

Dear Prospective Author,

Thank you for your interest in the *Exponential* Series with Zondervan.

The interest in church planting has grown significantly in recent years. The need for new churches has never been greater. At the same time, the number of models and approaches are expanding. To address the unique opportunities of churches in this landscape, Exponential, in partnership with Leadership Network and Zondervan, launched the [*Exponential Series*](#) in 2010.

Books in this series tell the reproducing church story, celebrate the diversity of models and approaches God is using to reproduce healthy congregations, highlight the pioneering practices of healthy reproducing churches, and equip, inspire and challenge Kingdom-minded leaders with the tools they need in their to engage in the journey of becoming reproducing church leaders.

Exponential has had a strong start through the inaugural titles: [*Exponential: How You and Your Friends Can Start a Missional Church Movement*](#), by Dave Ferguson and Jon Ferguson, and [*AND: The Gathered and Scattered Church*](#) by Hugh Halter and Matt Smay.

With this packet of materials and information you will be able to determine whether your book concept might be appropriate for the *Exponential* Series. Authors who fit this profile will be offered special assistance in preparing their book proposal for consideration by the series editors. Each title selected for publication will also benefit from a significant marketing plan that includes the commitment of both Zondervan and Leadership Network to provide creative marketing programs specially tailored for your book.

We hope that this “Prospective Author Kit” will be helpful to you, and that you will give serious consideration to the *Exponential* Series when you are looking for a publisher for your new book.

Sincerely,

Greg Ligon

Greg Ligon
Publisher
Leadership Network

Mark Sweeney

Mark Sweeney
Director of Publishing
Leadership Network

Paul Engle

Paul Engle
Senior Vice President and Publisher
Church, Academic and Reference Resources
Zondervan

Todd Wilson

Todd Wilson
Director
Exponential

The



A Co-Publishing Venture Between



Leadership  Network[®]



WRITING AND PUBLISHING INFORMATION
FOR PROSPECTIVE AUTHORS

Revised March 2011

WRITING AND PUBLISHING INFORMATION FOR PROSPECTIVE AUTHORS

A Co-Publishing Venture Between
Exponential Network, Leadership Network and Zondervan

About the *Exponential Series*

The interest in church planting has grown significantly in recent years. The need for new churches has never been greater. At the same time, the number of models and approaches are expanding. To address the unique opportunities of churches in this landscape, Exponential Network, in partnership with Leadership Network and Zondervan, launched the *Exponential Series* in 2010.

Books in this series:

- Tell the reproducing church story
- Celebrate the diversity of models and approaches God is using to reproduce healthy congregations
- Highlight the innovative and pioneering practices of healthy reproducing churches
- Equip, inspire and challenge Kingdom-minded leaders with the tools they need in their journey of becoming reproducing church leaders

What distinguishes authors in the Leadership Network book series?

1. **Selection.** A rigorous selection process ensures that each author brings experience, accomplishment and precision to his or her work. In an age in which almost everyone seems to claim expertise, Leadership Network authors are different. We publish only leading thinkers and practitioners who have earned the position and platform from which they speak.
2. **Subject.** Leadership Network looks beyond fads and trends to explore the emerging ideas that will determine the future of innovative church ministry. Rather than shy away from controversial and unsettled questions, our authors meet them head-on with reason, clarity and context.
3. **Substance.** Leadership Network authors deliver real, substantive thinking. On every page, our authors both respect and challenge the reader. The goal is never to attack, but rather to engage. Our books consistently examine the most promising innovations that put creativity into practice.

Goals of the Partnership

Exponential exists to attract, inspire and equip Kingdom-minded leaders to engage in a movement of high-impact, reproducing churches. We provide a national voice for this

movement through the *Exponential* Conference, the Exponential Initiative, Exponential Venture, and the Exponential Series. www.exponential.org.

Leadership Network, a division of OneHundredX, exists to accelerate the impact of 100X leaders. Believing that meaningful conversations and strategic connections can change the world, we seek to help leaders navigate the future by exploring new ideas and finding application for each unique context. www.leadnet.org

Leadership Network is committed to distributing the learnings of innovative churches and leaders to the broader church. Zondervan's leadership in providing practical, hands-on resources direct to churches makes them an excellent publishing and distribution partner.

