



*A miraculous story of*  
**HOPE & OVERCOMING...**  
*a journey of beauty from ashes*

***At a Glance...***

This is the miraculous story of Sarah Rodriguez, a woman who experienced more loss and heartache in a short period of time than most people will endure in a lifetime.

***A Closer Look...***

Sarah Rodriguez experienced more loss and heartache in a short period of time than most people will endure in a lifetime. Infertility. Miscarriage. Her husband Joel's cancer diagnosis (not once, but twice). Her husband's death. Her two-week-old baby girl in a fight for her life. . . And still, Sarah clung to her faith. *From Depths We Rise* is a miraculous story of hope and overcoming. Sarah's is a journey of beauty from ashes, of marching toward purpose out of the pain. Her awe-inspiring story will encourage readers of all ages to grasp tightly to their faith and to rise above even the most daunting of circumstances.

***Selling Points:***

- ⌘ Sarah's Powerful Story Was Covered by *People Magazine* and Shared Over 15,000 Times
- ⌘ Book Features an 8-Page Full-Color Insert of Sarah's Personal Photos
- ⌘ Sarah Has Been Featured on Major Media Outlets Including Glenn Beck's *The Blaze*
- ⌘ Book Will Release in Tandem with a Documentary about Sarah's Miracle Baby
- ⌘ Supported by Substantial Marketing and Publicity Efforts



*A Journey of Beauty from Ashes*

**FROM DEPTHS  
WE RISE**

**SARAH RODRIGUEZ**

October 2016 / 978-1-63409-862-5 / \$14.99  
256 pages / Paperback / 5" x 8" / Carton Quantity: 24  
BISAC: Religion / Christian Life / Inspirational



## Author Platform

- 🌐 Popular Blog: [www.JourneyofSarah.com](http://www.JourneyofSarah.com)  
200,000 unique visitors/month
- 📘 Journey of Sarah (4,687 “likes”)
- 📷 JourneyofSarah (2,136 followers)
- 🐦 @JourneyofSarah (360 followers)
- ✉️ E-newsletter (4,800 subscribers)

### **Additional Facts:**

- Her story was covered by *People Magazine* in July 2015 and they are likely to revisit her story once the book releases. Article has been shared over 15,000 times online.
- Sarah is the subject of a yet-to-be released documentary about her miracle pregnancy. The independent filmmaker is also a producer for NBC. It is scheduled to be released during the fall of 2016.
- Sarah’s story has been featured nationally on Glenn Beck’s *The Blaze*, *Redbook*, and also locally in Oklahoma newspapers and television.



Sarah Rodriguez

*Sarah Rodriguez is a graduate of Victory Bible College in Tulsa and currently resides Oklahoma. She is a writer, a speaker, and is active in her church community through worship and other avenues of serving. She was blessed to be married to her husband, Joel, for 8 incredible years. She is Mommy to Milo and Ellis.*

## Tentative Marketing Plans

**Publicity:** Barbour is in the process of hiring a publicity agency to conduct a large-scale national campaign with emphasis on TV interviews in both the general and Christian markets. The campaign will also include a focus on print magazine articles, guest blog posts, and radio and podcast interviews. An electronic manuscript will be available on NetGalley.com for early media access.

**Author Promotion:** The author will heavily promote the book to her vast amount of loyal followers on her blog, social media sites, e-mail updates, blogger connections, speaking events, etc. She also has good connections with several well-known Christian figures, such as Christa Black-Gifford, whom she will approach about writing endorsements.

**Book Trailer:** Sarah is in the process of producing a high-quality video where she will personally share her story and some information about the book. The trailer will be shared with retailers and promoted to consumers via the Google AdWords YouTube platform and on all author- and Barbour-owned social media platforms.

**Print Advertising:** Sarah’s story and book will be featured in ads in Christian women’s magazines. Possibilities include LifeWay’s *HomeLife*, *MTL* (More to Life), and *Called* magazines.

**Reviews:** Quality reader reviews will be obtained via NetGalley and Barbour’s Review Crew program.