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Unexpectedly in Love & Can't Wait to Read More!

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by
[bluedandelionpress](#)
in [Book Reviews](#)

You know those books that sound pretty good, but you aren't 100% sure the story will fit with what you typically read? I just had that happen again, and I'm so very glad it did! I just finished *Ignition* by Emma Shelford and loved it so much that I immediately subscribed to her newsletter

and read the free novella. When payday arrives, guess what's on my immediate TBR?

This is one of those books I found via an ad on Facebook, and I downloaded book one for free. Honestly, *Ignition* was one of my favorite reads of 2025, and that's saying something because it's been a 5-star year.

Here's This Book Beauty's Review of *Ignition*, Book One in the *Immortal Merlin* Series by Emma Shelford

Ignition is book one in the *Immortal Merlin* series by Emma Shelford and a great way to start a series!

Wait, Merlin, as in THE Merlin?

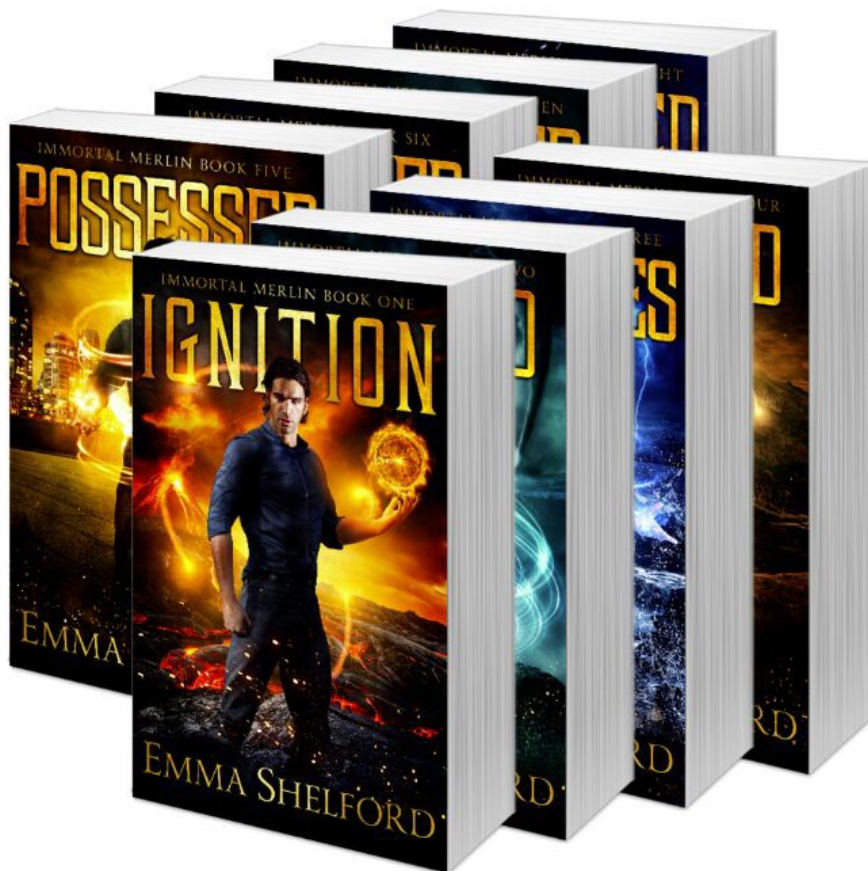
Yes, THAT ONE!

Merlin's seen it all in his extensive life on Earth. He's lived through generation after generation of human lifetimes, utilizing his unique powers and talents to gain favor in different times. Now, though, strange occurrences are causing stress to the Earth, threatening entire populations. Not only that, but various events all point toward events that only Merlin would understand the significance of.

The author did a fantastic job of addressing issues that might plague a man who has survived for multiple generations, loving and losing as any man might. I especially enjoyed the flashbacks where readers were introduced to previous versions of Merlin and the people of his past. I felt his frustration and despair as he contemplated his long life and those he'd lost along the way.

So when book one ended, I joined Emma Shelford's newsletter and downloaded the free novella, set in Costa Rica, 1950s, as Merlin takes time relaxing with a friend. Through this novella, the reader gets to know Merlin and his old friend better, and the author introduces a concept that she addresses in another series.

Perhaps one reason I enjoyed *Ignition* so much was that the story is so different from what I've been reading. The urban fantasy follows a main male character alone, not dual point-of-view; he's magical but not "otherworldly", and he's not necessarily out looking for love. There are some elements of romance, but honestly, it comes down to the story at hand, the things and people Merlin's lost in the past, and his continued dedication to address the world as he sees it.



The great news? The *Immortal Merlin* Series is **COMPLETE** with 8 books and an interconnected series, *Magical Morgan*.

Get the series on Amazon: [Immortal Merlin Complete Series](#)

What book have you read recently that took you by surprise? Drop a comment with the title!

Happy Reading!