

Marketing & Publicity Guidelines for Judson Press Authors

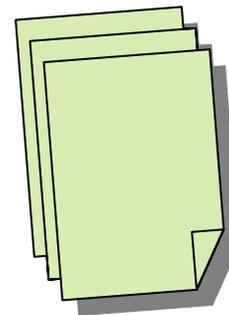
With the booming print-on-demand and self-publishing industries combined with mainstream publishers, literally thousands of new books release each month. In response to this increasingly crowded market for books, publishers are developing a stronger promotional partnership between themselves and their authors.

With this in mind, Judson Press has put together this marketing and publicity guide to let you know (1) what you can expect from us and (2) what we expect from you as we strive to make your book successful.

What You Can Expect from Us: The Marketing Plan

Judson Press establishes a customized marketing plan for each new book it publishes, which typically includes the following elements:

- Promotion to and through key book distributors (which sell to chain, Christian, and independent bookstores as well as libraries)
- Distribution of a detailed **sell sheet** that outlines important information about your book, including:
 - Basic specs (pages, price, ISBN, etc.)
 - Content highlights
 - Target audience
 - Author bio
 - Overview of our marketing plans
- Promotion in a seasonal new release **catalog** produced by Abingdon Press (Abingdon's sales representative present Judson Press titles to the Christian bookstore market)
 - Trade catalog mailed to 5,000+ customers
- Press releases
 - Posted on our website, www.judsonpress.com
 - Sent to the American Baptist Churches USA network
 - E-mailed to our internal list of media contacts
 - Distributed to the wider Christian media network (Religion News Service) and/or mass media market, depending on book topic
- Book reviews
 - Review copies and galleys sent to appropriate publications
- Author interviews
 - Print publications
 - Radio and television
- Online marketing and publicity
 - An individual webpage on www.judsonpress.com
 - E-mail marketing campaign to our list of subscribers (8,000+)
- Print advertising if deemed cost effective and appropriate for the book topic
- Direct mail postcard or brochure if deemed appropriate for the book topic
- Featured inclusion in other appropriate Judson Press brochures or catalogs as appropriate (e.g., Black Church, Baptist Heritage, Small Church, Christian Education, etc.)



- Representation at appropriate conferences and exhibits, whether through Judson’s attendance, shared exhibition space, or an unstaffed display
 - Annual International Christian Retailing Show (formerly CBA, the Christian Booksellers Association)
 - Denominational conferences and workshops, including ABCUSA and several African American denominations
 - Pastor and leadership conferences
 - Professional and trade shows (e.g., Christian Management Assoc., Association of Christian Counselors, Christian library conferences, etc.)

What We Ask of You:

Author Marketing & Promotion Efforts

Judson Press is committed to providing the best marketing and promotional campaign we can—and that requires your involvement! We not only welcome your input and suggestions as we put together your marketing plan, but we consider you an essential partner in the process—from beginning to end!

“But I’m uncomfortable with ‘self-promotion’ and ‘sales’ in general,” you say? Understandable, but consider this: Why are you writing this book?

- You have something important to say.
- You want to make a difference in someone’s life or church.
- Your book is part of your ministry.

By working with us to spread the good news about your book, you are furthering the reach of your own gospel ministry! With that in mind, these are the basic expectations we have of you as our partner in this publishing ministry.

- **Where can we promote your book (with ads, reviews, interviews or articles)?** (Provide answers to the following questions on the marketing questionnaire that accompanied your contract.)
 - What publications do you read and respect?
 - What similar publications might your intended audience read?
 - What about radio or tv programs, e-newsletters, websites, etc., that reach your target audience?
- **Where can you be seen and heard?** You are the best possible advocate for your ministry and salesperson for your book. We want to promote *you* so plan to put on your most extroverted persona and be available when we (or others) call!

