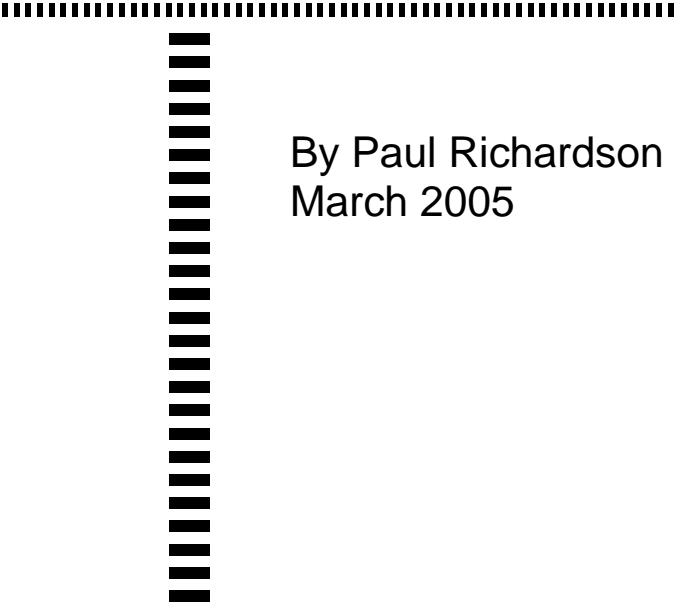




*Research Report*

# **Market Pre-testing of Potential Book Titles for the Bradford Manuscript**



By Paul Richardson and Monte Sahlin  
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## ***Introduction***

In preparation for the cover design and marketing campaign for the book about Charles Bradford, the Center for Creative Ministry conducted market research. A sample of 52 pastors, conference staff and lay persons who serve on denominational boards and committees was selected in order to match the most probable audience for the book. Of these, 21 agreed to participate and were interviewed in the time-frame allowed in March 2005. That means the response rate for this study is 40%, well above the minimum necessary to assure the reliability of the research. The sample size is typical for this type of market research.

The demographics of the respondents reflect the demographics of the ministerial employees and members of policy-making bodies. Nine out of ten are men and only 10% are women. In terms of ethnicity, 33% are African Americans, 52% are white and 14% are Hispanic and other ethnic groups. In terms of age, 19% are under 40, 71% are 40 to 65 years of age, and 10% are over 65 years of age. In terms of their role in the Church, nearly half (48%) are pastors, another 29% are officers or staff members at some level in the denomination, and 24% are not denominational employees but serve on an executive committee or governing board.

Respondents were asked just four questions and given about 24 hours to consider their response before the interviews were finalized. A modest incentive was given to each individual who responded. The questions were introduced with a brief background statement to provide a setting for the study:

“We are publishing a book about Elder Charles E. Bradford, including many of the most important works he has produced over the years, papers on ecclesiology, leadership, evangelism and social concerns, as well as the future of the Church.

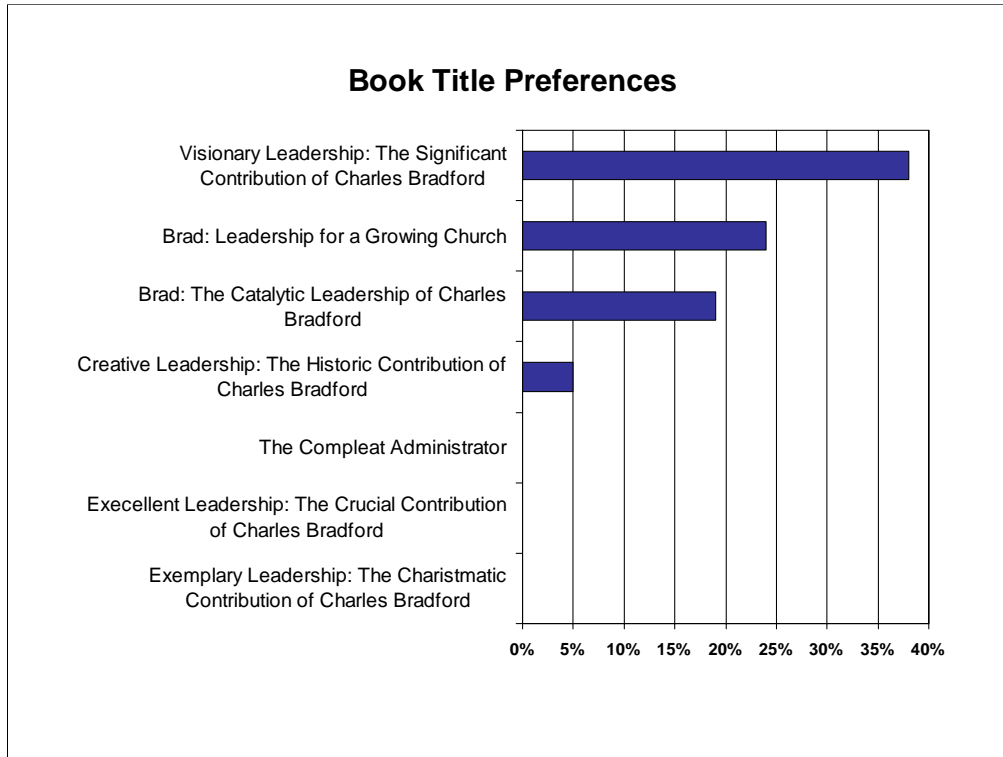
“1. Which of the following proposed titles do you prefer?

