



January 10, 1994

Dennis McCallum
c/o Xenos Christian Fellowship
611 East Weber Road
Columbus, OH 43211

Dear Dennis,

I hope we will have connected briefly by phone—or at least by answering machine—before you get this package. The following pages outline what we will be (and have already been) doing to promote *The Summons*.

Before I go any farther, I'd like to apologize for the tardiness of this communication. Having moved into this capacity within the last six months I've been concentrating on the structure and efficiency of our marketing group (publicity, advertising, direct mail, etc.) at the expense of communication. I know this lack of contact from us (me) has been frustrating, and I hope we'll be able to make it up to you through the effectiveness of our efforts on *The Summons*, as well as by working together on *Becoming Who You Are*.

Having said that, let me highlight our feelings about *The Summons*. As I was talking with one of our sales people just before Christmas, he started giving me a blow-by-blow of his favorite parts. One of his comments stuck with me—he said, "this was one of those books that makes you feel sad when you're finished because it's like the end of a great relationship. But, what I think is making it feel even worse for me is that I'm left with a sense of longing that my life could be filled with the kind of things going on in the story."

His comments illustrate the two big reasons why we believe *The Summons* will catch on in a big way. First, you've delivered a real page turner. Your knack for realism and ability to engage the reader early on have combined to establish this as the kind of book you make time for. (My wife, who religiously sticks to a 10:00 bedtime, stayed up past midnight to finish it.)

Secondly—and this is the whole reason we wanted to publish fiction in the first place—*The Summons* packs one of the most inspirational messages the CBA fiction market has to offer. What we're finding from those who have read it is a heightened interest in prayer, Bible study, apologetics & evangelism, and the reality of spiritual opposition. Some have taken "Jack & Sherry's" Bible study material to their small group gatherings for further exploration. Not the sort of thing that usually happens with fiction.

In short, we're thrilled that you allowed us to publish your book.

On the next few pages I've outlined the various approaches we'll be taking to market *The Summons*. I thought it would be helpful to both of us if you had some time to interact with this information before I called. Then I can answer your questions, and you can fill me in on whatever ideas you've been nurturing.

If you feel like talking before you hear from me, please don't hesitate to call me at 1-800-955-3324, ext. 9. (If you get my recording, press 0# and ask for Christine Hamilton/ext. 525 (our department secretary). I'm looking forward to talking with you!

Sincerely,

Paul Santhouse
Marketing Communications