

Marketing Strategy and Plan for

Exploring the Gap between Science and Religion

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Book title: Invites the reader on a journey of discovery. It raises the prospective reader’s curiosity whether there *is* a gap, and what that gap might be.

Purposely written to avoid the impression that book proposes dogmatic or ideological answers.

Book cover: Designed to portray the dawning of an insight, and the awe and beauty of discovery.

Reader profile: People with religious convictions with education in technical fields such as engineering, computing, psychology, or hard sciences. More likely to have a liberal rather than conservative outlook. Likely to be searching to reconcile the worldviews of science and religion.

Marketing: Marketing includes: **1)** book signings, **2)** social media postings on Facebook, Twitter, and LinkedIn, **3)** a web page, and **4)** an Exploring the Gap blog.

Supporting materials: Free downloadable study guide for self-directed group study and downloadable syllabus for college philosophy course.

Key markets and marketing strategy

	Key Market / Reader Profile	Marketing Strategy
1	Students from high school through college as they begin to develop their own beliefs, evaluating the respective worldviews of science versus religion.	Marketing to faith communities, social media outlets Facebook and Twitter, and college philosophy departments. See key market numbers 2 and 3.
2	College philosophy departments whose coursework appeals to the students in key market 1.	1) Direct mailing to college philosophy departments. Supported by a course syllabus with <i>Exploring the Gap between Science and Religion</i> ” as the primary text. See the “Ways to Explore” tab at www.ExploretheGap.net 2) Posting in LinkedIn social media introducing professionals the course syllabus.
3	People involved in faith communities that are more liberal and tend to interpret scripture as metaphor rather than literally. Independent faith communities with an emphasis on spirituality rather than doctrine.	1) Author-led seminars and classes held at churches marketed through direct mailings, email, and phone calls. Supported a study study. See the “Ways to Explore” tab at www.ExploretheGap.net 2) Social media LinkedIn, Twitter, and Facebook.
4	The general reading public who have with educational backgrounds in psychology, philosophy, sociology, and the full range of the physical sciences. In this audience, those with an interest in quantum physics and string theory have a particular interest.	1) Engaging in detailed discussions related to the topic in LinkedIn. 2) Entries to Twitter, and Facebook. 3) Blog in conjunction with social media.