

Dramatically Expand Your Market!

North American Distribution Opportunity

Introducing **foreignchristianbooks.com** (FCB) – an exciting new North American distribution resource for books published in non-English languages – specifically designed to eliminate traditional distribution barriers such as overseas freight, inventory risk, warehousing costs and high retail fees.



BENEFITS FOR PUBLISHERS

- Access to the 77 million people in the North American market for whom English is not their primary language
- Non-exclusive agreement
- Distribution of entire catalog list (in paperback)
- 100% elimination of out-of-stock and out-of-print
- No risk
- Direct-to-consumer Web retail environment
- Full wholesale distribution engine (fall 2010), providing access to amazon.com (North America), Barnes and Noble, Borders, etc.
- Quick payment terms
- Single-source-solution consolidating books from multiple publishers, ministries and languages
- Aggressive marketing plan supporting September 2010 launch including; search engine optimization (SEO), e-mail targeted marketing, social media strategy and strategic ministry partnerships.

WHAT WE DO

FCB provides a virtual inventory distribution service for international publishers desiring access to the North American market. Traditionally, access to these markets was not a viable option for most products because the low unit sales made it impossible to absorb the high cost of freight, warehousing and traditional distribution costs.

FCB aggregates these products under a single source for the North American market, by using a virtual inventory model where each product is digitally uploaded and stored in a secure account (owned and managed by the individual publisher partner). The copyright also stays with the publisher and is not transferred to FCB. Instead, the publisher authorizes FCB to print and distribute the product on their behalf in return for a portion of the sale.

These important books and resources will now be made available to consumers, churches and other ministries through print on demand (POD) technology and shipped within 24 hours.

WHAT WE DISTRIBUTE

FCB distributes books and resources from leading, family-friendly international and domestic publishers with content that is by-and-large “Christian in thought and practice”. The easy rule-of-thumb we live by at FCB is to distribute all products that DO NOT lead people away from Jesus Christ.

FCB will not distribute content which promotes racism or violence, pornography or anything which is illegal in the country in which the document is to be printed or delivered.

FCB reserves the right, at its sole discretion to decline printing any book not deemed acceptable to FCB management. All content will be filtered through the lens of the Statement of Faith of the National Association of Evangelicals. However, publishers are free to explore any subject including: entertainment, business, culture, politics, cooking, family, fiction, memoir, etc.

ORIGINS OF FCB

David Sheets (founder of FCB) joined Snowfall Press as Director of Sales with more than 14 years of publishing experience with Tyndale House Publisher, Multnomah Publishers and STL Distribution; including many years heading-up international sales and copyright. Having seen where the industry was going, Snowfall Press intrigued David. He sees this as an exciting and viable solution to many of the industry’s key issues and obstacles for growth.

Through his work with Snowfall Press, Sheets learned of their sister organization – Virtual Storehouse – whom in partnership with Snowfall Software and Snowfall Press, implements this print-on-demand solution. Their focus is to create and deliver Bibles, one-at-a-time, to people who do not have access in North America... and beyond. The non-profit Virtual Storehouse model is the catalyst for Foreign Christian Books.

For more information contact Dave Sheets dave@foreignchristianbooks.com or Cindy Riggins cindy@rigginsrights.com

Acts 2:1-11 (The Message) “...Without warning there was a sound like a strong wind, gale force—no one could tell where it came from. It filled the whole building. Then, like a wildfire, the Holy Spirit spread through their ranks, and they started speaking in a number of different languages as the Spirit prompted them... Then when they heard, one after another, their own mother tongues being spoken, they were thunderstruck.”