America)
  - Anthony Awards (Bouchercon)
  - Macavity Awards
  - Goodreads Choice Awards (True Crime category)
- **Christian Book Awards:**
  - ECPA Christian Book Award
  - Christianity Today Book Awards
- **Academic Recognition:**
  - Consider university press editions
  - Course adoption materials

##### 2. Foreign Rights Sales

- **Priority Markets:**
  - Italy (dual citizenship; natural market)
  - Chile (controversial but huge potential)
  - Spain (Spanish-language gateway to Latin America)
  - UK (Commonwealth markets)
  - Germany (strong true crime market)
  - France (already translated)
- **Leverage:** Already translated into 6 languages reduces publisher risk

### **3. Subsidiary Rights**

- **Audio Book:** Professional narration (already have AI versions)
- **Film/TV:** Continue documentary/drama pitches
- **Podcast Adaptation:** Serialized version (material already exists)
- **Graphic Novel:** Visual adaptation potential
- **Educational:** Forensic science textbook companion

### **4. Community Building**

- **Ongoing Platform Growth:**
  - Monthly newsletter (launch email list)
  - Patreon for deep-dive content
  - YouTube channel (forensic explainers)
  - Speaking circuit (ongoing)

### **Unique Marketing Advantages:**

#### **1. Six Languages = Six Markets**

- Most books require translation deals AFTER publication
- Mine are ready NOW
- Simultaneous international launch possible
- Reduces publisher risk in foreign markets

#### **2. Forensic Evidence = Shareable Content**

- Physics violations are “mind-blowing” content
- Science is visual (charts, diagrams, animations)
- Educational angle (schools, forensic programs)
- Evergreen content (scientific facts don’t age)

#### **3. Video Evidence = Media Gold**

- Actual footage of mob violence
- Before/during/after the shooting
- Documentary-ready material

- B-roll for news segments
- Social media viral potential

#### **4. Cross-Market Appeal = Multiple Campaigns**

- True crime campaign (primary)
- Christian market campaign (secondary)
- Policy/academic campaign (tertiary)
- International campaigns (Italian, Chilean markets)
- Self-defense community (niche but passionate)

#### **5. Author Credentials = Media Credibility**

- PhD = Expert interviews
- Dual citizenship = International perspective
- Published author = Writing credibility
- Faith leader = Authenticity in redemption narrative

#### **Publicity Budget Allocation (If Publisher Provides):**

##### **Recommended Investment:**

- **Publicist:** \$15-25K (6-month retainer)
- **BookTok/Social Media Ads:** \$10-15K
- **Book Tour:** \$10-15K (15-20 cities)
- **Podcast Production:** \$5-10K (ongoing series)
- **Website/Digital:** \$5K (enhanced forensic evidence site)
- **Foreign Media Outreach:** \$5-10K (international press)
- **Video Production:** \$10-15K (trailer, forensic explainers)

**Total Recommended Budget:** \$60-100K for major launch

##### **Expected ROI:**

- Comparable true crime bestsellers sell 100K-500K+ copies
- At \$28 hardcover, that's \$2.8M-\$14M+ in sales
- Plus film/TV rights potential (\$250K-\$2M+)

- Plus foreign rights (\$50K-\$500K+)
- Plus speaking fees, consulting, etc.

### **Author Commitment:**

I commit to:

- **Availability:** Full-time promotion for 6-12 months post-launch
- **Travel:** Willing to tour extensively (U.S., Europe, Latin America)
- **Media:** All interviews, podcasts, TV, radio, print
- **Events:** 50+ speaking engagements in first year
- **Social Media:** Daily posts across platforms
- **Ongoing:** Continue building platform: related projects and PolicyOfLiberty.com

## **8. ABOUT THE AUTHOR**

### **Dr. John M. Cobin - Biography**

Dr. John M. Cobin is a dual Italian-Chilean (former American) citizen with a PhD in Public Policy from George Mason University, along with Master's degrees in Economics (George Mason University) and Business Economics (University of California at Santa Barbara). He is a published author, international speaker, and policy analyst specializing in libertarian economics, self-defense rights, and criminal justice reform.

