

THE MAKING OF A BEST-SELLER

Success of 'The Daniel Plan,'
Rick Warren's new book,
surprises no one – except him.

Saddleback Church pastor Rick Warren's new book, "The Daniel Plan: 40 Days to a Healthier Life," topped The New York Times best-seller list the first week it debuted nationally in bookstores.

Warren was surprised when the book hit the No. 1 spot weeks before Christmas. Health and wellness books usually make best-seller lists in the early weeks in January when people are trying to turn over a new leaf.

It shouldn't have been a surprise. Warren's previous work, "The Purpose Driven Life," became the best-selling hardback non-fiction book in history. It sold more than 35 million copies.

The best-seller list reflects reported sales in a wide range of general interest titles. The New York Times best-seller list is the most prestigious.

"The Daniel Plan" continues to stay ranked among the top 10. The publisher, Zondervan, is on its fourth printing, and Saddleback Church in Lake Forest sold 13,000 books in just the last two weekends.

Publishing experts point to the authors, Warren's name recognition, and the style and format used to engage readers. Warren co-wrote the book with doctors Daniel Amen and Mark Hyman, who also are New York Times best-sellers and been successful in their fields.

Bringing all three together made this perhaps the

most dynamic and rewarding project HarperCollins Christian Publishing has created to date, said Annette Bouland, senior vice president at Zondervan.

"It is an exceptional work from three best-selling authors," she said. "Not only is the content superb, but the credibility that each author brings is notable. We trust that consumers recognize one or all of the authors."

Sharon Goldinger has worked in publishing for more than 20 years. She is a firm believer in name recognition and the importance of a proven track record.

"When you've got a book selling, it helps secure the next book," she said. "People who haven't found out about his first book will go back and read it."

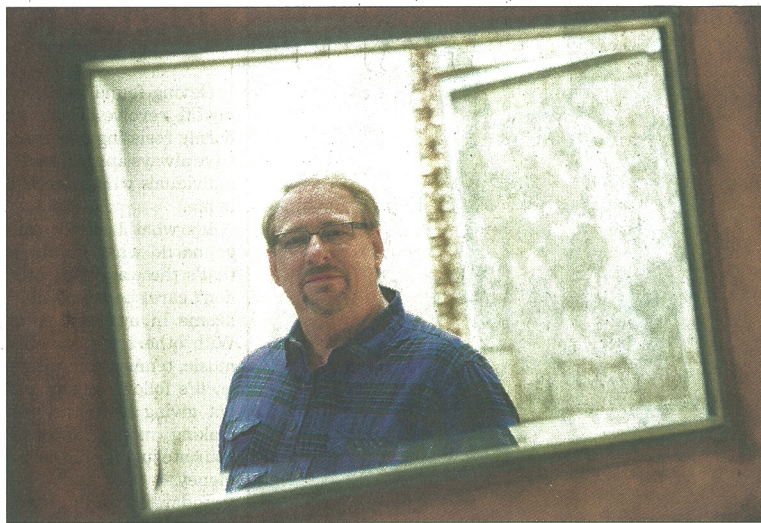
Goldinger has helped more than 100 writers nationally launch their work – some of whom have also topped best-seller lists. "These lists are strictly by-the-number; it has nothing to do whether a book is good or bad," she said.

Warren has the right mix of writing style, reputation and charisma, Goldinger said. She added that he has a friendly, easy-to-read style. He engages his audience by book or by preaching. Success at building Saddleback Church over more than 30 years has also helped establish a core group of readers. He's become popular through his reputation for sincerity.

"I'm not of his religion,



ERIKA I. RITCHIE
REGISTER
WRITER



KEVIN SULLIVAN, ORANGE COUNTY REGISTER

Rick Warren's "The Daniel Plan" debuted atop The New York Times best-seller list.

but I admire him," she said. "He really believes in what he wants to share. It's out there for the taking. He's not slamming it down anyone's throat.

"His writing gets people to learn about him. He's touched people in a way that they can relate to him. Few people in our world in each generation have that affect on people. He has that charisma."

New York Times best-selling author Martin Dugard of Rancho Santa Margarita co-wrote "Killing Jesus" with TV host Bill O'Reilly. That book is No. 2

this week on the list.

"Some writers will say the process of writing is enough, that it doesn't matter whether anyone reads the words or not," Dugard said. "I'm personally not that advanced. The list is validation that someone, somewhere is turning the pages. And that's a nice feeling."

Dugard said Warren has built the perfect platform worldwide to extend his vision and reach. Last year, Saddleback opened ministries in Buenos Aires, Berlin and Hong Kong. Plans this year include Manila

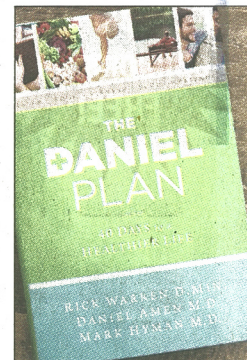
and Moscow. A ministry in Los Angeles is planned for 2014 as well.

"Now that Saddleback has campuses not only in Southern California, but also in major cities around the world, he has a unique platform to extend his vision," Dugard said. "From a bookselling perspective, this is the perfect platform to put your book in front of the precise audience for which it was written. The book then goes viral because these people tell their friends, and then it sells."

Dugard said self-help books like "The Daniel Plan," when done right, make people strive to be the best possible version of themselves.

Warren said the book shows how to have a healthy lifestyle focused on faith, food, fitness, focus and friends.

"It's not what you eat but what's eating you," said Warren, who on Sunday spoke to more than 3,000 people stoked about chang-



DID YOU KNOW?
The lifestyle plan was named the Daniel Plan after the Old Testament's account of Daniel, who refused to eat the rich foods from the king's table and challenged the ruler to a 10-day health contest.

ing their lives. The pastor of the 35,000-strong megachurch encouraged people to work on all or part of their lives: mind, spirit, soul and body. "By all these elements working together long-lasting changes can be made."

Warren said he's not enamored by book lists. He wants people to change their lives.

"This program grew out of my failures," he said. "It was, 'Does anyone want to join me?' I have a genuine love for people. You can fake that for two years but not for 33."

Warren's next book, "The Daniel Plan: Healthy Cooking for Life" will include 100 recipes created by local chefs Sally Cameron, Jenny Ross and Robert Sturm.

It's expected in bookstores in March.

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Other Orange County authors on The New York Times best-seller list

Dean Koontz: The Newport Beach author's books have been translated into 38 languages. He's sold 450 million copies. He had 14 hardcovers and 14 paperbacks that made the No. 1 spot on the list.

Martin Dugard. The Rancho Santa Margarita author is known for his well-researched historical narratives. "Killing Jesus," a book he co-wrote with Bill O'Reilly is at No. 2. on the list. Dugard has been on the list five times, three times in the No. 1 spot.