

# PUBLICITY AND MARKETING SERVICES

## **THE ADAMS GROUP** | GINA ADAMS

6688 Nolensville Rd. 108-149, Brentwood, TN 37027 | 615-776-1590  
*gina@adamsprgroup.com* | *www.adamsprgroup.com*

**Contact:** email, phone

**Services:** public relations, marketing, and social-media management for Christian fiction, nonfiction, and children's books

**Charges:** flat rate

**Credentials/experience:** In the Christian marketplace for nearly three decades, representing Christian singers, bands, films, authors, speakers, and major conference events. Membership in National Religious Broadcasters and Evangelical Press Association.

## **AUTHOR SUPPORT SERVICES** | RUSSELL SHERRARD

Carmichael, CA | 916-967-7251  
*russellsherrard@reagan.com* | *www.sherrardsebookresellers.com/WordPress/author-support-services-the-authors-place-to-get-help*

**Contact:** email

**Services:** Twitter and Facebook marketing, submitting URL to search engines; working with Christian books, e-books, fiction, and nonfiction

**Charges:** flat fee

**Credentials/experience:** Writing and editing since 2009; currently providing freelance services for multiple clients.

## **THE BLYTHE DANIEL AGENCY, INC.** | BLYTHE DANIEL

PO Box 64197, Colorado Springs, CO 80962-4197 | 719-213-3427  
*blythe@theblythedanielagency.com* | *www.theblythedanielagency.com*

**Other publicist:** Stephanie Alton, *stephanie@theblythedanielagency.com*, blog content manager

**Contact:** e-mail

**Services:** range of publicity campaigns utilizing broadcast and print media and the Internet, including blogs, websites, online magazines, and online broadcasts; working primarily with adult and young-adult nonfiction

**Charges:** customized by campaign

**Credentials/experience:** We have personal relationships with hundreds of media outlets that we have developed over the past 20 years in the business. Through our relationships, understanding of the changing media landscape, and careful selection of content we promote, we are able to provide our clients more opportunities to bring recognition to their books. Blythe worked 5 years as the publicity director and 2 years as the marketing director for Thomas Nelson.

**CHRISTIAN SMALL PUBLISHERS ASSOCIATION (CSPA) | SARAH BOLME**

PO Box 481022, Charlotte, NC 28269 | 704-277-7194  
*cspa@christianpublishers.net | www.christianpublishers.net*

**Contact:** email

**Services:** Founded in 2004, CSPA is an organization for small publishers producing materials for the Christian marketplace. We help small publishers and independently published authors market their books, including at trade shows for members.

**EBOOKS PUBLISHING | CHERI COWELL**

Oviedo, FL | 407-712-3431  
*Cheri@ebookspublishing.com | www.ebookspublishing.com*

**Contact:** email

**Services:** marketing coaching that includes branding, website/blog, and social media; works with fiction, nonfiction, children's

**Charges:** flat fee

**Credentials/experience:** Traditionally published author who now owns a self-publishing company that also offers this coaching service because it is what I wish I had: one-on-one coaching.

**ENLIVEN YOUR TRIBE! | BRIAN ALLAIN**

Freehold, NJ | 732-637-9399  
*brian@enlivenyourtribe.com | enlivenyourtribe.com*

**Contact:** email

**Services:** platform development, strategic marketing, social-media marketing, consulting

**Charges:** flat fee

**Credentials/experience:** Frederick Buechner Center, Writing For Your Life, [www.linkedin.com/in/brianallain](http://www.linkedin.com/in/brianallain)

**LITFUSE PUBLICITY GROUP | AMY LATHROP**

14820 Greenwood Ave. N., Shoreline, WA 98133 | 903-874-8363

[info@litfusegroup.com](mailto:info@litfusegroup.com) | [www.litfusegroup.com](http://www.litfusegroup.com)

**Other publicists:** Audra Jennings, [audra@litfusegroup.com](mailto:audra@litfusegroup.com); Caitlin Wilson, [caitlin@litfusegroup.com](mailto:caitlin@litfusegroup.com)

**Contact:** email

**Services:** publicity, blog tours, online events, social-media management and consulting, launch teams, and author-assist services; working with fiction and nonfiction

**Charges:** package rates for combined services, social-media and author-assist rates vary based on needs

**Credentials/experience:** Our clients have included Thomas Nelson, Zondervan, Tyndale, WaterBrook Multnomah, Kregel, Abingdon, and many other Christian publishers.