On October 1, 2019, during Chile's social unrest, Dr. Cobin was attacked by a mob while trapped at a roadblock. Video evidence shows protesters threatening to kill him before he fired two warning shots in self-defense. Despite overwhelming forensic evidence of his innocence—including ballistics analysis proving the prosecution's case violated the laws of physics by 750%—he was convicted and served 5.4 years in Chilean prisons, playing 3,780 games of chess (91.5% won), reading 204 books, and learning Italian (B1-B2).

During his incarceration, Dr. Cobin led preached or led Bible and other studies 865 times for prison ministry, bringing 10-15 inmates to Christian faith. He navigated Chile's brutal prison system while maintaining his innocence and documenting the judicial corruption that convicted him. Upon release, he began compiling the forensic evidence, courtroom testimony, and personal narrative that became ***BEARING THE CROSS***.

Dr. Cobin's unique combination of academic credentials, personal experience, and faith journey positions him to tell this story with authority, clarity, and moral weight. He can explain complex forensic science to lay audiences, analyze systemic judicial failures with

a policy expert's precision, and convey the human cost of wrongful conviction with a survivor's authenticity.

He resides in Chile with his wife, Pamela, and continues to advocate for criminal justice reform and wrongful conviction awareness through speaking engagements, social media appearances, and his expanding online platform. He has 7 children and 7 grandchildren living in the U.S.A. and is co-Pastor of Historic Baptists online ministry (bautistahistoricos.com).

## **Why I'm the Right Person to Write This Book:**

### **1. I Lived It**

- Not second-hand reporting; first-person experience from a published academic
- 5.4 years inside Chilean prisons
- Direct knowledge of judicial process, corruption, survival
- Denied parole for my unmodified "beliefs, values, and attitudes" garnered in the United States and my "eloquence" (even in my second language, Spanish)

### **2. Academic Credentials**

- PhD in Public Policy: Can analyze systemic failures
- MAs in Economics: Understand institutional incentives
- Published author: Proven writing ability

### **3. Forensic Understanding**

- Worked with police ballistics experts
- Can explain complex science accessibly
- Assembled comprehensive evidence portfolio

### **4. International Perspective**

- Dual citizenship: insider/outsider view
- American education; Chilean experience; Italian heritage
- Understand cultural differences in justice systems

### **5. Faith Authenticity**

- Led actual prison ministry (10-15 conversions)
- Not appropriating others' faith stories

- Redemption narrative lived, not manufactured

## **6. Media-Ready**

- PhD = expert interviews
- Compelling personal story
- Comfortable public speaking
- Professional demeanor (not bitter victim)

### **Previous Publications:**

[List any previous books, articles, or significant publications]

### **Media Experience:**

[List any previous media appearances, interviews, speaking engagements]

### **Professional Affiliations:**

- [Policy organizations]
- [Academic associations]
- [Writing organizations]
- [Faith-based groups]

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## **9. CHAPTER-BY-CHAPTER OUTLINE**

**See website (password POL96\$):**

**[policyofliberty.com/literary-agents.php](http://policyofliberty.com/literary-agents.php)**

or

**[policyofliberty.com/literary-agentsALT.php](http://policyofliberty.com/literary-agentsALT.php)**

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## **10. FILM/TV ADAPTATION POTENTIAL**

**Why This Story is Perfect for Streaming (five or six seasons):**

**Visual Elements Already Exist:**

- Actual video footage of mob attack
- Forensic evidence can be visualized (CSI-style)

- International locations (Chile, Italy, USA)
- Prison setting (always compelling on screen)
- Courtroom drama (proven television formula)

### **Comparable Successes:**

- **Making a Murderer** (Netflix): 19M+ viewers
- **The Staircase** (HBO Max): Emmy-winning
- **Tiger King** (Netflix): Cultural phenomenon
- **When They See Us** (Netflix): Emmy-winning

### **Market Appeal:**

- True crime is #1 genre on streaming platforms
- International setting adds production value
- Faith component appeals to underserved audience
- Scientific elements attract educated viewers
- Wrongful conviction has universal appeal

### **Production Advantages:**

- Author (me) available for consulting
- Evidence already compiled and organized
- Video footage licensed for use
- International locations accessible
- Prison access negotiable (Chile)

### **Target Platforms:**

- Netflix (True Crime brand leader)
- Hulu (strong true crime slate)
- HBO Max (prestige documentaries)
- Discovery+ (ID Channel partnership)
- Amazon Prime (international stories)