- A. The Compleat Administrator
- B. Visionary Leadership: The Significant Contribution of Charles Bradford
- C. Creative Leadership: The Historic Contribution of Charles Bradford
- D. Exemplary Leadership: The Charismatic Contribution of Charles Bradford
- E. Excellent Leadership: The Crucial Contribution of Charles Bradford
- F. Brad: Leadership for a Growing Church
- G. Brad: The Catalytic Leadership of Charles Bradford

“2. Do you prefer some combination of main title and sub-title that is better than any of the combinations listed?

“3. Do you suggest some other title all together?

“4. [Asked only of those who gave suggestions in response to Question 2 and/or Question 3.] Do you feel your suggestions are much better than the ones listed in Question 1 or simply additional ideas?



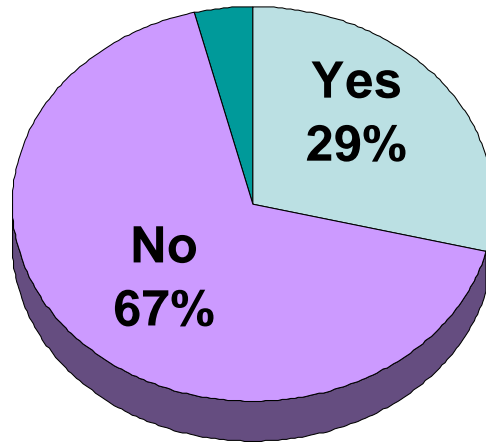
Nearly two in five respondents (38%) picked the book title, “Visionary Leadership: The Significant Contribution of Charles Bradford.” This was the single most popular title among the seven tested in this study. Several of the pastors also stated that they generally “pick up any book with the words visionary leadership.” One or two did not like the word “significant” in the sub-title. Several of the additional suggestions supplied by respondents include the words “visionary” or “visionary leadership.” Clearly this language has wide appeal among Seventh-day Adventist pastors and conference staff.

About one in four respondents (24%) prefer the book title, “Brad: Leadership for a Growing Church.” This is the second most popular title among the seven tested. Several of the respondents stated that they like the “short and sweet” main title, although one young pastor said that he had never heard of references to Charles Bradford as “Brad,” so this may not be familiar among younger readers. On the other hand, the same main title appeared in several of the additional suggestions as did the words “growing church.”

About one in five respondents (19%) liked the book title, “Brad: The Catalytic Leadership of Charles Bradford.” It is significant that with the second and third most popular titles among the seven tested, two have the main title “Brad.” This means that a larger percentage of respondents prefer the main title of “Brad,” than prefer the most popular title tested.

