

PUBLICITY AND MARKETING SERVICES

THE ADAMS GROUP | GINA ADAMS

6688 Nolensville Rd., Ste. 108-149, Brentwood, TN 37027

615-776-1590

gina@adamsprgroup.com | *www.adamsprgroup.com*

Contact: email

Services: public relations, social-media marketing, press kits, press releases, contributed content, broadcast interviews, book trailers

Books: all faith-based genres

Charges: custom

Credentials/experience: “Gina Adams has served in the faith-based marketplace for three decades, representing Christian artists, musicians, bands, comedians, producers, films, authors, speakers, pastors, and major conference events. She has served in various capacities, including artist management, artist booking, event promotion, corporate publicist for a major record label, and public relations representative. In 1994, Gina formed The Adams Group, an independent PR and marketing firm dedicated to working with Christian communicators who need assistance with promoting their products and increasing their national exposure.

“Gina is a member of National Religious Broadcasters, as well as the Evangelical Press Association. She holds a B.S. degree in business and marketing from Murray State University and recently earned a certificate in Christian apologetics from Biola University. She holds an Expert Rating Certification in Social Media Marketing and is also certified for Inbound Marketing by Udemy.”

AUDRA JENNINGS PR

703 Lexington Dr., Corsicana, TX 75110 | 903-874-8363

ajenningspr@gmail.com | *www.audrajennings.com*

Contact: email

Services: publicity (Christian radio, TV, publications, and internet); blog tours; author-assist services, including social-media management

Specialty: Christian titles to Christian media

Books: nonfiction, fiction, children's

Charges: flat fees for most services, hourly rates for author-assist services

Credentials/experience: "I have been working in Christian publishing for more than sixteen years. I started off doing agency work with The B&B Media Group and Litfuse Publicity. In addition to my current work as a freelancer, I am on staff with New Growth Press. Over the years, I have worked with all the major Christian publishers in one way or another."

AUTHOR MEDIA | THOMAS UMSTATTD, JR.

PO Box 5690, Austin, TX 78763 | 512-582-7290

thomas@authormedia.com | *www.authormedia.com*

Contact: website form

Services: marketing consulting, web development, branding, web design

Books: fiction, nonfiction, children's

Charges: flat fee, hourly rate

Credentials/experience: More than ten years of experience, included in "101 Best Websites for Authors" by Writer's Digest.

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

Books: Christian e-books, fiction, nonfiction

Charges: flat fee

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

BANNER LITERARY | MIKE LOOMIS

Mike@MikeLoomis.co | *www.MikeLoomis.co*

Contact: email, website form

Services: book-launch planning, press releases, branding, marketing campaigns, endorsements, guest blogging, and article placement

Specialty: branding and marketing strategy

Books: nonfiction

Charges: flat fee, custom

Credentials/experience: “Because of my twenty years of experience in publishing and marketing, I help authors refine their ideas, polish their work, and reach their audiences. I’ve worked with *New York Times* best-selling authors and publishers (Simon and Schuster, Multnomah, Zondervan, Random House, Nelson, NavPress, and Penguin), but I am most energized by helping first-time authors. I’m the author of two books, *Your Brand Is Calling* and *My Book Launch Planner*.”

THE BLYTHE DANIEL AGENCY, INC . | BLYTHE DANIEL

PO Box 64197, Colorado Springs, CO 80962-4197 | 719-213-3427

email through website | www.theblythedanielagency.com

Other publicist: Stephanie Alton, stephanie@theblythedanielagency.com, literary and marketing agent

Contact: email

Services: range of publicity campaigns utilizing broadcast and print media and the internet, including blogs, websites, online magazines, TV and radio interviews, and book reviews

Books: primarily 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 last 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 book(s).” Blythe worked five years as the publicity director and two years as the marketing director for Thomas Nelson.

BROOKSTONE CREATIVE GROUP | SUZANNE KUHN

PO Box 211, Evington, VA 24550 | 302-514-7899

www.brookstonecreativegroup.com

Contact: website form

Services: Amazon optimization, social-media assessment and consulting, video interviews, email and digital marketing, search-engine optimization

Books: all

Charges: flat fee, custom rate

Credentials/experience: Suzanne has more than thirty years of book-specific experience. Brookstone is an expansion of her promotion business, SuzyQ, with a team of almost two dozen professionals who bring a wide range of knowledge and experience to help you get published.

