

Friday, 31/7/2009

SUBMISSIONS DOCUMENT

(A Book Business Plan For *'About God'*)

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Key

Q: Question

A: Answer

PA: Publishing Agency *i.e.* Literary Agency or Publishing House

Q1) WHAT ARE THE MAIN FEATURES OF YOUR BOOK?

Q1.1 What is the book's title and subtitle?

A1.1 The book's provisional title and subtitle is: -

ABOUT GOD

(A Bible-Based Analysis of the Attributes of God – With Particular Reference to the Relationship between Divine Holiness and Divine Love)

Q1.2 How many pages and words are there?

A1.2 It has 338 pages and 90,786 words, including footnotes and endnotes.

Q1.3 What is your book about?

A1.3 This book is about God and His personal attributes (characteristics)

Q1.4 How did this book originate?

A1.4 The main material was compiled as hand-written notes in February-April 1986. Originally intended for private study alone, they were, (in 1987) used as part of a 'Church Bible Exposition Course' and further adapted for a weekend theological workshop in October 1988. Subsequent years saw more refinements (with greater detail concerning the names of God being inserted in mid-1999). It assumed its present form in May 2007 with only subsequent minor editing.

A fuller explanation as to its origins will be found in its own Introduction.

Q1.5 What new ground does it break?

A1.5 It breaks new ground by employing an interactive approach, with its readership being positively encouraged to practically engage with its content. It also uses of ancient forms of Jewish Bible interpretation (called 'Midrash') to lend greater clarity to such issues as the relationship of divine holiness to divine love.

Q1.6 What original argument does it make?

A1.6 It argues the case for divine holiness and divine love relating mutually, the one to the other; to exaggerate one at the expense of the other leads only to a warped expression of Christianity.

Q1.7 What are the book's outstanding features?

A1.7 The book's outstanding features include its: -

A1.7.1 Use of 'Midrash' to resolve 'the phantom conflict' between divine holiness and divine love

A1.7.2 Combination of 'Midrash' with logical reasoning, devotional prayers and short summaries, all helping to clarify a point in question

A1.7.3 Well organized structure, dividing the material into 'bite-sized' chunks

A1.7.4 Interactive approach, enabling the reader to practically engage with the material on either an individual or a group level

A1.7.5 Acknowledgement and gratitude to previous writers in this field, as it seeks to further 'build upon' their endeavours.

Q1.8 What subject does your book cover?

A1.8 My book covers the nature and attributes of God

Q1.9 What specific topics does it handle?

A1.9 It handles such specific topics as: -

A1.9.1 The attributes of God

A1.9.2 The relationship between divine holiness and divine love

A1.9.3 The need to avoid harbouring personal idols

It does not set out to present arguments 'proving' God's existence nor does it look at other theologically-charged matters *i.e.* divine election or the Trinity.

Q1.10 *What purpose does your book serve?*

A1.10 My book's purpose is to answer the following questions: -

A1.10.1 'Who is God?'

A1.10.2 'What is He like?'

A1.10.3 'To what extent can we become like God?'

It applies the biblical teaching of the need to give a faithful Christian witness during a time of widespread apostasy amongst God's people, (Jeremiah 12:5 and Acts 28:28).

Q1.11 *What are its aims?*

A1.11 Its specific aims are to enable readers to: -

A1.11.1 Better understand the relationship between the different divine attributes (especially divine holiness and divine love)

A1.11.2 See how different divine attributes are present in both the Old and New Testaments

A1.11.3 Appreciate how each divine attribute reveals something about God's reaction to the sin of apostasy

A1.11.4 Clearly see how each attribute was fully demonstrated during the death of Jesus

A1.11.5 Understand how a study of the divine attributes can actively inspire worship

A1.11.6 Understand the differences and similarities between God and Man

A1.11.7 See why divine holiness and divine love cannot be seen in isolation, the one from the other

A1.11.8 Perceive how God's almighty power unites divine holiness and divine love

A1.11.9 Comprehend how divine power enhances rather than diminishes personal characteristics *i.e.* the ability to think, feel, socialise and make decisions

