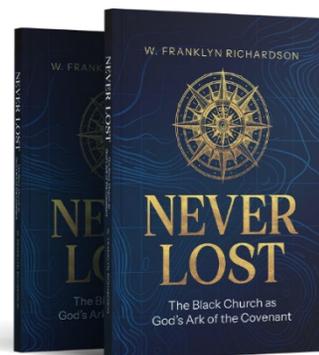


## A Hope-Filled Guide for Challenging Times

### 1. Why it matters

- *Never Lost: The Black Church as God's Ark of the Covenant* places the Black Church's story on a national stage.
- Pre-Sales and First-Week sales (Feb 1 – 7) decide whether the book lands on ***The New York Times Best Seller list upon release.***
- This is our collective project—a book “from the Black Church for the Black Church.”



### 2. The core ask

“During launch week let’s have every church/organization and their members buy **1–12 copies** of *Never Lost* before or on February 3. Each purchase moves the Black Church closer to a NYT Best Seller. **Pre-ordering prior to February 3 is highly encouraged—and preferred.**”

### 3. How to buy (*A block of 12 ships easily and still counts as individual units.*)

1. **Local Barnes & Noble** – If it’s not on the shelf, ask a store associate to order from the warehouse.
2. **BarnesAndNoble.com** – Search “Never Lost W. Franklyn Richardson” and check out.
3. **Amazon.com** – Search “Never Lost W. Franklyn Richardson” and choose paperback.
4. **Bulk orders:** Order bulk batches of 12+ books from [Porchlight](#).

### 4. Easy ways you can amplify

- Share the book’s screen graphic this Sunday during service and invite members to order. Available here: [NeverLostBook.com/promotional-resources](#).
- Send one email or text blast to pastors with the ask above.
- Post a ready-made graphic and caption from resources available at [NeverLostBook.com/promotional-resources](#).
- Record a 30-second phone video endorsement and post to social; tag @drwfranklynrichardson on Facebook and @wfranklynrichardson on Instagram, hashtag #neverlostbook so our team can reshare.

### 5. Key dates

- **Now thru Feb 2:** Final pre-order window. Pre-order to help ensure orders will count for the first week.
- **Tue, Feb 3:** Official release day.
- **Feb 1–7:** Pre-orders and sales during first week of February.
- **All of February:** Encourage ordering and sharing.

### 6. Need help?

- All assets and order links live here: [NeverLostBook.com/promotional-resources](#).
- For questions, contact the Wharton Curtis Press Publishing Team at [publishing@whartoncurtispress.com](mailto:publishing@whartoncurtispress.com) or 412-349-0049 ext. 5.