

Dear Prospective Author,

Thank you for your interest in the Leadership Network Jossey-Bass Book Series.

In 1996 Leadership Network partnered with Jossey-Bass, a Wiley Imprint, to develop a series of creative books that would provide thought leadership to innovators in church ministry. In the intervening years that partnership has produced a significant number of titles that continue to aid innovative leaders and enable them to multiply their impact through credibly researched and argued publications.

With a history of bestsellers such as Reggie McNeal's [*The Present Future*](#), Brian McLaren's [*A New Kind of Christian*](#) and [*The Story We Find Ourselves In*](#), and Neil Cole's [*Organic Church*](#), the Leadership Network Jossey-Bass Series has continued to develop significant book projects with titles by Mel Lawrenz, Alan Roxburgh, and Will Mancini, among many others. In all there are currently 37 books in the series, with the 40th title set to release by the end of the year.

Our goal is to publish books and authors that build bridges between theory and practice in an innovative, conceptual manner. We are seeking to acquire leading thinkers and practitioners who are working with churches that model the best practices in innovative ministry. Authors who fit this profile will be offered special assistance in preparing their book proposal for consideration by the series editors.

With this packet of materials and information you will be able to determine whether your book concept might be appropriate for the Leadership Network Jossey-Bass Series. Each title selected for publication will benefit from a significant and innovative marketing plan that includes the commitment of both Jossey-Bass 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 Jossey-Bass Book Series when you are looking for a publisher for your new book.

Sincerely,

Greg Ligon

Greg Ligon
V.P. and Publisher

Mark Sweeney

Mark Sweeney
Director of Publishing

Sheryl Fullerton

Sheryl Fullerton
Executive Editor

WRITING AND PUBLISHING INFORMATION FOR PROSPECTIVE AUTHORS

The Leadership Network Imprint Series
A Co-Publishing Venture Between

Leadership  Network[®]

and

 JOSSEY-BASS[™]
An Imprint of  WILEY
Now you know.

WRITING AND PUBLISHING INFORMATION FOR PROSPECTIVE AUTHORS

A Co-Publishing Venture Between
Leadership Network and Jossey-Bass, A Wiley Imprint

Background of the Venture

Since the launch of its religion and spirituality publishing program in 1995, Jossey-Bass has been known for books that contribute to leaders of religious organizations of all kinds, including congregations, denominations, religious nonprofits, and to lay people interested in exploring and developing their personal faith and spirituality. Jossey-Bass first teamed with Leadership Network in 1996 to publish books for thought leaders across all segments of the church; that partnership remains as strong and committed as ever. Reviewers, leaders, pastors and laypeople have acclaimed the books in the Leadership Network Jossey-Bass Series for their insight, innovativeness, substance, and impact on ministry. The series to date includes volumes by Reggie McNeal, Bill Thrall, Bruce McNicol, Jim Herrington, Milfred Minatrea, Brian McLaren, Neil Cole, Mike Bonem, Will Mancini, Earl Creps, Scott Thumma, Robert Lewis, and Wayne Cordeiro, among numerous others. Topics range from church leadership to the impact of culture on the church to congregational change to missional impact and beyond.

Description of Leadership Network

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.

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.

Compatibility with Jossey-Bass

Speaking at Leadership Network’s “Church in the 21st Century” conference on the subject of partnerships and alliances, Ken Blanchard identified two essential elements in a successful partnership: form and essence. Of the two, essence is by far the more important. Form or structure can always be made to work but if the essence—the shared values and perspective—is not right, the partnership will not be successful.

One of the most positive aspects of Leadership Network’s co-publishing venture with Jossey-Bass is a sense of shared values:

- Commitment to excellence in leadership
- To serve as a bridge between theory and practice
- To represent the “best of the best”
- To provide insight, innovation, theories and research as well as guidance on how to directly apply this knowledge in practice

The fact that Jossey-Bass, as an imprint of Wiley, is both a professional publishing company and a trade book publisher is also an attractive feature. In keeping with our approach of seeking the best resources and tools from a wide range of disciplines, in addition to theology, Jossey-Bass offers a significant publishing opportunity. One of the unique characteristics of Leadership Network is our “cross-over” perspective that we see also reflected in Jossey-Bass’ approach to publishing.

Goals of the Partnership

The primary aim of this co-publishing venture is to become the key publishing imprint where thought leaders of 21st century churches come for innovative resources.

Our shared ideals for the partnership include:

- Authors of the highest caliber and reputation in terms of skills, creativity, competencies, applied knowledge
- Topics and conceptualizations that are innovative and provocative in terms of theory and practice
- Well-researched content drawing from a wide range of disciplines
- Results measured in number of units sold and anecdotal evidence of ministry impact.

Our goal is to identify and showcase the leading thinkers, practitioners and churches that are the new models of effectiveness and innovation and that create a common language for the 21st century church using new ideas, tools, and forms acceptable to the intended audience.

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.

A secondary and complimentary audience is the set of intersecting audiences of scholars, theologians and researchers, as well as students of seminaries and graduate religion programs.

