

# An Opened Grave

## *Sherlock Holmes Investigates His Ultimate Case*

By L. Frank James

Endorsed by John Eldredge and Hugh Ross

The Salt Works, a division of Publishers Design Group, Inc.

1-934080-00-4 • \$14.95 • Fiction / Mystery

October • 240 pp • Paper • 5.75"x 8.75"

### DESCRIPTION

Holmes grapples with the reasonableness of belief in the existence of God, while Watson, the ultimate skeptic, challenges the rationale of Holmes' newfound quest—a quest that leads them to embark on a dangerous journey across the European continent.

All the elements of great fiction are here: encounters with murderous enemies, travel through exotic lands, contact with evil spiritual practitioners, slavery, and imprisonment.

James has written a book that will find its way into the hands of unbelieving friends and family members of the Christian audience. Though not intended to be a treatise on apologetics, it credibly and respectfully addresses the most popular philosophical objections to belief that are held today.

### KEY SELLING HOOKS

- Ties together two of the most famous names in pop culture—Jesus and Sherlock Holmes
- Cleverly-written apologetic book that uses fiction to attract people to the gospel
- Helps all readers to examine their own loosely-held positions on issues of faith
- Major, well-known endorsements: John Eldredge and Hugh Ross
- Accepted into Muncie, Parable, and Berean Christmas '06 catalogs
- Will be featured on Lifeway's endcaps for '06 Christmas
- First in a three-book series of literary fiction titles by this author
- Targeted public relations effort with in-house staff and an established agency

### MAJOR ENDORSEMENTS

*"A wonderful combination of language, mystery, theatre, and apologetics. It's witty, pithy, earnest, creative, and God-seeking. Reminiscent of G.K. Chesterton's Father Brown Mysteries—a brilliant weaving of good detective fiction with profound issues of faith. A great accomplishment!"*  
—John Eldredge, Author of *Captivating* and *Wild at Heart*

*"Frank James is one of the most creative and engaging writers I have ever met. His latest novel pulls you into the greatest story ever."*  
—Hugh Ross, President of Reasons to Believe

### MARKETING

**Strategy:** With the popularity of Christian fiction on the rise, both inside and outside of the church, *An Opened Grave* should find favorable access with reviewers. Two popular names (Christ and Holmes) along with two well-respected Christian endorsements (John Eldredge and Hugh Ross) create a distinctive edge in helping this title to get noticed. Media attention will be aggressively pursued through our in-house publicist, and a professional public relations agency has been retained to secure print, radio, and speaking/drama workshop opportunities. A strong emphasis has been placed on canvassing religious and literary fiction columnists and editors of newspapers. There will be targeted outreach to the Christian media and organizations, as well. Consumer targeted advertising in Christian bookstore catalogs and select Christian publications is scheduled to run throughout the fall and Holiday season for the launch—it has been selected to be included in Muncie and Parable Christmas catalogs, and will be featured on Lifeway's end caps.

**Core Market:** The key audiences are readers of literary and Christian fiction titles, Sherlock Holmes fans, parents of home school students, and Christians looking for books to give to unbelieving friends and family members.

## **MEDIA APPROACH**

### **Radio**

*An Opened Grave* is the first of three titles by L. Frank James. Plans are to produce DVD versions of each title in a radio drama format for serial broadcasts. The author's credentials as a playwright and actor lend themselves well to his interaction with the public. Our publicists are targeting approximately 200 Christian radio programs such as "Book Nook" for interviews.

### **Print**

Our strongest efforts will be in seeking print opportunities with newspapers and magazines, nationwide. The approach will be threefold: 1.) securing mentions/reviews of the book, 2.) searching for editors and freelance writers who are actively creating feature articles on Christian fiction and Christian publishing in general, and 3.) obtaining interviews for the author. We will also target more than 100 Christian publications such as "Focus on the Family." We have already participated in a national, coop mailing to 3,500 religion editors and reviewers through Publishers Marketing Association, offering them a copy of the book along with marketing materials. Reviews will start appearing in mid-August through late October.

### **Internet and blogging**

We are coordinating a massive, on-line blogging blitz to create a word-of-mouth groundswell of interest during the launch. This is being accomplished by sending excerpts and sample copies to the directors of Christian literature, Sherlock/detective, and literary fiction blogger communities.

### **Trade Print and Internet (Pre-publication)**

Pre-publication review copies have already been sent to Publishers Weekly, Library Journal, Kirkus Review, ForeWord Magazine, Bloomsbury Review, Books & Culture, CBA Marketplace, Christian Retailing, Fresh Outlook, InfoMedia, and DiscerningReader.com.

### **Book signings, speaking, and drama workshop engagements**

The author is willing and eager to travel for book signings. Our publicists have been charged with the task of booking at least twenty book signings through the winter season.

## **ADVERTISING**

We will advertise in Munce's Christmas catalog, Parable's Christmas catalog, Berean's Christmas catalog, Appalachian's Christmas consumer catalog, and relevant on-line sites. The book will be featured on end caps in Lifeway Christian stores during the holiday season.

**The Salt Works**

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