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# **SUBMISSIONS DOCUMENT**

**(A Book Business Plan For ‘')**

**By**

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### **Key**

**Q:** Question

**A:** Answer

**PA:** Publishing Agency *i.e.* Literary Agency or Publishing House

## **Q1) WHAT ARE THE MAIN FEATURES OF YOUR BOOK?**

**Q1.1** *What is the book's provisional title and subtitle?*

**A1.1** The book's title and subtitle is: -

GOD

()

**Q1.2** *How many pages and words are there?*

**A1.2** It has n pages and n words, including footnotes and endnotes.

**Q1.3** *What is your book about?*

**A1.3** This book is about

**Q1.4** *How did this book originate?*

**A1.4** A fuller explanation as to its origins will be found in its own Introduction.

**Q1.5** *What new ground does it break?*

**A1.5** It breaks new ground by

**Q1.6** *What original argument does it make?*

**A1.6** It argues that

**Q1.7** *What are the book's outstanding features?*

**A1.7** The book's outstanding features include its: -

**A1.7.1** A

**A1.7.2** A

**A1.7.3** A

**A1.7.4** A

**A1.7.5** A

**Q1.8** *What subject does your book cover?*

**A1.8** My book covers

**Q1.9** *What specific topics does it handle?*

**A1.9** It handles such specific topics as: -

**A1.9.1** A

**A1.9.2** A

**A1.9.3** A

**A1.9.4** A

**A1.9.5** A

It does not set out to cover such topics as

**Q1.10** *What purpose does your book serve?*

**A1.10** My book's purpose is to

It applies the biblical teaching of, ().

**Q1.11** *What are its aims?*

**A1.11** It aims to: -

**A1.11.1** A

**A1.11.2** A

**A1.11.3** A

**Q1.12** *What are the book's underlying assumptions?*

**A1.12** The book assumes that: --

**A1.12.1** A

**A1.12.2** A

**A1.12.3** A

**Q1.13** *What are the book's key ideas?*

**A1.13** The book's key ideas are that: -

**A1.13.1** A

**A1.13.2** A

**A1.13.3** A

It elucidates the key principle that

**Q1.14** *How is the content organized?*

**A1.14** The book's content follows a 'linear' structure, characterized by: -

**A1.14.1** A beginning; consisting of

**A1.14.2** A middle; consisting of

**A1.14.3** A climax; consisting of

**A1.14.4** An end; consisting of

**A1.14.5** Appendices consisting of

**A1.14.6** A bibliography

**Q1.15** *Why have the contents been presented in this way?*

**A1.15** The contents have been presented in this specific way to: -

**A1.15.1** A

**A1.15.2** A

**A1.15.3** A

**Q1.16** *Are there any charts, graphs, illustrations, photographs or tables?*

**A1.16** There are

**Q1.17** *Are coloured pages or boxed sub-sections present in this book?*

**A1.17** None are present in this particular book.

**Q1.18** *Are summaries and exercises used?*

**A1.18** Summaries are used

**Q1.19** *Are footnotes and appendices present?*

**A1.19** Yes, where deemed necessary and helpful<sup>1</sup>

**Q1.20** *Are sources listed in a Bibliography?*

**A1.20** Yes, sources are listed in a Bibliography with any citation using the Harvard Reference System.

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<sup>1</sup> Footnotes are present in the bottom of the page in order to facilitate reference

**Q1.21** *What will your 'Back Cover' explanation say?*

**A1.21** My 'Back Cover' explanation will state, “.”

**Q1.22** *What descriptive slogan captures the essence of your book?*

**A1.22** An apt descriptive slogan would state; 'The book that '

**Q1.23** *Will it be hardback or paperback?*

**A1.23** Both types of cover would be acceptable

**Q1.24** *How many times has this book been edited?*

**A1.24** It has been proof read several times by both myself and a close associate. Care has been taken to gain independent criticism from responsible and trusted third parties.

**Q1.25** *What work needs to be done on the manuscript?*

**A1.25** Hopefully very little; the Introduction may have to be shortened (and possible conversion made from UK to US English usage). A final proof read should remove any remaining errors.

## **Q2) HOW WILL YOUR BOOK AFFECT ITS READERS?**

**Q2.1** *What makes this book stand out?*

**A2.1** This book stands out because

**Q2.2** *How will your book generate interest in its prospective readership?*

**A2.2** This book should generate interest in its prospective readership because: -

**A2.2.1** A

**A2.2.2** A

**A2.2.3** A

**Q2.3** *What skills and abilities will prospective readers require for this book?*

**A2.3** Those using this book will need to possess a fairly good standard of literacy and some knowledge of the Bible would help.