- **Interviews related to your book or book topic**
 - Contact whomever you (or your second cousin twice-removed) know in print news, radio, or television.
 - Create a list of the local newspapers and radio/tv programs that might be interested in a local author.
 - Notify your alma mater(s) about their newest alumni to publish a book.
 - Identify and reach out to the broadcast programs or print columns that relate to your book topic and ministry passion.
- **Author appearances as celebrity or expert related to your book**
 - Contact your local bookstores, chain or independent, Christian or secular, to ask about doing a book signing. (We’ll follow up to make arrangements!)



- Approach local colleges, universities, or seminaries about teaching a workshop or seminar related to your book.
- Ask your local libraries, schools, churches, or community centers about opportunities to teach or facilitate a class or workshop. (Be sure to make the most of back-of-room sales!)
- Compile a list of the topics you are interested in talking about. Pass it on to us *and* send it with your author bio to the organizers of related events and organizations in your area.
- Keep Judson Press informed about your travels, for business or pleasure. We will...
 - Post author appearances on www.judsonpress.com and the *Christian Retailing* website
 - Pass along interview or appearance opportunities
 - Arrange an exhibit or display at speaking engagements
 - Schedule book signings at area bookstores or libraries

Note: If you are unable or unwilling to be available for interviews or appearances, please let us know NOW on your marketing questionnaire. Should you be contacted about such an opportunity, it is critical that you respond promptly! We all look bad when a request is unanswered or refused.

One more note: If we ask you to attend any event requiring your travel, we will reimburse you for expenses. If you would like to attend an event related to promoting your book and attendance involves expenses for transportation or lodging, please let us know. Decisions about reimbursement for such events will be made on a case by case basis. See our travel reimbursement policy (attached) for more information.

- **Whom do you know?** Presumably, people who know you will be interested in what you are doing—and they are more likely to share your passion.
 - **We want to reach “your people”!** Provide us with mailing addresses and e-mails so we can send promotions to your:
 - Colleagues in ministry
 - Friends and family
 - Organizations to which you belong
 - Local churches and national denominations with whom you have some relationship—personal or vocational
 - Alumni associations and Greek societies



Note: If you're not comfortable giving us others' personal information, we will provide you with copies of the direct mail piece and electronic versions of the press release or e-mail campaign to send out yourself.

- **Get the people who know and love you best to work for you!** Ask them to:
 - Post a reader review of your book on Amazon.com, Barnesandnoble.com, and Judsonpress.com (and make it a glowing one, of course!)
 - Review or recommend the book on their own websites—we can provide the link to its page on www.judsonpress.com and a graphic image of the cover!
 - Recommend the book to their own circle of influence

- Use the book in their own settings, as appropriate (e.g., Sunday school classes, leadership training, gift-giving, church ministry)
- **What else can you write?** The more that people see your name associated with your ministry passion, the more established you (and your book) become as a valuable and expert resource.
 - **Related articles in magazines and journals**
 - Which publications reach your target audience? (pastors = *Rev!*)
 - Which publications are interested in your topic? (social justice = *Prism*)
 - Request sample copies
 - Obtain writers' guidelines
 - Now develop a portfolio of related articles that are specifically tailored for each audience or publication.
 - Length
 - Voice (academic, conversational, devotional)
 - Purpose
 - When your article is accepted, let us know where and when it will appear!
 - We will send a galley or review copy of the book for possible review.
 - We may also be interested in placing an ad in conjunction with your piece.
 - **Related articles on websites and e-newsletters**
 - Which print publications have websites or electronic counterparts? (Most do, with greater flexibility and space to fill!)
 - Visit the sites and check out submission guidelines.
 - Again, tailor your articles for the audience and the publication's interests.
 - Length
 - Voice (academic, conversational, devotional)
 - Purpose

Note: Online articles are rarely compensated, but they pay off in visibility. Google and other search engines like continually fresh content and links!

Those are the basic “requirements” for Judson Press authors, but with the Internet today, the opportunities for marketing and publicity are endless. To provide you with a starting point, we have created an Author Marketing Kit that has a wealth of valuable suggestions, creative ideas, and helpful articles with more information about many of the strategies outlined here. Contact our marketing department at marketing@judsonpress.com to request your copy.