

Award-Winning Author Lisa Towles, MBA, Launches Story Impact Magazine to Help Writers Build Visibility and Confidence

The new magazine and integrated Story Impact ecosystem provide writers with the market intelligence and professional tools they need to stand out and become memorable in today's crowded publishing world.



Oakland, California Jan 2, 2026 ([IssueWire.com](https://www.issuewire.com)) - Award-winning crime novelist Lisa Towles, MBA, announces the inaugural publication of **Story Impact Magazine**, a premium digital literary journal at the heart of her newly unified creative ecosystem. The Story Impact platform—integrating the magazine with a high-engagement podcast, strategic consulting, and upcoming workshops—represents a "Success Engine" where literary artistry meets high-level business intelligence.

This visionary ecosystem is built upon Towles' unique dual-expertise: twenty years of writing and publishing thrillers combined with extensive leadership in corporate communications for Fortune 500 companies. *Story Impact Magazine* debuts as a quarterly, visually stunning digital flipbook publication, designed intentionally as a horizontal counterpoint to the endless vertical scroll of social media. By encouraging deep engagement over fleeting clicks, the magazine provides a permanent home for strategic discoverability, ensuring authors are professionally represented long after the initial release.

The inaugural January issue, themed "The Podcast Author Showcase," serves as a high-fidelity directory of talent across all fiction genres. Beyond its visual gallery of authors, the magazine features original prose, features, and expert articles on trending topics native to the writing journey—such as market intelligence, author branding, and a deep-dive into "Audiobook Mania." This coordinated approach ensures that contributors are not just seen, but heard and remembered.

View Story Impact Magazine [HERE](#).

The launch of this platform coincides with a landmark moment in Towles' own literary career. Her latest **high-stakes techno-crime thriller, *Switch***, involving quantum computing and corporate espionage, was recently honored with a **Readers' Choice Literary Award**. Hailed for its relentless tension and sharp dialogue, *Switch* marks the gripping conclusion to her acclaimed E&A Investigations series.

To promote the release of *Switch*, Towles will appear at **Book Passage in Corte Madera on Sunday, January 11th at 1:00 p.m.** In conversation with author Ana Manwaring, Towles will discuss the intersection of cutting-edge technology and psychological suspense, share insights into her writing process, and sign copies for readers.

Event Details:

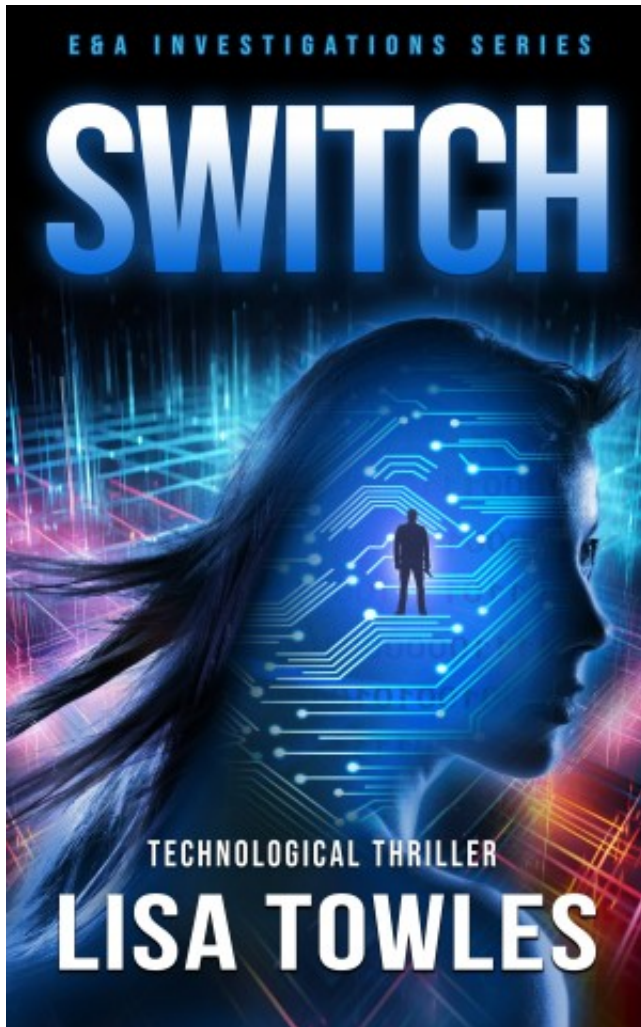
- **What:** Author Talk and Signing for the award-winning thriller *Switch*
- **When:** Sunday, January 11, 2026, at 1:00 p.m.
- **Where:** Book Passage, 51 Tamal Vista Blvd, Corte Madera, CA 94925

For more information on *Story Impact Magazine*, the podcast, and consulting services, visit storyimpactconsulting.com. For details on Lisa Towles' novels and her appearance at Book Passage, visit lisatowles.com.

About Lisa Towles

Lisa Towles is the author of 14 techno-crime and psychological thrillers. She is the founder of Story Impact Consulting and the publisher of *Story Impact Magazine*. Drawing on an MBA in IT Management and a career in corporate communications for Fortune 500 firms, she empowers authors to build authentic brands and navigate the modern publishing landscape with clarity, confidence, and strategic vision.

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Source : Lisa Towles

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