

Dear Prospective Author,

Thank you for your interest in the Leadership Network *Innovation* Series with Zondervan.

In 2005 Leadership Network partnered with Zondervan to develop a new book series which would present case studies and insights from leading practitioners and pioneering churches that are successfully navigating today's ever-changing streams of spiritual renewal. Each title offers *real* stories, about *real* leaders, in *real* churches, doing *real* ministry. Readers gain honest and thorough analyses, transferable principles, and clear guidance on how to put proven ideas to work in their individual settings.

*Innovation* has had a strong start through the inaugural titles: [\*Confessions of a Reformation Rev.\*](#) by Mark Driscoll, [\*The Multi-Site Church Revolution\*](#), by Geoff Surratt, Greg Ligon and Warren Bird, and [\*The Big Idea\*](#), by Dave Ferguson, Jon Ferguson and Eric Bramlett. The series now contains 12 published titles, and 16 authors including Kevin Harney, Larry Osborne, Dave Gibbons, Dave Browning and Dino Rizzo, with several more titles already scheduled for release in late 2011-2012.

With this packet of materials and information you will be able to determine whether your book concept might be appropriate for the *Innovation* 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 Leadership Network *Innovation* Series when you are looking for a publisher for your new book.

Sincerely,

*Greg Ligon*

Greg Ligon  
Publisher  
Leadership Network

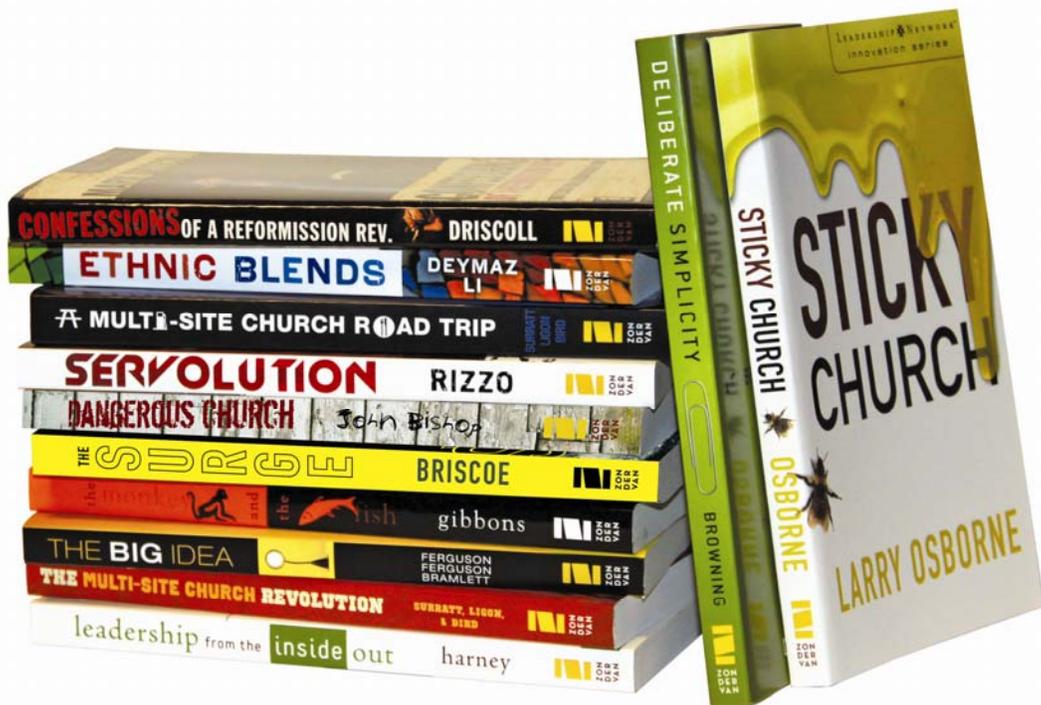
*Mark Sweeney*

Mark Sweeney  
Director of Publishing  
Leadership Network

*Paul Engle*

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

## WRITING AND PUBLISHING INFORMATION FOR PROSPECTIVE AUTHORS



A Co-Publishing Venture

## WRITING AND PUBLISHING INFORMATION FOR PROSPECTIVE AUTHORS

A Co-Publishing Venture Between  
Leadership Network and Zondervan

### About the *Leadership Network Innovation Series*

Leadership Network's mission is to accelerate the impact of 100X leaders. These high-capacity leaders are like the hundredfold crop that comes from seed planted in good soil as Jesus described in Matthew 13:8.

Leadership Network...

- explores the “what’s next?” of what could be.
- creates “aha!” environments for collaborative discovery.
- works with exceptional “positive deviants.”
- invests in the success of others through generous relationships.
- pursues big impact through measurable kingdom results.
- strives to model Jesus through all we do.

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. Through collaborative meetings and processes, leaders map future possibilities and challenge one another to action that accelerates fruitfulness and effectiveness. Leadership Network shares the learnings and inspiration with others through our books, concept papers, research reports, e-newsletters, podcasts, videos, and online experiences. This in turn generates a ripple effect of new conversations and further influence.