CHRISTIAN SMALL PUBLISHERS ASSOCIATION |

SARAH BOLME

PO Box 481022, Charlotte, NC 28269 | 704-277-7194

cspa@christianpublishers.net | www.christianpublishers.net

Contact: email

Services: information and tools for success in publishing and marketing for independent authors, including cooperative marketing and cost savings

Books: all Christian

Charges: membership fee plus costs for cooperative marketing

Credentials/experience: “CSPA has been representing, strengthening, and promoting small publishers and independently published authors in the Christian marketplace since 2004.”

EBOOKS PUBLISHING | CHERI COWELL

Oviedo, FL | 407-712-3431

Cheri@ebookspublishing.com | www.ebookspublishing.com

Contact: email

Services: marketing coaching that includes branding, website and blog, and social media

Books: 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

brian@enlivenyourtribe.com | enlivenyourtribe.com

Contact: email

Services: platform development, marketing

Books: all spiritual genres

Charges: custom rate

Credentials/experience: “We have helped many authors significantly expand their platforms, including Frederick Buechner, Kathleen Norris, Diana Butler Bass, and the Marcus Borg Foundation, as well as many authors just getting started.

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, including radio, TV, internet, and social media

Books: any book they like

Charges: customized by campaign

Credentials/experience: “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

farnells@plannedtvarts.com | www.media-connect.com

Contact: email

Services: full-service book publicity firm with TV and radio campaigns, print, online, book tours, etc.

Books: Christian and general market, primarily nonfiction but also children’s and some fiction

Charges: custom rate

Credentials/experience: “Since joining the company in 1997, Sharon has been instrumental in helping faith-based authors and publishers reach both the Christian and mainstream audience. She has successfully placed her clients in a variety of top media outlets.”

SERVE LITERARY & MEDIA

2255 Memorial Blvd. #12238, Murfreesboro, TN 37129 | 615-258-5581

judy@serveliterary.com | serveliterary.com

Contact: email, website form

Services: book publicity, author representation/consultation, digital marketing

Specialties: Christian living, culture, and faith books

Charges: custom rates

Credentials/experience: “As a twenty-year PR and media specialist with a background in entertainment/music and books, Judy has a fresh, unique perspective when planning a full-service publicity campaign for authors and their projects. Over the years, she’s secured media for clients at nearly every major media outlet in the country. Judy came to SERVE from Thomas Nelson imprint W Publishing Group, where she worked as Director of Publicity and led campaigns for top-selling authors.”

SIDE DOOR COMMUNICATIONS | DEBBIE LYKINS

224-234-6699

email through website | www.sidedoorcom.net

Contact: email, phone

Services: media relations, working with both Christian and traditional media, as well as online media and bloggers

Books: “We focus primarily on Christian nonfiction titles and the occasional novel. 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: custom fee

Credentials/experience: More than two decades of experience in marketing, public relations, and communications, with more than fifteen 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, phone, website form

Services: schedule radio and television interviews, write and distribute media releases, author training, website representation, travel tracking, select convention representation

Specialty: rapid-response releases to the media on newsworthy issues and events

Books: primarily Christian nonfiction and selective conservative titles, some fiction if it is issue-driven

Charges: flat fee, offers ministry discount

Credentials/experience: “Thirty years of publicity work. Traditionally published author of five books with more than 600 radio interviews. Experienced radio and television producer, radio host, and manager for the Voice of Hope Radio Network.”

WILDFIRE MARKETING | ROB EAGAR

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

Rob@StartaWildfire.com | www.StartaWildfire.com

Contact: phone, email

Services: Rob Eagar is one of the top experts on all facets of book marketing, including book launches, author websites, email marketing, social media, public speaking, and author-revenue growth

Specialty: book marketing

Books: all genres

Charges: flat fee

Credentials/experience: “Rob Eagar is the founder of Wildfire Marketing, a consulting practice that has coached more than 450 authors and helped books hit The New York Times best-seller list in three different categories: new fiction, new nonfiction, and backlist nonfiction. His company has attracted numerous bestselling authors, including Dr. Gary Chapman, Lysa TerKeurst, DeVon Franklin, Wanda Brunstetter, and Dr. John Townsend.”