Q1.12 *What are the book's underlying assumptions?*

A1.12 The book assumes that Scripture: -

A1.12.1 Is the inerrant Word of God – the final authority in matters of faith and practice

A1.12.2 Reveals that God Himself is an objective person, existing independently of humanity

A1.12.3 Warns that, in their fallen condition, people have a limitless capacity to ignore God or to seriously misrepresent Him

A1.12.4 Predicts that human sin will reach a dreadful climax before the return of Jesus, when most of the world's population (including professing Christians) will prefer to follow a global anti-Christ rather than the Christ revealed in Scripture. Church history will end in a terrible apostasy, leaving only a small remnant of believers to affirm the true gospel

Q1.13 *What are the book's key ideas?*

A1.13 The book's key ideas are that: -

A1.13.1 In this world Christians can only ever enjoy a limited knowledge of God. However, they know enough to make them accountable and capable (under divine grace) to live lives which seek to honour Him

A1.13.2 When combined with logical analysis 'Midrash' can help resolve many theological points of debate. It can also provide a means of interpreting human history

A1.13.3 Idolatry comes easily to people – unless checked by the Holy Spirit they will prefer any idol (no matter how ridiculous) to the God who has revealed Himself in scripture

A1.13.4 Unchecked sin can easily delude people into thinking they are 'gods' in their own right

Q1.14 *How is the content organized?*

A1.14 The book's content follows a 'linear' structure, characterized by: -

A1.14.1 A beginning; consisting of introductory material, explaining how the book actually came to be written

A1.14.2 A middle; consisting of an exploration of all 52 divine attributes, grouped under three major headings of 'Largely Shared' 'Potentially Shared' and 'Barely Shared.' Each section is further divided

into sub-sections, including definitions, two bible expositions, a logical analysis, devotional prayers, summaries and exercise questions

A1.14.3 A climax; consisting of three chapters (with sub-headings) employing 'Midrash' and logical analysis to demonstrate how the attributes of divine holiness and divine love relate to one another

A1.14.4 An Addendum; presenting the main points

A1.14.5 A bibliography

Q1.15 *Why have the contents been presented in this way?*

A1.15 The contents have been presented in this specific way to: -

A1.15.1 Aid in the assimilation of what may be viewed as difficult information

A1.15.2 Enable readers to pause without losing their place

A1.15.3 Follow a natural logic, making the book easier to follow

A1.15.4 Place the drier, more technical information at the end

A1.15.5 Facilitate further research

Q1.16 *Are there any charts, graphs, illustrations, photographs or tables?*

A1.16 Yes, these are dispersed throughout the addendum.

Q1.17 *Are coloured pages or boxed sub-sections present in this book?*

A1.17 None are present in this particular book.

Q1.18 *Are summaries and exercises used?*

A1.18 Yes

Q1.19 *Are footnotes and appendices present?*

A1.19 Yes, where deemed necessary and helpful¹

Q1.20 *Are sources listed in a bibliography?*

A1.20 Yes, sources are listed in a bibliography with any citation using the Harvard Reference System.

Q1.21 *What will your 'Back Cover' explanation say?*

A1.21 My 'Back Cover' explanation will state, "A Bible-Based Analysis of the attributes of God – especially divine holiness and divine love. Ancient Jewish methods of bible interpretation are used throughout along with prayerful meditations, proverbial sayings, logical argumentation and simple summaries. A stimulating variety of questions are included to facilitate individual and group study."

Q1.22 *What descriptive slogan captures the essence of your book?*

A1.22 An apt descriptive slogan would state; 'A book to challenge forgetful Christians to remember 'who God is' and 'what he's like.'"

Q1.23 *Will it be hardback or paperback?*

A1.23 Both types of cover would be acceptable

Q1.24 *How many times has this book been edited?*

A1.24 It has been proof read several times by both myself and a close associate. Care has been taken to gain independent criticism from responsible and trusted third parties.

Q1.25 *What work needs to be done on the manuscript?*

¹ Footnotes are present at the bottom of the page in order to facilitate reference

A1.25 Hopefully very little; the Introduction may need to be shortened (and possible conversion made from UK to US English usage). A final proof read should clear away any remaining errors.