**Q2.4** *What are readers likely to gain from reading this book?*

**A2.4** By reading this book readers are likely to gain: -

**A2.4.1** A

**A2.4.2** A

**A2.4.3** U

They should gain a greater ability to

**Q2.5** *What emotions could it provoke?*

**A2.5** Amongst open-minded readers it could provoke feelings of awe and reverence,

**Q2.6** *What changes in the reader does it hope to produce?*

**A2.6** 'N' hopes to produce the following changes in the reader: -

**A2.6.1** Intellectually, it should

**A2.6.2** Emotionally, it should

**A2.6.3** Volitionally, it should

**A2.6.4** Spiritually, it should

**Q2.7** *Why should people buy 'N'?*

**A2.7** People should buy 'N' because it: -

**A2.7.1** A

**A2.7.2** A

**A2.7.3** A

**Q2.8** *Where do you expect your book to sell best?*

**A2.8** I expect 'N' to sell best in: -

**A2.8.1** Over the short term (i.e. within the next decade)

**A2.8.2** over the longer term (i.e. after the next decade)

**Q2.9** *Why do you expect your book to sell best in the above-mentioned locations?*

**A2.9** I expect it to sell best in the above-mentioned locations because: -

**A2.9.1** T

**A2.9.2** T

**Q2.10** *What distribution outlets will it use?*

**A2.10** Its most likely distribution outlets will be: -

**A2.10.1** Over the short term; academic and Christian Bookshops, Educational Institutions, Libraries and Religious Communities

**A2.10.2** Over the longer term; by agents, replicating and distributing this material when Christian Churches are forced to go underground due to Global persecution

**Q2.11** *Why do you think this book should be published?*

**A2.11** This book should be published because

agencies in the undeveloped world.

### **Q3) WHO ARE YOUR PROSPECTIVE AUDIENCE?**

**Q3.1** *Whom would you like to reach in the short term?<sup>2</sup>*

**A3.1** I would like to reach Westerners most like myself with an active interest in education and culture

**Q3.2** *Why would you like to reach this audience?*

**A3.2** Such an audience represents a natural '*beginning*' and also applies the biblical strategy of initially reaching out to those most like oneself in terms of culture and background (Acts 1:8)

**Q3.3** *What is their most likely profile?*

**A3.3** Their most likely profile would consist of: -

**A3.3.1 Gender:** Mixed, with a slightly higher proportion of men

**A3.3.2 Age:** 35-60 with a sprinkling of older people and younger students – possibly with a view to entering some form of Christian ministry.

**A3.3.3 Occupation:** Student, educated, literate, professional (including the Christian ministry) – with a high proportion of intellectuals

**A3.3.4 Socio-Economic Status:** Mainly middle to upper middle class with some members of the aspiring working class; will enjoy a high level of education and be influential in their professions.

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<sup>2</sup> i.e. meaning those within a decade of publication

**A3.3.5 Background:** Urban dwellers who are either single or married with families; in some cases living in religious communities

**A3.3.6 Ambition:** To enhance their knowledge and professional skills. Strongly motivated to learn and possibly disaffected with the present condition of the Church

**A3.3.7 Potential:** To influence theological and other forms of education

**A3.3.8 Possible Threats:** Redundancy, social marginalisation, poverty and loss of respectability due to a worsening economic and political climate

**A3.3.9 Type of Faith Preferred:** Rational and structured with scope given for emotional release and the more experiential aspects of religion. They will be conservative rather than liberal in theological outlook; with a more thoughtful and reflective approach to Christianity

**A3.3.10 Orientation:** Socially conservative with pro-family values.

**A3.3.11 Portrait:** Upper working to upper middle class, with a background in education and a keen interest in church and cultural affairs. Of a studious disposition, they will make extensive use of libraries as well as the Internet. Micklethwait and Wooldridge (2009) provide a fuller picture of the type of people I hope to reach in the fifth chapter of their book *'God is back.'*

**Q3.4** *Why may this audience choose to use your book?*

**A3.4** This particular audience may choose to use my book: -

**A3.4.1** For private devotion

**A3.4.2** As an aide-memoir for scripture verses

**A3.4.3** As a tool of reference to gain a greater understanding of theology

**Q3.5** *What benefits may your book offer this audience?*

**A3.5** My book offers them the following benefits: -

**A3.5.1** An opportunity to engage with a wide range of biblical doctrines

**A3.5.2** A non-hierarchical approach to worship

**A3.5.3** A clear demonstration of how liturgies (and their creeds) represent an accurate and practical application of scripture

