



# Catch Fire Marketing Plan Description

9 minute read

## What is it?

Developed by Logos Publications, LLC, *Catch Fire* is an affordable, subscription-based marketing plan that gives ALL authors of Christian literature the chance to promote their book in a non-competitive way.

## Why do you need it?

**Christian readers need ONE place to find good content.**

Right now, authors of Christian books (fiction and nonfiction) are often hard to find. Readers stick with big-name authors they know because they aren't aware of the incredible talent that's out there.

*Catch Fire* will connect readers with authors via a high-traffic website. Logos Publications will work to drive traffic to the website so all subscribers potentially benefit.

No matter whether you're a NYT bestselling author, or if you're now beginning the journey, *Catch Fire* is an essential part of your marketing mix.

## How will it work?

Like a spark and a piece of tinder, *Catch Fire* requires cooperation. Unlike most marketing approaches which aim to promote individuals, *CF* promotes ALL participants. Here's how it works in 5 steps:

1. A mutual website will be set up featuring the books of ALL *Catch Fire* subscribers (think of it as an online catalogue).
2. Only your book cover and author name will be listed, however your cover will be linked to the URL of your choice (either your online retailer or your personal website).
3. Book placement will be determined by its primary genre and your last name.
4. *Catch Fire* authors will promote this website to their social media follower.
5. Readers who are interested in Christian literature visit the website, are ecstatic about finding so many Christian authors in one place and click on a book cover learn more and possibly make a purchase.

[Join now](#)

### How Logos helps:

1. We use a portion of the subscription fee to actively market the website via targeted online advertising.
2. A Logos rep will work to secure radio advertisement slots, television appearances etc... to increase reader awareness
3. Each week random subscriber(s) will be chosen to be featured at no additional cost. We will make sure that all subscribers are featured in a timely manner. As each featured author shares a link to the featured article with his/her social followers, even more traffic comes back to the site, increasing visibility for all.

**Note:** Your book will not be SOLD on our site, but will be LISTED on the site, thus allowing you to participate in subscription programs such as KU unlimited which demand exclusive selling rights.

We operate as a **TEAM**. Together, Everyone Achieves More.

**Main point:** The more authors that sign up and promote our *Catch Fire* website, the more free exposure EVERYONE will enjoy.



### Benefits continued:

- Each month, one current subscriber will be featured on the site at no additional cost. You'll be interviewed by Logos Pub, and the contents of your interview will be shared on our social media sites. You can, of course, share it on your sites as well. This will drive traffic back to our *Catch Fire* site which will benefit all of us.
- *Catch Fire* subscribers will be given the option to sign up to get ARC review copies in their preferred genre. If you're writing a memoir, for example, and we have *Catch Fire* subscribers who have opted-in to read ARC memoirs, let us know and we'll reach out asking them to download your ARC from BookSprout.com or the ARC hosting option of your choice.

If we have 500 subscribers and 30 of them agree to read/review your ARC, that's a potential **30** reviews before your book is even released. Sounds good, right?

- Logos is constantly networking with influencers whose followings number in the millions. We will try to match the books of subscribers with influencers.

**Main point:** As a subscriber, you become part of a community of authors who serve each other.



## How much does this cost?

I love this question.

At this time, *Catch Fire* will cost only \$19.99 per month and includes three (3) book cover listings. We ask for a 6 month minimum subscription upon joining. Sign up before **September 1, 2019** and get an additional 3 MONTHS FREE!

[Join now](#)

## How do you sign up?

1. Easy! Sign up [here](#) in less than 5 minutes.
2. A Logos Pub rep will review your application and get back to you, letting you know if your book has been accepted. Please note that Logos Publications, LLC reserves the right to deny any application for any reason.
3. Once your book has been accepted, and your initial payment made, your book cover will be placed on our Catch Fire website based on its primary genre and your last name. Due to anticipated high demand, authors are limited to 3 (three) book covers at this time.

[Join now](#)

## FAQs:

### **When can I enroll?**

Our enrollment period runs from January 1-June 30 and from July 1-December 31. As an introductory promotion, sign up before September 1, 2019 and get an additional 3 months FREE (October 1-December 31, 2019).

For your convenience, we've made a 12 month subscription option available (CF12).

### **Can you guarantee I'll have sales?**

No. Unfortunately, there is always an element of risk to marketing and anyone who guarantees sales is not being honest. Logos Pub works to keep investments costs low, thus being fair to you and increasing your chances of making a profit. Because we value your business, we work hard to make connections that can benefit our subscribers.

### **What happens after my enrollment period ends?**

About a month before your subscription ends, a Logos Pub rep will reach out to you asking you to confirm your reenrollment. If you opt not to reenroll, your book listings will be removed, and you will no longer have access to our wealth of benefits.

### **Can I unsubscribe at any time?**

Yes you can, but the enrollment fee is non-refundable once paid. If you choose to unsubscribe PRIOR to the end of the enrollment period, your books will be delisted but no portion of the enrollment fee will be returned.

**If I unenroll and change my mind, can I reenroll?**

Yes you can, however your books will only be re-listed at the next enrollment period. You can feel free to pay ahead of time or wait until closer to the enrollment period. No portion of your previous subscription fee will be applied to the new enrollment period. Sorry, we've got bills to pay too! 😊

**Is Logos Pub working on other ways to get my book in front of readers?**

Absolutely! We're working non-stop to develop local, regional, national and even *global* ways of helping our subscribers achieve the greatness they deserve. We'll keep subscribers updated so keep an eye out on your inbox for amazing surprises!

Have further questions? Email [customerservice@logospub.com](mailto:customerservice@logospub.com)

**Join now**