

## FOR IMMEDIATE RELEASE

### Handlebar Propels *The Discovery Saga*, a Serialized Novel to *The New York Times* Bestseller List

**[Wheaton, Ill.]**—The success of Wanda E. Brunstetter’s serialized Amish novel, *The Discovery Saga*, was no accident. Handlebar, a Wheaton, Ill., marketing and publicity firm, incorporated a number of social media tactics including a scavenger hunt, contests, and a virtual book club to help propel the novel to *The New York Times* bestseller list. The book’s first installment, *Goodbye to Yesterday*, debuted at number 28 on the list, in the mass-market paperback category. It is currently at number 6 on the CBA (Christian Booksellers Association) fiction bestseller list for April.

“There is definitely an appetite for Amish fiction in the marketplace,” commented Keri Wyatt Kent, social media manager at Handlebar. “Using this knowledge, we created some fun ways for Wanda Brunstetter fans to engage with her new book. We were able to build a successful social media campaign, starting from the ground up and increasing the novel’s Facebook fans by nearly 2,000% within just a couple of months.”

*The Discovery Saga*, published by Barbour, is a serialized novel released in six monthly installments. The first installment released in February 2013. Educating the consumers on the book format was an important part of the campaign. The unique format of the novel lent itself to high reader engagement and heightened interest in connecting with other fans in a virtual book club, hosted on the novel’s Facebook page.

Handlebar also hosted a virtual online scavenger hunt with the participation of ten highly trafficked blogs. The bloggers posted their reviews of the book; readers had to find a predetermined hidden word in each review. Once the reader located all ten words, the challenge became unscrambling all of the words to form a question—about the book—and then enter the question along with their answer for the prize. One lucky reader won a Kindle loaded with all of Wanda Brunstetter’s previous works.

Other tactics the Handlebar team employed to increase reader awareness and participation included both book giveaways and a widespread Twitter campaign. Each was handled through Handlebar’s proprietary channels, creating millions of impressions for the book title.

“Like” the *Discovery Saga* on Facebook at: <http://on.fb.me/XEF1CG>

See the bestseller list at: <http://nyti.ms/11a7JMb>

**About Barbour Publishing, Inc.**

Barbour Publishing, founded in 1981, is the leading publisher of promotional Christian books and releases 300-350 titles annually in a variety of categories including devotional, inspirational, Christian living, fiction, reference, youth, and children. For more information, visit [www.barbourbooks.com](http://www.barbourbooks.com).

**About Handlebar**

Handlebar (Wheaton, Ill.) is the publishing division of C. Grant & Company, a leading Chicago-area marketing communications firm founded by Chris Grant, former head of marketing for Zondervan. The Handlebar offices steer the future of publishing by providing consumer research, blogger review programs and content, and information for professionals on upcoming book releases and news. More information can be found at [www.handlebarpublishing.com](http://www.handlebarpublishing.com).

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