### **Estimated Rights Value:**



- Limited series: \$250K-\$1M+
  - Feature film: \$500K-\$2M+
  - Documentary: \$100K-\$500K+
- 

## **11. PODCAST SERIES POTENTIAL**

### **Already Produced:**

- 6-language audio summaries exist
- Professional AI narration
- Accessible on website
- Ready for distribution

### **Expansion Opportunity:**

#### **Serialized Podcast (10-15 Episodes):**

- Episode 1: The Incident
- Episode 2: The Arrest
- Episode 3: Forensic Impossibilities
- Episode 4: The Witnesses
- Episode 5: The Trial
- Episode 6: Conviction
- Episode 7: Inside
- Episode 8: Ministry
- Episode 9: Appeals
- Episode 10: Release
- [Additional episodes as needed]

### **Market Potential:**

- True crime podcasts dominate charts
- Serial format proven successful
- International language versions multiply audience

- Monetization through ads, Patreon, sponsors

**Distribution:**

- Spotify (exclusive deal potential)
- Apple Podcasts
- Amazon Music
- YouTube (video podcast format)
- All major platforms

**Cross-Promotion:**

- Podcast drives book sales
- Book drives podcast listeners
- Film/TV adaptation drives both
- Synergistic marketing

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## **12. ACADEMIC/EDUCATIONAL POTENTIAL**

**Course Adoption Opportunities:**

**Criminal Justice Programs:**

- Case study in wrongful conviction
- Forensic science failures
- Judicial corruption
- International comparative law

**Forensic Science Programs:**

- Ballistics analysis
- Chemical evidence
- Medical forensics
- Evidence tampering detection

**Public Policy Programs:**

- Systemic institutional failure

- Policy reform proposals
- Comparative judicial systems
- Libertarian economic analysis (prison markets)

**Latin American Studies:**

- Chilean judicial system
- Social unrest context
- Comparative democracy
- Human rights

**Christian/Theology Programs:**

- Prison ministry
- Suffering theology
- Faith under persecution
- Evangelism in adversity

**Educational Materials:**

**Companion Resources:**

- Study guides for each volume
- Discussion questions
- Forensic evidence portfolio (PDF)
- Video evidence clips (educational use)
- Expert interviews
- Author Q&A sessions

**Bulk Sales Potential:**

- University bookstore orders
- Library systems
- Book club editions
- Study group discounts

### **13. INTERNATIONAL MARKETS**

#### **Translation Advantage:**

#### **Already Translated (6 Languages):**

1. English (primary market)
2. Spanish (Latin America, Spain)
3. Portuguese (Brazil, Portugal)
4. Italian (Italy – unfulfilled Strasbourg Treaty angle/abandoned citizen to rot)
5. French (France, Canada, Africa)
6. German (Germany, Austria, Switzerland)

#### **This Reduces Publisher Risk:**

- No translation costs
- No translation delays
- Simultaneous global launch possible
- Multiple markets from day one

#### **Target International Markets:**

##### **Priority 1: Italy**

- Unfulfilled Strasbourg Treaty angle/abandoned citizen to rot
- Dual citizenship angle
- Natural market connection
- Strong true crime interest
- Media attention guaranteed

##### **Priority 2: Chile**

- Controversial and limited potential since authorities will seek to quell books
- Media will ignore extensively
- Judicial reform debate
- Spanish translation and rights by Ediciones Don Pelayo

##### **Priority 3: Spain**

- Gateway to Latin America
- Large Spanish-speaking market
- Strong book culture
- Translation ready

#### **Priority 4: Brazil**

- Largest Portuguese market
- Growing middle class
- True crime popular
- Translation ready

#### **Priority 5: Germany**

- Strong true crime market
- Affluent book buyers
- Translation ready
- Justice/systems interest

#### **Priority 6: France**

- Intellectual nonfiction market
- Human rights interest
- Translation ready
- International perspective valued

#### **Foreign Rights Revenue Potential:**

- Italy: \$20-50K advance
- Chile: \$10-30K advance (controversial = interest)
- Spain: \$15-40K advance
- Brazil: \$10-30K advance
- Germany: \$20-50K advance
- France: \$15-40K advance
- **Total Potential:** \$90-240K+ in foreign advances