**A3.5.4** Intellectual stimulation

**A3.5.5** Greater resistance to false teaching

**Q3.6** *What are the best ways to reach this audience?*

**A3.6** The best ways to reach this audience are through: -

**A3.6.1** Academic and Christian Bookshops

**A3.6.2** Educational and Public Libraries

**A3.6.3** Publicity on the Internet

**Q3.7** *Whom would you like to reach in the longer term?*<sup>3</sup>

**A3.7** I would wish to reach those in the developing nations, having the ability and drive to shape their own future

**Q3.8** *Why would you like to reach this audience?*

**A3.8** I would like to reach this audience because it's with them that the long-term future of Christianity appears to lie. I would also be applying the strategy of Acts 1:8, by attempting to reach *'the uttermost parts of the Earth.'* I would make contact with this audience only after I've done all I can to reach out to people in my home city in the North of England, (*'Jerusalem'*), my own country – the United Kingdom (*'Judaea'*) and America (*'Samaria'*).

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<sup>3</sup> *i.e.* within the next 11-30 years

**Q3.9** *What is their most likely profile?*

**A3.9** Their most likely profile would consist of: -

**A3.9.1 Gender:** Mixed – with a slightly higher proportion of men

**A3.9.2 Age:** 20-45 – with a sprinkling of older people

**A3.9.3 Occupation:** Student, educated, literate, professional – with a high proportion of intellectuals

**A3.9.4 Socio-Economic Status:** Aspiring middle and upper working class, either self-taught (having a strong motivation to learn) or with a high level of education. Will be natural *'change agents'* and community leaders

**A3.9.5 Background:** Migrant or first and second generation urban dwellers, either single or married with families. May come from impoverished backgrounds

**A3.9.6 Ambition:** To improve both themselves and the communities in which they live

**A3.9.7 Potential:** To influence both the upper and lower tiers of their society

**A3.9.9 Possible Threats:** Violent disorder and persecution from corrupt governments and other religious, ethnic or tribal communities. Also, difficulty in providing basic necessities for their families

**A3.9.9 Type of Faith Preferred:** Theological values regarded as a basis for social action (*i.e.* to directly challenge the injustices found in their society). Socially and politically active with some scope given for emotional release via the more experiential aspects of religion.

**A3.9.10 Orientation:** Socially conservative with pro-family values. Will possess a strong work ethic and be concerned with community improvement. They will have a particular interest in.

**A3.9.11 Portrait:** Middle Eastern or Asian with some African and Chinese features. Their wives, if not busy with their careers or with raising children will be very active in their community. Both men and women will be practically capable.

I am aiming for *'third world'* versions of my great Grandfather (a successful Victorian businessman) and his younger brother (a Victorian school teacher). There is also more than a passing resemblance to some of my mature overseas students. Followed once more is the biblical strategy of opening-up fresh areas by beginning with those most like myself, (Acts 1:8).

*Why may this audience choose to use your book?*

**A3.10** This particular audience may choose to use my book for: -

**A3.10.1** P

**A3.10.2** P

**A3.10.3** A

**Q3.11** *What benefits does your book offer this audience?*

**A3.11** My book offers this audience the following benefits: -

**A3.11.1** A

**A3.11.2** P

**A3.11.3** P

**Q3.12** *What are the best ways to reach this audience?*

**A3.12** The best ways to reach this audience are through: -

**A3.12.1** A

**A3.12.2** P

**A3.12.3** P

## **Q4) WHAT ABOUT MARKETING?**

### **Q4.1 Have you any experience in Marketing and Sales?**

**A4.1** I've had experience in both marketing and in selling such things as Christian books, consumer goods, financial policies, engineering products and my own teaching services.

### **Q4.2 Do you have any special contacts?**

**A4.2** My special contacts include: -

**A4.2.1** A university librarian

**A4.2.2** A local preacher

**A4.2.3** Three particular Christian Organizations

### **Q4.3 Do you have any quantitative data to support your plan?**

**A4.3** Supporting quantitative data can be found by visiting Google and keying in 'church attendance figures' (or 'number of born again Christians') for different continents. I also regularly refer to the statistical information produced by 'Quadrant Magazine' (published by 'Christian Research').

### **Q4.4 Do you have any qualitative data to support your plan?**

**A4.4** Supporting qualitative data can be found within a wide range of reading. Two representative examples include: -

A ()

A:

A

ISBN:

A ()

A:

A

ISBN:

### **Q4.5 How is the current global economic crisis (2009) likely to affect sales?**

**A4.5** The current global economic crisis is likely to generate an inner sense of personal need which, in turn, should actually accelerate sales. A review of the 2008 'Intel Report' would suggest that books tend to be a fairly 'inelastic' product and will often substitute for the more luxurious items which consumers have had to forgo because of financial constraints.

