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

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

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.

EABOOKS PUBLISHING | CHERI COWELL
Oviedo, FL | 407-712-3431
Cheri@eabookspublishing.com | www.eabookspublishing.com

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

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

**LITFUSE PUBLICITY GROUP | AMY LATHROP**
14820 Greenwood Ave. N., Shoreline, WA 98133 | 903-874-8363
info@litfusegroup.com | www.litfusegroup.com

**Other publicists:** Audra Jennings, audra@litfusegroup.com; Caitlin Wilson, 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 | 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 | 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.