**MCCLURE/MUNTSINGER PUBLIC RELATIONS |**

PAMELA MCCLURE AND JANA MUNTSINGER

PO Box 804, Franklin, TN 37065 | 615-595-8321

[info@mmpublicrelations.com](mailto:info@mmpublicrelations.com) | [www.mmpublicrelations.com](http://www.mmpublicrelations.com)

**Contact:** email

**Services:** customized publicity campaigns with any book they like; rarely work with self-published authors

**Charges:** customized by campaign

**Credentials/experience:** Former clients include all major publishers.

We work with all types of media from print to television to internet to radio, including mainstream and religious media. Our favorite projects are those we can promote to both religious and mainstream national media. After more than 40 combined years of book publicity, we have long and strong relationships with dozens of editors, writers, and producers. We specialize in knowing how to place religious books in Christian and general-market media, traditional outlets, and online.

**MEDIA CONNECT | SHARON FARNELL**

301 E. 57th St., New York, NY 10022 | 212-593-6337

[sharon.farnell@finnpartners.com](mailto:sharon.farnell@finnpartners.com) | [www.media-connect.com](http://www.media-connect.com)

**Contact:** email

**Services:** full-service book publicity firm: TV and radio campaigns, print, online, book tours, etc.; primarily working with nonfiction but also children's books and some fiction titles. We have several specialties, including our Faith Division, as well as business, sports, health, parenting, etc.

**Charges:** flat rate

**Credentials/experience:** More than 50 years of experience with book publicity.

## **SIDE DOOR COMMUNICATIONS** | DEBBIE LYKINS

Menomonee Falls, WI | 224-234-6699

*deb@sidedoorcom.net* | *www.sidedoorcom.net*

**Contact:** email

**Services:** Media relations, working with both Christian and traditional media, as well as online media and bloggers. We focus primarily on Christian nonfiction titles and the occasional novel. We primarily work on traditionally published titles but will consider self-published titles. We look for well-written, well-edited books on topics that we believe will be of interest to the media. We also consider the author's credentials on the subject. No self-published novels.

**Charges:** project fee

**Credentials/experience:** More than two decades of experience in marketing, public relations, and communications, with more than 15 years in Christian book publicity. Authors represented have been featured in numerous media outlets.

## **VERITAS COMMUNICATIONS** | DON S. OTIS

PO Box 1505, Sandpoint, ID 83864 | 719-275-7775

*don@veritasincorporated.com* | *www.veritasincorporated.com*

**Contact:** email

**Services:** Christian publicity for authors, publishers, and not-for-profits. Specializing in Christian and conservative titles or organizations, issues-driven products, marriage and family. Emphasis on nonfiction with fiction on a case-by-case basis, depending on the issues covered by the book and expertise of the author.

**Charges:** flat fee

**Credentials/experience:** Freelance publicist since 1991. Former television and radio producer, author of six books, speaker at numerous conferences and seminars. Have booked 30,000 interviews for more than 1,000 authors and organizations.

**WILDFIRE MARKETING** | ROB EAGAR

3625 Chartwell Dr., Suwanee, GA 30024 | 770-887-1462

*Rob@StartaWildfire.com* | *www.StartaWildfire.com*

**Contact:** phone

**Services:** Trains writers to (1) build a complete marketing plan; (2) build a website that attracts readers, grows their platform, and increases book sales; (3) create a memorable brand that sets them apart in a crowded marketplace; (4) develop powerful keynote speeches to garner higher speaking fees; (5) capture more media coverage and turn interviews into book sales; (6) establish partnerships with high-profile organizations for exponential growth; (7) coordinate efforts with their publishers to maximize resources and promotional tools; and (7) create new products and services that dramatically boost income. Does not consult with aspiring, independent, or self-published authors.

**Charges:** flat fee

**Credentials/experience:** Rob has helped more than 400 authors, including *New York Times* bestsellers, and has consulted with numerous publishing houses. He's helped B-level authors become bestsellers and helped bestselling authors expand their book sales even more. He is the author of *Sell Your Book Like Wildfire*.