### **Q4.6 What is your marketing plan?**

In terms of the 'The Marketing Mix' my plan is to make: -

The product attractive

The price affordable

The place accessible

The promotion appropriate

In terms of the 'The Communication Mix,' my plan is to: -

**A4.6.1** Ensure the back cover is attractive but not too 'religious'

**A4.6.2** Develop an effective 'marketing information system' to monitor progress

**A4.6.3** Provide 'press releases' and personalised letters to Christian Organizations

**A4.6.4** Use 'Below the Line' advertising via contacts within churches, educational institutions, libraries, and Christian Organizations

**A4.6.5** Personally sell to local shops in order to gauge response (on a 'sale or return' basis)

**A4.6.6** Network amongst key contacts at Christian events

**A4.6.7** Offer discounts to those having provided contacts or detailed criticism

- A4.6.8** Create and/or seize upon every naturally occurring opportunity, whenever possible  
**A4.6.9** Monitor and review progress on a bi-annual basis  
**A4.6.10** Further 'Test market' of particular excerpts should this be deemed necessary

## **Q5) WHO ARE YOUR COMPETITORS?**

**Q5.1** *Who or what is your competition?*

- A5.1** My competition may include: -  
**A5.1.1** The  
**A5.1.2** The  
**A5.1.3** The

**Q5.2** *How does your book differ from rival publications?*

- A5.2** My book differs from rival publications because it: -  
**A5.2.1** H  
**A5.2.2** M  
**A5.2.3** M

**Q5.3** *What unmet needs does your book hope to fulfil?*

- A5.3** My book hopes to fulfil the need for: -  
**A5.3.1** G  
**A5.3.2** G  
**A5.3.3** G

**Q5.4** *What special advantages does your book offer?*

- A5.4** The book's special advantages include its ability to: -  
**A5.4.1** E  
**A5.4.2** P  
**A5.4.3** Be

**Q5.5** *Is your book 'in tune' with the times?*

- A5.5** My book is 'in tune' with the times because it's designed to

**Q5.6** *Will it 'date' quickly?*

- A5.6** Overall, this book should date fairly slowly as its designed to become a 'spiritual classic'

**Q5.7** *How big is your prospective market?*

- A5.7** My prospective market is likely to be

**Q5.8** *Would prospective customers include corporate establishments like libraries?*

- A5.8** Yes, especially the libraries of Educational Institutions or those in City Centres

**Q5.9** *What price are customers likely to pay?*

- A5.9** The price will be in the range of £ for hardback and £ for paperback.

## **Q6) WHAT ARE THE MARKETING OPPORTUNITIES AND THREATS?**

**Q6.1** *What opportunities are likely to exist for the sale of your book in the Western World?*

- A6.1** The most likely opportunities for the sale of my book in the western world include: -  
**A6.1.1** A  
**A6.1.2** A  
**A6.1.3** A

**Q6.2** *What opportunities are likely to exist for the sale of your book in the Developing World?*

**A6.2** The most likely opportunities for the sale of my book in the developing world include: -

**A6.2.1** A

**A6.2.2** A

**A6.2.3** A

**Q6.3** *Are there any 'threats' to your books selling well?*

**A6.3** Other than competition, possible threats to my books selling well include: -

**A6.3.1** Crooked or incompetent PAs

**A6.3.2** Time-wasting contacts

**A6.3.3** Religious cranks

**A6.3.4** Jealous rivals

**A6.3.5** Those with a vested interest in actively maintaining corrupt forms of Christianity

**A6.3.6** Those propagating the cult of '*political correctness*'

**A6.3.7** Militants from non-Christian Faiths

**A6.3.8** Political and religious representatives of any future '*New World Order*'

## **Q7) WHAT SAMPLES WILL BE SENT?**

**Q7.1** *What book extracts were selected and why?*

**A7.1** The following extracts were selected as being typical of the wider whole: -

**A7.1.1** from '*Part A*'

(Along with a Title and Contents page, these samples can be found in PDF format on my web site.)

**Q7.2** *Will you send further samples if requested?*

Yes, as long as there's a named person to whom it can be sent.

**Q7.3** *Are you willing to send a full manuscript?*

**A7.3** Yes, as long as it's been definitely requested and there's: -

**A7.3.1** A named person to whom it can be sent

**A7.3.2** Reassurance that it won't remain unread in a '*slush pile*'

**A7.3.3** Definite preferences stipulated concerning its spacing, format and font size

**Q7.4** *What other details are you willing to send?*

If requested, I'm willing to send a copy of my CV, details of my Christian experience and a list of my previous publications.

**Q7.5** *Any further comments?*

**A7.5** I would commend '*N*' for your respectful consideration because of its marketability and capacity to express biblical teaching in a creative manner.

## **BIBLIOGRAPHY**

### **Book List**

A ()

:

P

ISBN: