

## PATHEOS EXPERT SITES FOR AUTHORS AND WRITERS

Never mind the actual research and writing; promoting your work can seem like a full-time job. If you're struggling to get your writing in the spotlight, the Patheos platform can provide you with an invaluable marketing resource.

*Patheos Expert Sites help you promote your publications and increase sales.*

One option is to build a website from scratch, but this is an expensive, time-consuming effort requiring you to troubleshoot the technology yourself. In contrast, the Patheos Expert Site is not only easy to manage, it may be the most cost-effective marketing opportunity you will find.

Why do authors and writers use Patheos Expert Sites?

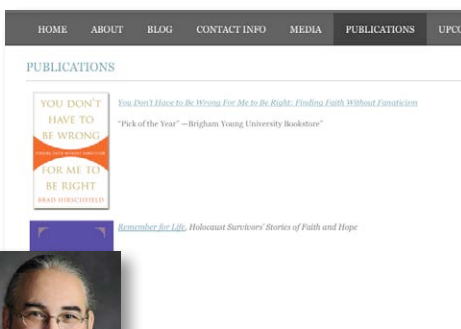
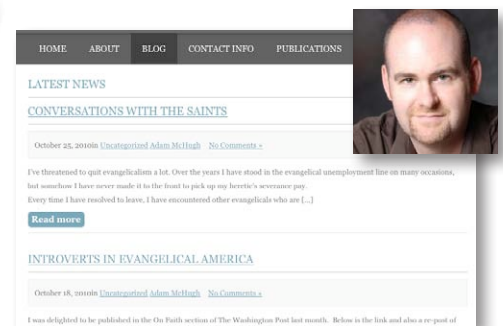
### BENEFITS

- Promote and link to publications to increase sales
- Publication opportunities with Patheos, including articles and Patheos Book Club
- Publicize your speaking/event schedule
- Use your own custom URL and link back to your website, social media or other web content
- Potential exposure to major media through Patheos media partnerships
- Provide media and public access to your page with dynamic search functionality from the main Patheos site

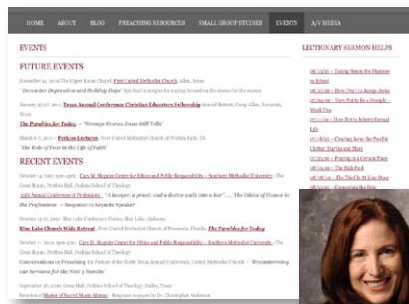
### TECHNOLOGY FEATURES

- Blog and feed your posts onto the Patheos home page
- Easily upload video and audio clips, as well as your CV, bio, and other materials
- Use social media tools like Facebook and Twitter to immediately share your content with colleagues and friends
- Create new pages and nested pages, all named by the user
- Create private group/classroom communities linked to your site
- Manage your site easily through a secure log-in - no programming experience required

**Patheos has hundreds of thousands of unique visitors each month seeking to expand their knowledge about religion and spirituality. A Patheos Expert site can help connect you to a broader audience.**



**Share and publicize your publications**



**Share a schedule of your events and projects**

**Blog, link to articles and expand your following**



### Comprehensive Library

Patheos' library of foundational information on world religions is unparalleled in depth and breadth. All library material is original and produced by leading theological experts, many from top North American colleges and universities. All library content has been peer-reviewed to ensure the highest level of credibility, objectivity and accuracy, and is regularly used in both teaching and research. The library consists of 100 of the world's traditions covering every major world tradition since ancient times.

### Religion Portals

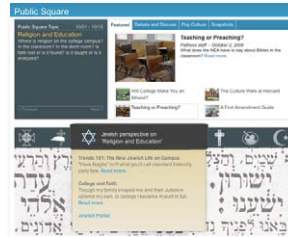
Unique to Patheos are a series of tradition-specific portals that feature columns, blogs and articles from experts in each tradition. The portals serve as online communities for intra-faith interaction, allowing visitors to gain new perspectives and participate in lively, informative dialogue around issues important to each faith community. Additional interaction can be found in forums or private study groups held in virtual classrooms. Patheos currently hosts portals for the following traditions: Buddhist, Catholic, Evangelical, Hindu, Jewish, Mainline Protestant, Mormon, Muslim, and Pagan.



### Patheos Book Club

With Patheos' unmatched religion resources, the Patheos Book Club is a different kind of reader experience. By using the site's extensive library, interactive lenses and learning resources, the process of reading a book becomes a deeper, more meaningful experience. While readers are

challenged to examine their own beliefs and understand the beliefs of others, authors and academics benefit from exposure to the Patheos audience -- millions of people who are interested in religion and faith issues.



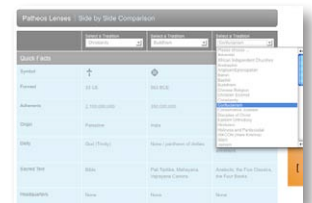
### Public Square and Featured Series

The Public Square and Patheos Featured Series are designed to elevate the global conversation on religion and spirituality and encourage readers to consider topics from multiple perspectives. Our 12-week

Future of Religion Series received rave reviews as over 200 experts from every major faith tradition contributed essays about the future of their tradition. Our Public Square features multi-faith perspectives and conversation on the moral and religious issues of our time. The Patheos Featured Series and Public Square provide forums unlike any other on the Web, where the public, media, faith leaders and academics can engage in meaningful and constructive dialogue about some of today's most controversial and compelling topics.

### Interactive Lenses

A variety of interactive lenses allow visitors to compare, contrast and experience different religions and belief systems in new and innovative ways.



- Side-by-side: compare different religions to learn how they are both similar and different on a variety of aspects
- Origin Map: See when and where every religion started
- Timelines: See the major events through time for the world's religions
- Trees: See how the world's religions developed from one another over time
- Snapshots: Dozens of charts and graphs that teach about today's religious world

Have Questions? Contact Us!  
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