**Plus:** UK, Canada, Australia, New Zealand, other markets

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## **14. FINANCIAL PROJECTIONS**

### **Comparable Title Sales:**

#### **True Crime Bestsellers:**

- *I'll Be Gone in the Dark* (McNamara): 250K+ hardcover first year
- *The Stranger Beside Me* (Rule): 2M+ lifetime
- *Killers of the Flower Moon* (Grann): 500K+ first year
- *In Cold Blood* (Capote): 5M+ lifetime classic

#### **Prison Memoirs:**

- *Orange Is the New Black* (Kerman): 500K+ pre-Netflix; millions after
- *The Sun Does Shine* (Hinton): 100K+ (wrongful conviction)

#### **Christian Market:**

- *Unbroken* (Hillenbrand): 4M+ (faith component)
- *The Hiding Place* (ten Boom): 5M+ lifetime (persecution survival)

### **Conservative Sales Projections:**

#### **Year 1 (Hardcover):**

- Strong launch: 50,000 copies @ \$28 = \$1.4M gross
- Modest launch: 25,000 copies @ \$28 = \$700K gross

#### **Year 2 (Paperback):**

- Strong: 100,000 copies @ \$18 = \$1.8M gross
- Modest: 50,000 copies @ \$18 = \$900K gross

#### **Lifetime (5 Years):**

- Strong: 300,000+ total = \$6M+ gross
- Modest: 150,000 total = \$3M+ gross

### **Author Earnings (15% royalty, standard for Big 5):**

#### **Strong Performance:**

- Year 1: \$210K
- Year 2: \$270K
- 5-Year Total: \$900K+

**Modest Performance:**

- Year 1: \$105K
- Year 2: \$135K
- 5-Year Total: \$450K+

**Subsidiary Rights Revenue:**

**Film/TV:** \$250K-\$2M+ **Foreign Rights:** \$90K-\$240K+ **Audio Book:** \$20K-\$100K+  
**Podcast Sponsorships:** \$50K-\$200K+ **Speaking Fees:** \$50K-\$200K+ annually

**Total Revenue Potential (5 Years):**

**Strong Performance:** \$1.5M-\$3M+ **Modest Performance:** \$700K-\$1.5M+

**Return on Investment (Publisher):**

**Investment:**

- Advance: \$100-250K
- Production: \$50-75K
- Marketing: \$60-100K
- **Total:** \$210-425K

**Returns (Modest Scenario):**

- Domestic sales: \$3M gross  $\times$  60% (publisher share) = \$1.8M
- Foreign rights: \$90K
- Audio: \$20K
- **Total:** \$1.91M revenue
- **Minus Investment:** \$1.91M - \$425K = \$1.485M profit
- **ROI:** 349%

**Returns (Strong Scenario):**

- Domestic sales: \$6M gross  $\times$  60% = \$3.6M

- Foreign rights: \$240K
- Audio: \$100K
- Film (if sold): \$250K+ (often separate negotiation)
- **Total:** \$4M+ revenue
- **Minus Investment:** \$4M - \$425K = \$3.575M profit
- **ROI:** 841%

**This is a high-ROI project for any publisher.**

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## 15. TIMELINE & DELIVERY

### Current Status:

- Complete manuscript (5 volumes, 11 books)
- Forensic evidence compiled
- 6-language translations complete
- Podcasts produced (6 languages)
- Website live with materials
- Video evidence licensed
- Author available for promotion

### Upon Contract Signing:

#### Month 1-3:

- Professional editing (as needed)
- Manuscript finalization
- Cover design collaboration
- Marketing plan finalization

#### Month 4-6:

- Copyediting and proofreading
- Layout and design



- Advanced reader copies (ARCs)
- Pre-publication reviews solicited

**Month 7-9:**

- Publicity campaign begins
- Author tour scheduled
- Podcast appearances booked
- Media interviews scheduled

**Month 10-12:**

- Publication date
- Launch events (15-20 cities)
- Media blitz
- International launches

**Month 13+:**

- Sustained promotion
- Awards submissions
- Foreign editions launch
- Film/TV development

**Author Availability:**

- Full-time availability for 12+ months post-launch
- Willing to travel extensively (U.S., Europe, Latin America)
- All interviews, podcasts, TV, radio, print
- 50+ speaking engagements first year
- Daily social media engagement

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**16. ENDORSEMENTS & TESTIMONIALS**

**Forensic Experts:**

See website <https://policyofliberty.com/criminal-case.php?lang=en> for reports from ballistics experts, medical examiners, chemists who reviewed the case.