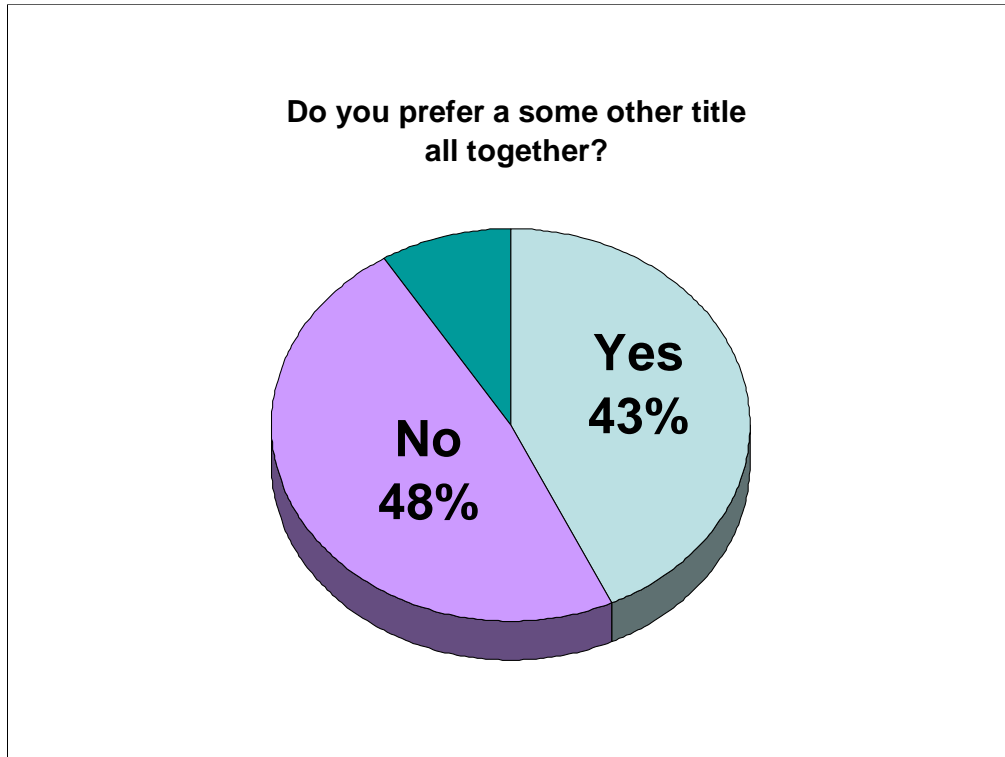
Only 5% of the respondents selected the book title “Creative Leadership.” Not even a single respondent liked three of the seven book titles tested. Obviously these four probably should not be used.

**Do you prefer a different combination  
of main title and subtitle?**



Less than a third of the respondents prefer some combination of the main titles listed with a different sub-title from among the seven book titles tested in this study. Two-thirds are satisfied with the seven possible titles that were listed.

This is a good indication that an effective title can be selected from among the seven book titles tested. It does not rule out doing some fine-tuning based on some of the more subtle suggestions in this study, especially from the rich information available in the unsolicited comments. (See Appendix A.)



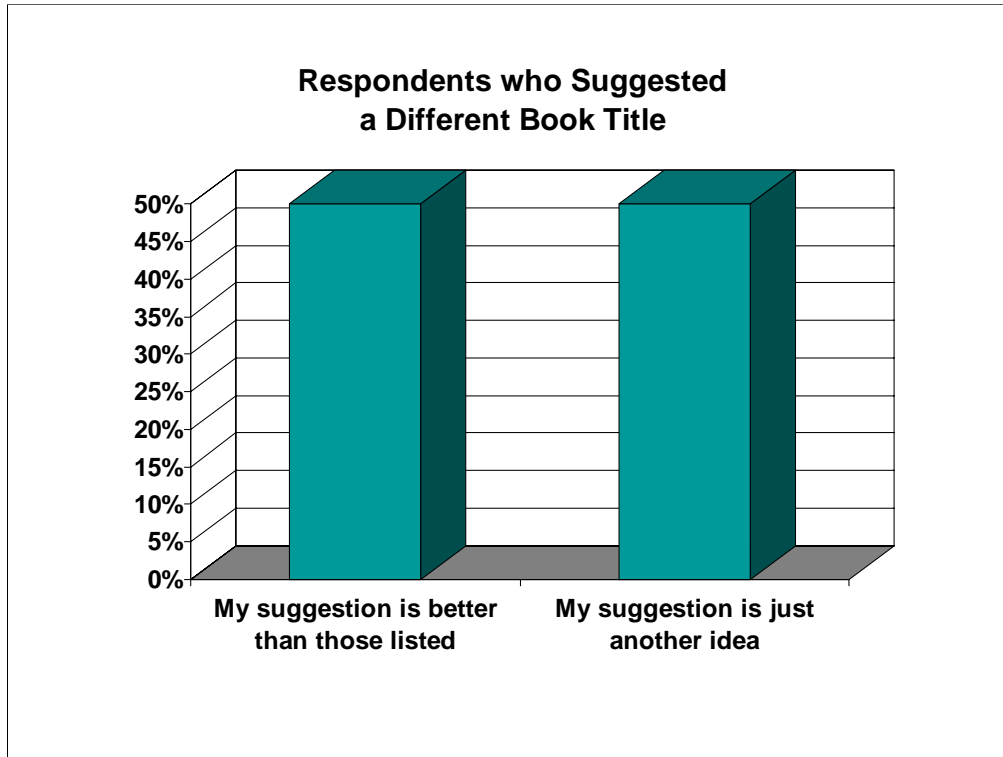
Asked to suggest entirely different ideas for the title of this book, nearly half of the respondents (48%) said that they were satisfied with the seven possible book titles tested in this study. Only two in five (43%) made an additional suggestion or stated that “some other title” is needed.