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

Launched in 1996, Leadership Network Publications present thoroughly researched and innovative concepts from leading thinkers, practitioners and pioneering churches.

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 Jossey-Bass 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 in this series is a mutual decision made by Leadership Network and Jossey-Bass based upon the goals and editorial plan of the publishing program. Leadership Network and Jossey-Bass are jointly responsible for the acquisition and enlistment of an author in the imprint series. The editing, publishing, marketing and distribution of the book is the responsibility of Jossey-Bass. Leadership Network partners in promoting the book through its extensive marketing activities.

Author's Agreement

Authors acquired by Leadership Network are offered a contract for a specific work. The Agreement is between the author and Jossey-Bass and incorporates the basic terms of the partnership agreement between Leadership Network and Jossey-Bass. Jossey-Bass makes the offer to the author, based on estimates of projected sales, market impact, and author profile.

Author Compensation

Royalty payments based upon the specific terms of an author's Agreement are made to the author by Jossey-Bass twice annually in May and November. They are based upon the reported sales for the accounting periods of March 1-August 31 and September 1-February 28/29 respectively.

Because of the significant and strategic contributions Leadership Network makes to the launch and ongoing success of each series title, it receives a small portion of the author's advance and earned royalties paid by Jossey-Bass Publishers. This enables Leadership Network to invest considerable time and money in positioning and marketing each author's book through established thought-leaders circles.

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 Jossey-Bass 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 Jossey-Bass, 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 Jossey-Bass is **Sheryl Fullerton**, executive editor and leader of the Religion and Spirituality publishing program, of which the Leadership Network Series is a part. Sheryl and Mark are in regular conversation regarding subjects, author prospects, and project development. Sheryl 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 and conceptual editing (which Sheryl or someone else on her 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, we are always looking for creative new authors and innovative book ideas. 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.

Author Testimonials

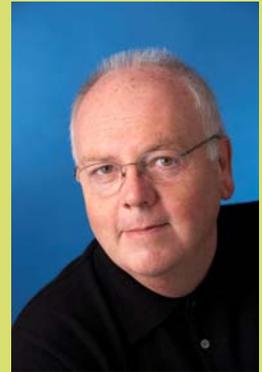


“As an emerging author, I was compelled by Leadership Network and Jossey-Bass because of their innovative ideas, the consistent quality of their work, and the extraordinary people who are involved. I felt like I was part of an All-Star Team because everyone I worked with excelled in their craft as writers, editors, and leaders. Throughout the whole experience, they paid close attention to detail and gave remarkable insight that enhanced the quality of my work, while at the same time creating space and freedom for me to write with my own unique voice. It’s been a privilege to work with such a high caliber team, and I’m proud to partner with them.”

~Steve Saccone, author of *Relational Intelligence*

“Writing for the Leadership Network Jossey-Bass series is like being asked to play in the Masters. The level of professionalism, from acquisition to copy editing to marketing, simply makes you realize you are surrounded by the best in the industry. Then when your book is published you are humbled to discover the high level of readership. The reputation of these two organizations has built an expectancy of excellence in the marketplace. It is an honor to be associated with the series.”

~Reggie McNeal, author of *Missional Renaissance, The Present Future, Practicing Greatness* and *A Work of Heart*



"The team at Leadership Network publishing continues to bring us some of the most original, impactful titles in the Christian market today. Leadership Network expertly identifies the trendsetters but never promotes anything for the sake of being "trendy." The team at Jossey-Bass values substance over everything, and that is refreshing. These are the messages that are literally revolutionizing the way churches function in the world--and not a moment too soon. It has been a privilege to work alongside this team. I am excited about the direction Leadership Network is headed, and I look forward to partnering with their team on many future projects.”

~ Tina Jacobson, literary agent, *The B&B Media Group*



"Working with the Leadership Network/Jossey-Bass partnership was one of the very best aspects of writing *Off-Road Disciplines*. From the initial big picture discussions all the way through to the fine points of editorial revisions, I found myself affirmed and my work supported in the market by a team of professionals who really care about what we are doing together. They were not only a pleasure to work with, but have made me a better writer in the process."

~ Earl Creps, author of *Reverse Mentoring* and *Off Road Disciplines*

"Leadership Network adds value through distribution channels, solid relationships and partnering. Good people that I like, but who also do an outstanding job with professionalism. The books in your series do not just add to the already abundant content on the shelves of bookstores, libraries and offices. You contribute new ideas and challenge people's thinking as it relates to today's changing environment. You address topics head on with sound and well written material. Other publishers may put out more books that are in Christian circles, but yours are always being picked up and talked about by the best leaders."

~ Neil Cole, author of *Journeys to Significance*, *Church 3.0* and *Organic Church*



"Leadership Network and Jossey-Bass have made a great track record of producing high quality titles that will make an impact. They have demonstrated a strong commitment to marketing the series. I've found them to offer great expertise in publishing (which you wouldn't get with some religious publishers). They've been a good team to work with from the inception of the book through the editing process and on into the market."

~ Mike Bonem, co-author of *Leading from the Second Chair*

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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