The purpose of the Exponential Series, a partnership between Exponential, Leadership Network and Zondervan, is to tell the reproducing church story, celebrate the diversity of models and approaches God is using to reproduce healthy congregations, and to highlight the practices of healthy, reproducing churches. www.exponential.org/books

Our shared values for the partnership include:

- Leveraged market/brand strengths of Exponential, Leadership Network and Zondervan
- Communication of a brand/creative look that is recognizable and motivational
- Commitment to position the series as an ongoing “must have” for pastors’ reading libraries
- Interesting authors of the highest caliber with skills, creativity, competencies and applied knowledge
- Stories that equip, inspire and challenge Kingdom-minded leaders with the tools they need in their journey to become reproducing church leaders
- Results measured in the number of units sold and anecdotal evidence of ministry impact

The Envisioned Audience

The primary audience for this series is the existing Leadership Network core constituency consisting of innovative church pastoral staff, high capacity lay people, young leaders from emerging generations, and transformational regional judicatory leaders who form the leadership base of effective 21st century churches.

Editorial Focus

Since its inception, Leadership Network has proactively attempted to know and understand the needs, interests and values of our “customers.” Through the use of focus groups, forums, surveys, conferences, leadership communities, and by continually asking the question, “How can we be useful to you?” the responses have consistently fallen into three categories:

1. Access to peers
2. Access to current and relevant information
3. Access to working models

Distinctive Marketing Approach

While many publishers today are interested in publishing conceptual books dealing with creative, innovative church ministry topics, few possess the capabilities and commitment to market those titles as extensively as does this partnership. The *Exponential* series brings a unique approach to target marketing every new title in the series. Each of the publishing partners brings special skills and expertise to the process, and a written marketing plan tailored to the needs of each new series title is prepared for the author.

Leadership Network is the premier organization for forward-thinking, innovative, and missional church leaders, and it is well known for the quality of its publications. Leadership Network is thus able to do targeted, leveraged, and strategic promotion for each series title in a way that is very difficult for other publishers to accomplish with direct mail or other promotions. There are hundreds of churches and organizations that are directly involved in Leadership Network leadership communities, but Leadership Network's influence extends far beyond that to thousands of churches that have benefited from its research, events, outreach, and publications.

Potential Reach

Through its innovation partner churches, Leadership Network's unique reach extends to thousands of church leaders, connecting with more than 35,000 subscribers to its twice monthly newsletter *Advance*, approximately 15,000 pastors through partner church events, and in 2010 we reached more than 50,000 leaders through online events alone. Over 135,000 resources have been downloaded from leadnet.org since 2003 and nearly 6,000 users are staying updated through Leadership Network blogs, and our staff have a combined Twitter following of over 32,000 individuals. Affiliation to these channels offers our authors the opportunity to substantial platform building through exposure to potential readers, networking with other leaders, and access to events and speaking opportunities.

Identification of Roles and Responsibilities

The selection of an author's work for publication is a mutual decision made by Exponential, Leadership Network and Zondervan based upon the goals and editorial plan of the publishing program. The three entities are jointly responsible for the acquisition and enlistment of an author in the imprint series. The editing, publishing, and distribution of the book are the responsibility of Zondervan.

The impressive marketing program for each book series title is carried out through the marketing efforts of **Exponential, Leadership Network, and Zondervan.**

Author's Agreement

Authors acquired to write for the Exponential Series are offered a book contract by Zondervan. It incorporates the basic terms of the Operating Agreement between Leadership Network and Zondervan. An addendum referencing each title to be published in the series is made to the Operating Agreement between Leadership Network and Zondervan following receipt of each executed Author Agreement.

Author Compensation

Royalty payments based upon the specific terms of an author's Agreement are made to the author by Zondervan.

Leadership Network receives a small portion of the author's advance and earned royalties paid by Zondervan, which enables Leadership Network to invest considerable time and money in positioning and marketing each author's book. A marketing plan outlining these specific efforts is tailored to each title prior to publishing in order to generate the level of interest in your book that all desire to achieve.

The Publishing Model Behind the Series

Mark Sweeney is the Publishing Director at Leadership Network, responsible for the implementation of the publishing program. Working under the direction of Greg Ligon, Publisher for Leadership Network, his roles are to identify potential subjects and authors, work and meet with those authors as they conceive of and write their books, and collaborate with Zondervan in the development of the editorial vision for the books. The decision as to whether a specific project represents a prudent business proposition is made jointly by Leadership Network and Zondervan. Well-developed proposals and manuscripts are always given serious consideration.

Stephanie Plagens is the Publications Manager at Leadership Network. Her role incorporates the development of a comprehensive marketing plan for each book in the series, management of the individual components of the marketing strategy, and the ongoing communication with the author throughout the campaign. Stephanie also corresponds with each author on an ongoing basis, providing quarterly marketing updates which contain articles and book reviews from various print and online media.

