

A MILLION MILES IN A THOUSAND YEARS

WHAT I LEARNED WHILE EDITING MY OWN LIFE

BY DONALD MILLER

Full of beautiful, heart-wrenching, and hilarious stories, *A Million Miles in a Thousand Years* details one man's opportunity to edit his life as if he were a character in a movie.

Years after writing a best-selling memoir, Donald Miller went into a funk and spent months sleeping in and avoiding his publisher. One story had ended, and Don was unsure how to start another. But he gets rescued by two movie producers who want to make a movie based on his memoir. When they start fictionalizing Don's life for film—changing a meandering memoir into a structured narrative—the real-life Don starts a journey to edit his actual life into a better story. *A Million Miles in a Thousand Years* details that journey and challenges readers to reconsider what they strive for in life. It shows how to get a second chance at life the first time around.

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ONLINE ADVERTISING & PROMOTIONS

- Blog campaign to various lists of bloggers, including the Amazon Vine program
- Podcast distributed to 60+ directories and websites
- Multiple eblasts to previous buyers of Miller's titles

PRINT ADVERTISING

Pursuing partnerships with print outlets, including:

- *Paste* magazine
- *Sojourners* magazine
- *Relevant* magazine

MARKETORIAL CAMPAIGN

Don's core demographic almost identically overlaps with the early adopters and core users of Facebook. Providing a space for his fans to congregate will not only be effective for brand reinforcement but will also provide a platform to generate anticipation for *AMMTY*. We plan to use the Facebook fan site as a prelaunch laboratory for all elements of the book, including key passages of content, cover comps, back cover copy, etc. As a result, participants will:

- Feel like insiders
- Gain a sense of ownership with the book

- Feel connected to Don
- Have a place to meet and participate in the creative process

Plan overview:

- Launch fan site and send email campaigns to various groups for buzz and awareness
- Post book passages for community input
- Weekly uploads of new passages for reactions and input from community members
- Culminates with the giveaway of the book for FREE

RADIO ADVERTISING

National radio advertising campaign, with plans to include a radio special around author's speaking schedule

TARGETED CONSUMER OUTREACH

Outreach to colleges/universities and student organizations to include:

- Ads in alumni newspapers and newsletters
- Focus on national organizations such as Campus Crusade, Fellowship of Christian Athletes, and religious student unions

AUTHOR SPEAKING TOUR

- National media and book signing tour upon book launch – potential for up to 66 dates beginning 9/08/09
- Exclusive Pastors' Meet & Greets prior to all events where Don will discuss this new book, his upcoming *Blue Like Jazz* movie, *The Open Table* DVD curriculum and his foundation, The Mentoring Project.
- Opening act for the tour will be nationally acclaimed comedian Susan Isaacs
- Possible exclusive radio program
- Promotional elements available to all sales reps to create event awareness in tour markets (ex. posters, flyers, church bulletins, videos, ads, etc.)

BROADCAST, PRINT & ONLINE PUBLICITY

- Satellite radio tour
- Target national and Christian broadcasts, including "ABC News," CNN's "Anderson Cooper 360," "The Colbert Report," MSNBC's "Morning Joe," PBS's "Bill Moyers Journal," NPR's "Fresh Air" or "Talk of the Nation," "LIFE TODAY with James Robison," "Religion & Ethics Newsweekly," "Janet Parshall," and Moody Radio
- National print campaign, including outreach to *TIME*, *Newsweek*, *USA Today*, *New York Times*, *Relevant*, *Books & Culture*, and *Sojourners*
- Service story angles to national/electronic/print/online media outlets and wire services with major emphasis on bloggers, including Beliefnet

OTHER PROMOTIONS

Author to promote through Twitter, donaldmillerwords.com, and other fan sites