

# Joyce Meyer

hachette  
BOOK GROUP

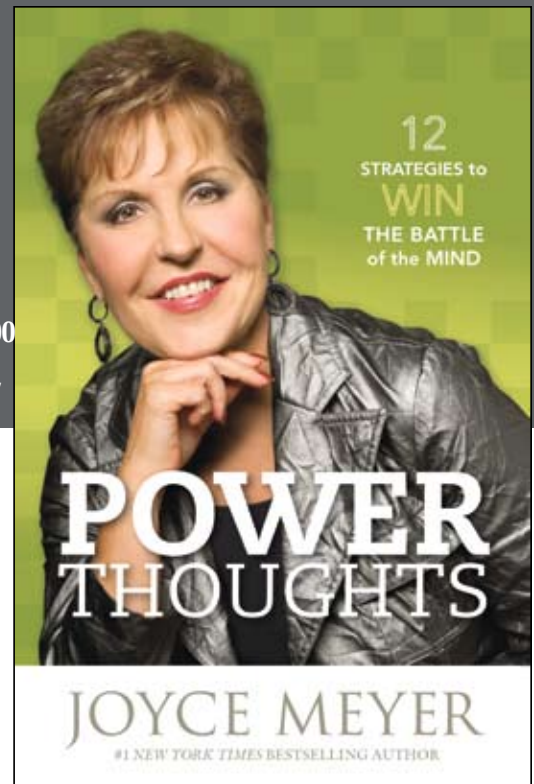
Faith  
Words

## Power Thoughts

*12 Strategies to Win the Battle of the Mind*

One Day Laydown September 14, 2010 \$15.00

International C-Format 978-0-446-57429-7



**“Where the mind goes, the man follows”—Joyce Meyer**

*Power Thoughts* provides targeted, proven strategies to take charge of every situation and create intentional thoughts that will result in a life filled with strength, health, joy, peace and abundance. In 1995, Joyce Meyer wrote *Battlefield of the Mind* which taught that life’s biggest problems come from wrong thinking. Now she provides the *battle plan* that over 3 million readers of *Battlefield of the Mind* have been waiting for.

- *Power Thoughts* returns to the theme of Meyer’s most successful book
- Meyer’s books consistently hit the *New York Times*, *USA Today* and Christian Book bestseller lists
- Meyer’s program, *Enjoying Everyday Life*, airs daily on 450 television networks including Lifetime, WGN, Discovery Channel, ABC Family Channel, Trinity Broadcasting Network, Daystar, Word Network and 400 radio stations worldwide.

### Joyce Meyer Bestsellers

- |  |         |
|--|---------|
| • 2009 <i>Never Give Up</i>                  | 269,000 |
| • 2009 <i>100 Ways to Simplify Your Life</i> | 180,000 |
| • 2008 <i>Start Your New Life Today</i>      | 240,000 |
| • 2008 <i>I Dare You</i>                     | 393,000 |

### Marketing

- Television advertising on *Oprah* and *Dr. Oz* in top 10 markets
- National radio promotion with advertising, original content and product give-aways
- Radio advertising on *The Steve Harvey Show*
- We will promote for review, feature and interview to top general and Christian national media
- *Power Thoughts* will be the subject of two weeks of Meyer’s daily television and radio broadcasts upon release.
- Joyce Meyer Ministries will feature *Power Thoughts* in the September *Enjoying Everyday Life* (circ. 550,000) and on printed and mailed material to their partners.
- Book announcement E-card blast to the Joyce Meyer Ministries database
- Custom Facebook page, feature page on the HBG and Joyce Meyer Ministries website, and feature in the JMM E-Newsletter
- Upon release, Joyce Meyer will do interviews with BlogTalk radio following a pre-release blog tour with key religious, self-help, women’s interest and personal growth bloggers.