Representing Zondervan is **Paul Engle**, Sr. Vice President and Publisher, Church, Curriculum, Academic and Reference Resources. Paul and Mark are in regular conversation regarding subjects, author prospects, and project development. Paul is charged with responsibility for much of the author relationship once an Agreement for a book is signed, and for many of the decisions concerning the timing and publication of the project. Manuscripts are typically given editorial guidance in the form of critical peer reviews and conceptual editing (which Paul or someone else on his staff may do). Mark is intimately involved all the way through the project consideration and publishing process.

Todd Wilson is Director and Founder of Exponential.

Beginning the Publishing Process

While the number of new titles published each year is limited, creative new authors and innovative book ideas are always needed. Authors interested in writing a book for the series are encouraged to send a complete proposal for their book concept to Leadership Network. To receive a copy of our book proposal template please contact Leadership Network's publishing director, Mark Sweeney, at mark.sweeney@leadnet.org.



NEWS

FOR IMMEDIATE RELEASE

Contact: Chris Fann
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Zondervan Forms Publishing Partnership with Leadership Network and Exponential Network

GRAND RAPIDS, Mich., January, 2010—Zondervan, the leading Christian publishing brand, is proud to announce a partnership with Leadership Network and Exponential Network to develop a new line of books for multiplying church leaders called the “Exponential Series.”

Exponential Network has partnered with Zondervan Publishing and Leadership Network to champion a Signature book series on church planting. Zondervan will publish two to three “Exponential” books per year. Each title will tell the reproducing church story, celebrate the diversity of models and approaches God is using to reproduce healthy congregations, and highlight the innovative practices of healthy reproducing churches.

The interest in church planting is growing significantly in recent years. The need for new churches has never been greater. At the same time, the number of models and approaches are expanding. To date, most books written on church planting have been in isolation from one another. The Exponential Series will help bring increased national visibility on church planting and help shape and focus the content that is developed and published.

“In forging this partnership with Zondervan and Leadership Network,” says Todd Wilson, Director of the Exponential Network, “we seek to champion and highlight a broad range of models and approaches with the unifying theme of seeing a movement of healthy new churches regardless of their affiliation. Exponential is uniquely positioned to provide a national voice and advocacy of church planting. We are relationally connected to an extensive and growing network of the most influential church planting leaders.”

While the “Exponential Series” marks a new venture, the Zondervan/Leadership Network relationship goes back many years. Zondervan and Leadership Network formed a publishing partnership in 2004 with the successful Leadership Network Innovation Series. The Innovation Series provides high-capacity Church leaders with real stories, innovative ideas and transferrable truths.

Zondervan, a [HarperCollins](#) company, is a world leader in Christian communications and the leading Christian publishing brand. For more than 75 years, Zondervan has delivered transformational Christian experiences through general and academic resources by influential leaders and emerging voices, and been honored with more Christian Book Awards than any other publisher. Headquartered in Grand Rapids, Mich., with offices in San Diego and Miami, Zondervan conducts events and publishes its bestselling [Bibles](#), [books](#), [audio](#), [video](#), [curriculum](#), [software](#), and [digital](#) products through its [Zondervan](#), [eZondervan](#), [Zonderkidz](#), [Youth Specialties](#), [Editorial Vida](#), and [National Pastors Convention](#) brands. Zondervan resources are sold worldwide through retail stores, online, and by [Zondervan ChurchSource](#), and are translated into nearly 200 languages in more than 60 countries. Visit Zondervan on the Internet at [www.zondervan.com](#) (mobile site: [zvan.mobi](#)).

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Leadership Network Book Proposal Format

Thank you for your interest in partnering with Leadership Network publishing. The following information on the elements of a good book proposal has been prepared to assist you in framing your proposal. Please answer each question or address the element as completely as possible. Your comments will enable us to evaluate your proposal and reach a decision on pursuing the project for publication.

Please send your completed proposal to:

Attn: Mark Sweeney
28540 Altessa Way, Suite 201
Bonita Springs, FL 34135

You may also email it to mark.sweeney@leadnet.org

Leadership  Network[®]
Connecting Innovators To Multiply **BY 100X**

ELEMENTS OF AN EFFECTIVE BOOK PROPOSAL

Proposed Title:

Proposed Sub-Title:

Author:

One Paragraph Description

Provide a one-paragraph summary of the proposed book's content.

