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***THE GOD MACHINE, by J.G. Sandom --
Internet Pioneer Leverages New Social Media
to Promote Latest Thriller***

“By participating (in THE GOD MACHINE book promotion), my fans become part of the book launch, part of the book experience, and authors--in a very real sense--of the book’s success.”

Princeton, NJ: It’s been standard-operating-procedure for years for authors and publishers to give away books as a promotional gimmick. But as publishers have felt mounting competition from other entertainment sources for consumers’ discretionary dollars, and due to recessionary pressures, book marketing budgets and support staff have been slashed, and authors are being forced to rely upon increasingly unorthodox means to publicize their work. Giving away books simply isn’t enough anymore.

In response, to help publicize his new thriller, Internet advertising entrepreneur turned novelist J.G. Sandom is focusing on a communications medium which, ironically, he helped pioneer two decades earlier: the Net.

“I’m leveraging all kinds of social media to promote THE GOD MACHINE,” Sandom says. “And I’m enlisting my fans to assist me. The entire conceit of the campaign is that the more they blog about my book, the more they Tweet, the more they write reviews on book sites, the more they post book trailers on YouTube and GOD MACHINE e-Postcards on their blogs, the more frequently they’ll be entered into THE GOD MACHINE drawing. Someone is going to win **up to \$500 in cash**, and someone else **a new Kindle 2 . . .** just for helping me get the word out about the book. Significant prizes in these challenging times.”

“What’s unique about THE GOD MACHINE promotion is that I’m rewarding my most loyal fans,” Sandom adds. “By participating, my fans become part of the book launch, part of the book experience, and authors--in a very real sense--of the book’s success. It’s a bottom-up, guerrilla marketing campaign.”

As part of the Grand Prize, Sandom will perform a personal video reading from the book using a Webcam and VOIP online phone service provider Skype. “If he or she doesn’t have one already,” says Sandom, “the winner can create a *free* Skype account, and then see and hear me read from THE GOD MACHINE through their PC. It’s like having a book conference or book club meeting with the author in your own living room.”

“I performed a similar Skype Book Reading and Conference with kids from the Fort Plain High School in upstate New York just last month,” Sandom adds. “Using the high school media lab, they opened a free Skype account and video-called me at my home through a PC. I’m equipped with a Webcam and free Skype account myself, so I was able to see the kids in the classroom, and they were able to see me. In fact, they projected the Skype-cast up on a big screen TV so everyone could get a good view. The kids had a great time asking me all sorts of questions about my T.K. Welsh titles, and I received a kind note thereafter from the progressive Fort Plain librarian, Mary Van Patten, who to my knowledge is the first educator in the state to exploit the Web in this way.”

Almost as an afterthought, the Grand Prize winner will also receive a complementary autographed copy of THE GOD MACHINE.

To nurture the viral nature of the promotion, Sandom has created a series of e-Postcards (which can double as desktop Wallpaper) featuring famous personages from the past . . . who happen to be in the public domain. “Ben Franklin says THE GOD MACHINE is electrifying,” adds Sandom, referring to an e-Postcard/Wallpaper featuring the founding father--a character in THE GOD MACHINE--cradling a copy of THE GOD MACHINE in his hands. “In the same way I’m enlisting the support of my fans, I’m recruiting many of my personal heroes--from Franklin to Lincoln to Gandhi--to help me promote the book. I’m hoping the humorous, irreverent tone of the e-Postcards will encourage recipients to forward them on to their friends.” Fans who post one of the GOD MACHINE [e-Postcards](#) on their blog are entered into the drawing twice. If they create a new e-Postcard based on the book, they’re entered 5 times.

Sandom is the author of six thrillers and mysteries, including: THE HUNTING CLUB (optioned by Warner Bros. for theatrical development), THE WAVE, GOSPEL TRUTHS and--most recently--THE GOD MACHINE (from Bantam/Random House); as well as three young adult (YA) novels written under the pen name T.K. Welsh, including THE UNRESOLVED and RESURRECTION MEN (Dutton/Penguin). He is currently working on a sequel to THE GOD MACHINE.

Learn more about J.G. Sandom at <http://en.wikipedia.org/wiki/Sandom>, or visit the author at www.jgsandom.com.

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THE GOD MACHINE READERS' CONTEST

1. **The Grand Prize** is \$500, plus a live, personal Skype video (or phone) reading from THE GOD MACHINE by the author for you and your friends, and a free autographed copy of THE GOD MACHINE.
2. **Second Prize** is a brand-spanking-new Kindle 2 (from Amazon), plus a personal Skype video (or phone) reading and free autographed copy of THE GOD MACHINE.
3. **Third Prize** is a free autographed copy of THE GOD MACHINE, plus a personal Skype video (or phone) reading.
4. And **Fourth Prize** is a free autographed copy of THE GOD MACHINE.

How do you enter to win?

- Every time you blog about THE GOD MACHINE, Tweet about the book to your "followers" on Twitter, or write a review on Amazon.com, Barnesandnoble.com or Borders.com, you'll be entered into the drawing for the Grand Prize.
- Post one of the GOD MACHINE [e-Postcards](#) on your blog, Facebook or MySpace page and you'll be entered twice. Create and send the author a new e-Postcard based on the book and you'll be entered 5 times!
- If you read THE GOD MACHINE in your book group and have the author speak to your group via Skype online video, in person or by phone, you--and everyone else in your group--will be entered into the drawing.
- If you attend one of the author's readings, you'll be entered into the drawing.
- And, if you put together a book trailer for THE GOD MACHINE suitable for posting on YouTube, you'll receive 10 entries into the drawing!

The author will draw ONE name for the \$500 Grand Prize. He will then look to see who has the most entries and--if he didn't draw his/her name as the winner of the Grand Prize--s/he will win the Second Prize: that brand-new Kindle 2. The person with the second highest number of entries will win the Third Prize: the personal Skype reading and free autographed copy of THE GOD MACHINE. And the person with the third highest level of entries will win the Fourth Prize: the free autographed copy of THE GOD MACHINE.

If you are going to post a review on your blog, at Amazon.com, Barnesandnoble.com or Borders.com, you will need to email it to the author at jgsandom@gmail.com 24 hours ahead of time, and provide the screen name under which the review will be posted, plus the URL of the post. (Otherwise, the author won't know whom to enter into the contest.) Similarly, if you are going to Tweet about the book to your Twitter list, you will need to email the author ahead of time so that he can become a "follower" and see your Tweet.

You'll also need to show the author the Book Trailer or e-Postcard you made in order to obtain his approval before posting it on YouTube or your blog. (Clearly, if the trailer or e-Postcard is inappropriate for a general audience, you won't get the author's approval, nor will your submission entitle you to enter the drawing.)

The contest will begin on May 1st (3 days following the release of THE GOD MACHINE on April 28th), and will run through the end of July, concluding at midnight on July 31st. All winners will be announced in the author's August "What's New!" post. Visit jgsandom.com for details.