*“The physics violations in this case are extraordinary. A 750% deviation from Snell’s Law is not a margin of error—it’s an impossibility. Dr. Cobin’s conviction defies scientific reality.”* — Cristián Flores, Ballistics Expert, Policía de Investigaciones

*“The energy calculations alone exonerate Dr. Cobin. A bullet with 0.000162 Joules cannot cause the documented injury. This is basic physics, ignored by the court.”*

### **Legal Experts:**

*BEARING THE CROSS exposes systemic failures endemic to developing judicial systems. This story must be told.* — [Name], Professor of Law, [University]

### **True Crime Authors:**

[Space for blurbs from established true crime writers]

*“Move over, Making a Murderer. BEARING THE CROSS combines compelling narrative with irrefutable forensic evidence. This is true crime at its finest.”* — [Name], Author of [Title]

### **Faith Leaders:**

[Space for endorsements from Christian leaders]

*“Dr. Cobin’s prison ministry transformed lives while he endured the worst injustice imaginable. This is faith under fire—authentic, raw, inspiring.”* — [Name], Pastor/Author

### **Policy Experts:**

[Space for endorsements from libertarian/policy thinkers]

*“This book confirms what libertarians have long argued: state power unchecked leads to tyranny. The forensic evidence is undeniable.”* — [Name], Policy Analyst, [Organization]

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## **17. CONCLUSION: WHY THIS BOOK MATTERS**

***BEARING THE CROSS*** is more than a prison memoir or journal. It’s more than a true crime story. It’s a meticulously documented exposé of systemic judicial corruption, backed by forensic evidence that should exonerate me in any fair court.

This is the story that true crime audiences crave: compelling narrative, irrefutable science, international intrigue, and a protagonist who maintained his faith and humanity through 5.4 years of wrongful imprisonment.

## **What Makes This Project Irresistible:**

✓ **Market-Ready:** True crime is #1 nonfiction category ✓ **Evidence-Based:** 750% physics violations, chemical tampering, video proof ✓ **Global Appeal:** 6 languages already translated; international story ✓ **Platform Strong:** Website traffic growing, podcasts produced, media-ready author ✓ **Multi-Format:** Book, film/TV, podcast, academic—multiple revenue streams ✓ **Cross-Market:** True crime + Christian + policy + international ✓ **Author Credentials:** PhD can explain complex science; lived the story authentically ✓ **Timely:** Criminal justice reform, wrongful conviction awareness at peak interest

## **This book will:**

- Expose Chile's judicial corruption
- Educate readers on forensic science
- Inspire wrongful conviction advocacy
- Encourage faith under persecution
- Entertain with page-turning narrative
- Spark international debate
- Generate significant media attention
- Succeed commercially across multiple formats

**I am ready to partner with a publisher who recognizes this project's extraordinary potential. The manuscript is complete. The evidence is compiled. The platform is building. The market is waiting.**

**The only question is: Will you be the publisher who brings this story to the world?**

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## **CONTACT INFORMATION**

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**Phone:** +56 9 4990 0391 Voice/WhatsApp/Telegram

**Website:** [policyofliberty.com](http://policyofliberty.com)

**Materials Available Upon Request:**

- Complete manuscript (5 volumes, 11 books)
- Forensic evidence portfolio (PDF)
- Video evidence (licensed for use)
- Six-language podcasts
- Press kit with photos, bios, sample chapters
- Comparative titles analysis
- Marketing plan detailed breakdown
- Author CV and bibliography

**Representation:** Currently seeking literary representation for Big 5 and independent publishers.

**Rights Status:**

- All territories except Chile, all languages
- Separate agreement for Italy, Malta, Monaco, San Marino, Vatican, Italian-Switzerland, Slovenia, and Croatia, Eritrea, Ethiopia, Libya
- All languages available (translations complete for 6 major languages)
- Film/TV rights available
- Audio rights available
- Podcast