Again, this is further evidence that an effective title can be selected from among the seven book titles tested. Although it does not rule out some fine-tuning, these results are decidedly different from studies in which it is discovered that the range of title ideas are all disliked by respondents and most have different suggestions.

## Additional Suggestions

- Leading Through Change: Reflections by Charles Bradford on Where We Go From Here
- Brad: The Writings of Charles Bradford on Church, Ministry, Leadership and Other Topics
- The Legacy of Creative Leadership of Charles Bradford
- Charles E. Bradford: Church Visionary—Past, Present and Future
- Servant Leadership: The Life and Work of Charles Bradford
- Inspired Leadership: The Rise and Contribution of Charles Bradford
- Leadership: Visionary and Catalytic for a Growing Church
- Charles E. Bradford: Visionary Leadership for a Growing Church
- The Spiritual Leadership of Charles E. Bradford, Jr.
- Brad: The Heart of a Leader

From the two questions asking for additional suggestions for the book's title, a total of ten specific titles were suggested by respondents. Two of these used one of the main titles among the seven possibilities tested—"Brad." The majority of these additional suggestions have a similar structure to the seven titles presented for testing. Most of the suggestions represent fine-tuning rather than major differences in titling. None of the additional suggestions were mentioned by more than one respondent.



This question was asked only of those respondents who gave additional suggestions for a title for the book: “Do you feel [your] suggestions are much better than the ones listed in Question 1 or simply additional ideas?” This follow-up question is intended to measure how strongly respondents feel about a different approach to titling the book than those included among the seven possible titles tested in this study.

Half of those who made suggestions say, “My suggestion is just another idea.” Only half of those who made additional suggestions—about one quarter of the total respondents—feel strongly that a different approach is needed.

Again, this is further evidence that a strong book title can be found among the preferred language in the seven possible titles tested in this study. Fine-tuning can strengthen the final choice, but it would be risky to stray to far from the results of this study.

## Appendix

*Transcribed here are the unsolicited comments from respondents. Two out of five of the individuals interviewed in this study (43%) offered some additional comments. Each individual's comments are included here in a separate paragraph. These expressions of views and suggestions give some additional insight into the way potential readers/purchasers will respond to the book cover and title.*

Regardless of the title chosen, this sounds like a good read. Looking forward to its release.

It would be good that one chapter deals with why he was chosen and the years preceding his election. Another chapter may consider the structural contributions and changes he made to the NAD ... and perhaps to the world church.

As to which title is better, it really depends. If you want to have a book just to acknowledge Elder Bradford's administration and have some kind of an anthology of his published works, I think that number one [*The Compleat Administrator*] will do the trick. However, for the intended book to bring something new and fresh (not already in print) in insight and understanding of Elder Bradford's rise and contributions, number three and number four [*Creative Leadership: The Historic Contribution of Charles Bradford ... Exemplary Leadership: The Charismatic Contribution of Charles Bradford*] are necessary. I have to admit, it would then require some courage to write. But, such a book would be more valuable and more people would be interested in reading it.

I think the title *The Compleat Administrator* has to go. Who wants to be a manager? I want to be a leader ... I want to have vision ... I want to be a catalyst ... but not a manager. The title *Brad: The Catalytic Leadership of Charles Bradford* is a tongue twister for me. It doesn't flow or have cadence. After reviewing it several times, I still don't think I understand it. My second favorite title is *Brad: Leadership for a Growing Church*.

I very much like *Visionary Leadership* as the main title. At least when I see those words, I usually pick a book up and look it over. And a subtitle having Charles Bradford's name to me is essential for an Adventist readership, though a shortened form using "Brad" could work. But, for me the whole name is important because right away I know who Charles Bradford is; I am not sure who "Brad" is.

I don't like any of the titles [on the list]. I don't think they convey what Brad was about. How about *Servant Leadership: The Life and Work of Charles Bradford*. Just my thinking.

No sub-title; keep it simple and sweet and personal.



My recollection of Elder Bradford was his eloquence in preaching both from a spiritual and intellectual level and his ability as a person who could relate to people at all levels of life.

When I think about [the book's] target audience, I ask myself the question, What would make me want to pick up this book and read it. I think that you need to capture the essence of the future of the church. I am more prone to read a book by a leader such as Bradford if he is speaking to where we need to go as a church and his reflections on the aforementioned areas both past and present. Therefore, something like *Leading Through Change: Reflections by Charles Bradford on Where We Go from Here*. I would want to read a book that moved in this direction. I need something that catches me. Everybody is asking the question of where we go from here.