

Urantia Book Fellowship  
2010 Year End Report  
Uversa Press

Dear Fellow GCers;

### **Urantia Book Sales**

In 2010, we sold 2800 Urantia Books. Most of these sales were through Barnes & Noble and Amazon. We also sold about 120 Jesus CD sets, 190 JANRs and 70 Kindle downloads. Sales of books in general are slow and we are following that downward trend. The main reason our sales are slow is undoubtedly because we have very little funds to advertise and market with. This coming year we will be marshalling volunteers all over the country to adopt some book stores in their area to help promote and sell more UBs.

### **Urantia Book Dissemination On-Line**

We will also be starting an SEO program to attract more folks to our site, where they can download the UB in both written and audio formats. Along with new SEO techniques, we will be able to monitor traffic to our site and measure its performance in conjunction with book store sales. In conjunction with bringing more folks to the UB through the back end of our site, we will seek to gather their contact information so we can stay in touch.

Along with disseminating the English version, we have embarked on a 10 year plan to create and disseminate an audio version of the many other languages the UB has been translated into. Once we have created these audio versions, we will be able to put them up on line for anyone to download either the written and/or the audio for free. With more and more of the world moving toward e-readers and headphones, this should prepare the UB to be readily accessible to both the eye and ear in the years ahead.

Uversa Press Subsidiary  
John Hay, Don Green, Paula Thompson