The Need for the Book

- Why are you developing this project?
- Why do people need help on the topic at this time?
- How is the topic of *increasing* rather than passing or declining importance?
- What is the work designed to accomplish?
- How does it meet the need you have identified?

Intended Audiences

- Be specific and describe the **primary**, **secondary**, and **other** audiences with respect to **interests**, **needs**, **demographics**, and **reading habits**.
- Also address where and how these audiences typically purchase their books (religious bookstores, secular bookstores, churches, online, etc.).

Uses

- What would the work help the audiences to do, understand, improve, carry out, and so on?
- What felt needs would be addressed by your book?

Contribution

- What new information is offered?
- Why and how is your approach distinctive?
- In what ways would the work be a valuable and distinctive addition to resources available for readers?

Related and Competing Works

Please list the author, title, and publisher of **at least three** (or more) **related and competing and/or similar works**. Describe why they are not adequate to meet the need(s) you have identified; and tell how your work would differ or be superior.

1. Title/Author:
Publisher:
Description:

2. Title/Author:
Publisher:
Description:

3. Title/Author:
Publisher:
Description:

Knowledge Base

- What is the research or experience base for the information in the project?
- Briefly describe any special studies or previous work relevant to this project.

Your Background and Expertise

- Please give us a **biographical sketch** covering your education and experience as it relates to writing this book, as well as the **ways in which you can partner with us in helping to promote and market the book** (e.g., number of annual speaking engagements and size of audiences, website, conferences and events, ministries, newsletters, email lists, social networks, connections with national organizations, and media experience).
- Please **attach your vita, resume, or biography** detailing your professional and educational background, including prior publications. We are looking for authors with great ideas, excellent writing, and the ability to help us reach the audiences for their books.

Previous Works

If you have authored previous books, please list title, co-author(s), publishing company, copyright date, format (paper or hardcover), list price, and net units sold.

Other Works in Progress

- **Current projects**
 - If you are now working on any other project(s), please tell us about them: content, audience, publisher, release date (or target release if date is not known).
 - We would also like to know how they compare to the book you are proposing for Leadership Network and how you will promote each work, either together or separately.

- If we were to go ahead with the project you have sent us as a candidate for our series, we would prefer that it not conflict or compete either in content or market timing with your other publishing projects.

Endorsers

Who within your sphere of influence will endorse the book (e.g., other prominent writers, denominational leaders, ministries, leading pastors, theologians, professors, media figures, business leaders, public intellectuals, associations, etc.).

- Please include **name, title, and affiliation**.
- Please identify which of these probable endorsers might be willing to write a foreword.
- Also indicate those with whom you have personal contact.

Title Possibilities

Along with your current working title, please suggest **several alternative titles**. We strive for a title that clearly communicates to all audiences the **topic, purpose, and utility** of a work.

Length

What is the **anticipated word count** of the manuscript?

Timetable

What schedule do you envision for completing the first and final drafts of the manuscript?

Other Publishers

- Has the manuscript been sent to other publishers for consideration? If so, which ones?
- Note that Leadership Network does not have any objection to your informing other publishers that we are considering the proposal.

Large Purchases

Describe your connection to any organizations, associations, ministries, or businesses (including your own) that would be interested in purchasing large quantities to resell or give away to their employees, members, or donors.

Bookstores Near Your Home

Within a 30 mile radius of your home, list the name, address, phone number, and website of bookstores (general, Christian, and/or relevant niche stores) **where you would recommend that people purchase your book.**

Outline of Contents and Chapter-by-Chapter Descriptions

Provide a chapter by chapter outline of the work with a few sentences about the purpose and contents of each chapter, giving specific details and examples as well as general statements. Also explain the logic of the work's organization.

Sample Chapters

Please **submit two or three sample chapters** with the proposal. We prefer to learn of projects in their early stages to point out potential problems and offer editorial suggestions. If you would like us to return any of the materials you submit, please enclose a self-addressed, stamped envelope.

Potential Text Adoption

In addition to sales to individual practitioners and academics, Leadership Network works are often used as texts in college, university, and seminary courses, and in corporate and government training courses. If your work would have such text use, **please describe courses for which it would be appropriate**, indicating the level, titles, and average enrollment of each course; the kinds and approximate number of institutions with such courses; and the competing texts.

IMPORTANT INTERNET LINKS

Leadership Network

www.leadnet.org

Leadership Network Publishing and Title Listings

www.leadnet.org/books

OneHundredX Co-branded Online Bookstore

100X.christianbook.com

Leadership Network *Advance* – 35,000 subscribers

<http://leadnet.org/resources/page/subscribe/>

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