Launched in 2006, the **Leadership Network Innovation Series** presents case studies and insights from leading practitioners and pioneering churches that are successfully navigating the ever-changing cultural landscape. Each book offers *real* stories, about *real* leaders, in *real* churches, doing *real* ministry. Readers gain honest and thorough analyses, transferable principles, and clear guidance on how to put proven ideas to work in their individual settings.

Real stories, innovative ideas, transferrable truths.

### What distinguishes Leadership Network authors?

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 the church and society. 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, serious 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

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.

Our goal for this partnership is for pastors and other church leaders everywhere to view the Leadership Network *Innovation Series* as “ongoing learning in a living lab” where the most innovative, competent and creative approaches to launching and experiencing church vitality are presented. This will be accomplished by:

- Creating a series of books for leaders of 21st century churches empowering them to multiply their impact
- Developing resources, defined by case study content, which provide stories of churches and ideas giving guidance on application of innovative knowledge
- Designing materials that enable “practitioners to practice” the art of fulfilling their personal calling and their need for professional development

Our shared values for the partnership include:

- Leveraged market/brand strengths of 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 in terms of skills, creativity, competencies and applied knowledge
- Stories that are innovative and authentic in terms of practice
- Results measured in 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 21<sup>st</sup> 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 Leadership Network *Innovation* 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 at contract signing, and refined prior to the book’s publication.

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, strategic outreach and promotion for its titles in a way that is very difficult for other, broader spectrum (or more specialized) publishers to accomplish with direct mail or other promotions. There are 425 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 Leadership Network and Zondervan based upon the goals and editorial plan of the publishing program. Leadership Network and Zondervan are jointly responsible for the acquisition and enlistment of an author in the imprint series. The editing, publishing, marketing and distribution of the book are the responsibility of Zondervan. Leadership Network assists in promoting the book through its normal marketing activities.

## Author's Agreement

Authors acquired as a part of the Leadership Network *Innovation* Series are offered a contract for a specific work. The Agreement is between the author and Zondervan and 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 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 we 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, but well-developed proposals and manuscripts are always seriously considered.

**Stephanie Plagens** is the publications manager at Leadership Network. Her role incorporates developing a comprehensive marketing plan for each book in the series, managing the individual components of the marketing strategy, and ongoing communication with the author throughout the campaign. Stephanie also corresponds

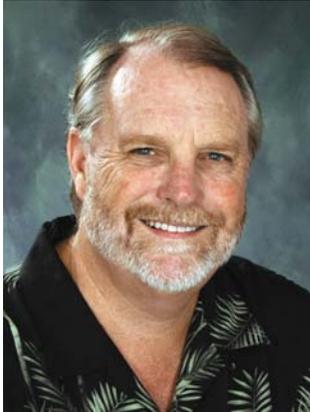
with each author on an ongoing basis, providing quarterly marketing updates which contain articles and book reviews from various media, including print and online.

Representing Zondervan is **Paul Engle**, Vice President and Publisher, Church, 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.

### **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](mailto:mark.sweeney@leadnet.org).

## Author Testimonials



“I’ve worked with numerous publishing houses over the years. But by far the best experience I’ve ever had has been working with the teams at Leadership Network and Zondervan. From the top to bottom, from editing to marketing, they get it. They know what an author and the marketplace need – and they provide it. Most importantly they worked together seamlessly to provide a level of synergism that far surpassed my expectations.”

~ Larry Osborne, *Sticky Church*

"Working with Leadership Network in their partnership with Zondervan has been a great experience. They put a great deal of effort into both marketing the book before and after it is released and keeping the author informed of the progress of the book in the marketplace. Leadership Network’s name and reputation adds a great deal of credibility to their publications and helps distinguish their books from the hundreds of others published every year. I have really enjoyed working with the Leadership Network staff and look forward to working with them again in the future."

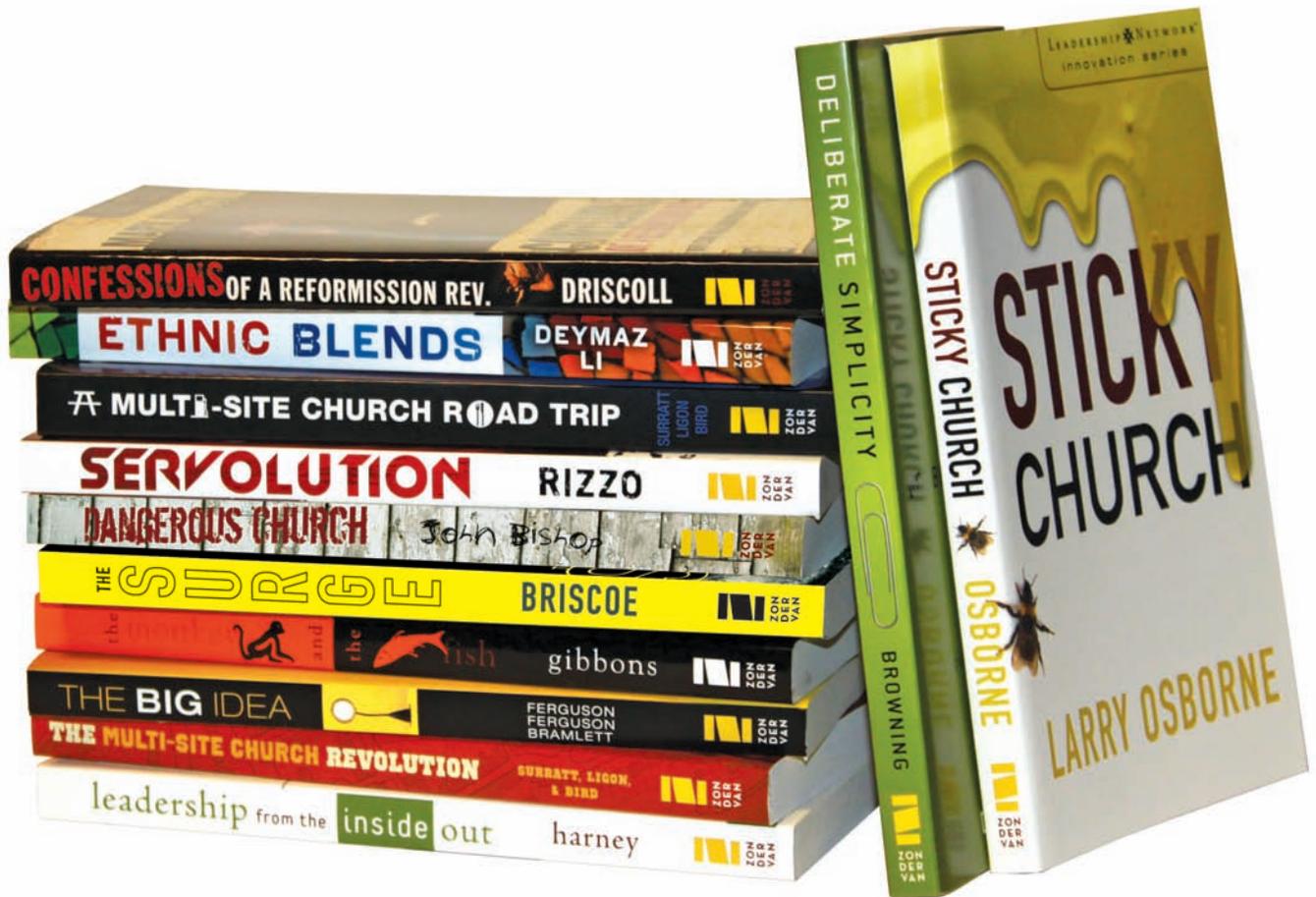


~ Geoff Surratt, director of church planting, Saddleback Church, and co-author, *The Multi-site Church Revolution* and *A Multi-site Church Roadtrip*



“I love the team at Leadership Network! As an author I wanted to work with a publisher that would do the following: give me a broad platform of influence with other church leaders; leverage their connections to maximize marketing opportunities; find other partners for our project; be sincerely interested in my development and at the same time be Kingdom-minded. Leadership Network did all that and more! My relationship with Leadership Network has resulted not only in Kingdom gain but also genuine friendships. As an author, if you get the opportunity to partner with Leadership Network Publishing, don’t pass it up!”

~ Dave Ferguson, lead pastor, Community Christian Church, and co-author, *The Big Idea*



## Real Stories | Transferable Truths | Innovative Ideas

Learn leadership lessons from Mark Driscoll, Larry Osborne, Dave Gibbons, and other respected pastors. The Leadership Network Innovation Series presents case studies and insights from leading practitioners and pioneering churches that are successfully navigating the ever-changing cultural landscape. Each book offers real stories, about real leaders, in real churches, doing real ministry.

For more information about the authors, the series, and the books visit [innovationseries.net](http://innovationseries.net).



# 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](mailto:mark.sweeney@leadnet.org)

Leadership  Network<sup>®</sup>  
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](http://www.leadnet.org)

Leadership Network Publishing and Title Listings

[www.leadnet.org/books](http://www.leadnet.org/books)

OneHundredX Co-branded Online Bookstore

[100X.christianbook.com](http://100X.christianbook.com)

Leadership Network *Advance* – 35,000 subscribers

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

## CONTACTS

Greg Ligon

Publisher

[greg.ligon@leadnet.org](mailto:greg.ligon@leadnet.org)

Office: 214-754-9724

Mark Sweeney

Director of Publishing

[mark.sweeney@leadnet.org](mailto:mark.sweeney@leadnet.org)

Office: 239-594-1957

Stephanie Plagens

Publications Manager

[stephanie.plagens@leadnet.org](mailto:stephanie.plagens@leadnet.org)

Office: 214-754-9719

Leadership Network

2626 Cole Avenue

Suite 900

Dallas, TX 75204

Main phone: 800-765-5323

Main fax: 214-969-9392