Q2) HOW WILL YOUR BOOK AFFECT ITS READERS?

Q2.1 *What makes this book stand out?*

A2.1 This book stands out because it combines both analytical and devotional material, with the reader encouraged to engage with it at their own pace. Some insight is also gained into how God Himself responds to the widespread apostasy prevalent in His Church.

Q2.2 *How will your book generate interest in its prospective readership?*

A2.2 This book should generate interest in its prospective readership by showing how God's attributes can: -

A2.2.1 Be used to understand and even combat the apostasy already present within the Church

A2.2.2 Be clearly seen in the death and resurrection of Jesus

A2.2.3 Enable the reader to know God as He actually is

A2.2.4 Prevent people from viewing themselves as divine beings in their own right

Q2.3 *What skills and abilities will prospective readers require for this book?*

A2.3 Those using this book will need to possess a fairly good standard of literacy. Some knowledge of the Bible would also help.

Q2.4 *What are readers likely to gain from reading this book?*

A2.4 By reading this book readers are likely to gain: -

A2.4.1 An appreciation of God's reaction to the sin of faithlessness

A2.4.2 A grasp of how each divine attribute was demonstrated during the death of Jesus

A2.4.3 An understanding of how divine holiness and divine love relate to one another

Overall, the reader should gain a greater ability to lead a more balanced Christian life – avoiding irrational fanaticism at the one extreme and complacent sloth at the other.

Q2.5 *What emotions could it provoke?*

A2.5 Amongst open-minded readers it could provoke such emotions as awe and reverence. Those clinging onto some personal idol or believing they can ascend to deity will, in all likelihood, feel very uncomfortable.

Q2.6 *What changes in the reader does it hope to produce?*

A2.6 'About God' hopes to produce the following changes in the reader: -

A2.6.1 Intellectually, it should clear away confusion by providing a bible-based view of God

A2.6.2 Emotionally, it should challenge the reader to revere God for who He actually is

A2.6.3 Volitionally, it should challenge the reader to abandon every idol in order to witness effectively to the one true God

A2.6.4 Spiritually, it should enable readers to avoid the delusion of deification (the false idea of 'ascending' to Godhead in one's own right).

Q2.7 *Why should people buy 'About God'?*

A2.7 People should buy 'About God' because it: -

A2.7.1 Will enable them to find out who God is (as shown in His many personal attributes)

A2.7.2 Tries to be the best recent publication in the field (by consciously building upon the seminal works of Bavinck, Packer, Pink and Tozer)

A2.7.3 Adopts a multi-genre approach, likely to appeal to a broad readership

Q2.8 *Where do you expect your book to sell best?*

A2.8 I expect 'About God' to sell best in: -

A2.8.1 The USA and Canada over the short term (i.e. within the next decade)

A2.8.2 English speaking undeveloped countries in Africa and Asia (followed by Latin America in Spanish translation) over the longer term (i.e. after the next decade)

Q2.9 *Why do you expect your book to sell best in the above-mentioned locations?*

A2.9 I expect 'About God' to sell best in the above-mentioned locations because: -

A2.9.1 The USA and Canada has a large Christian Market which still takes scripture seriously and is open to fresh approaches

A2.9.2 Undeveloped countries suffer from militant forms of false teaching and severe economic hardships, all of which should fuel a demand for bible-based teaching

Q2.10 *What distribution outlets will it use?*

A2.10 Its most likely distribution outlets will be: -

A2.10.1 Over the shorter term; academic and Christian Bookshops, Educational Institutions, Libraries and Religious Communities

A2.10.2 Over the longer term; the use of agents replicating and distributing it when Christian Churches are forced to go underground due to Global persecution

Q2.11 *Why do you think this book should be published?*

A2.11 This book should be published because of the urgent need for Christians to base their lives upon an accurate and well-presented scriptural view of God. Should they choose otherwise they run the risk of becoming engulfed by the tidal wave of error that's even now devastating many churches. 'About God' stands as a counter to this error; should it remain largely unread the following 'rule of thumb' would apply; *'Where good teaching fails to be publicised, error thrives.'*

Q3) WHO ARE YOUR PROSPECTIVE AUDIENCE?**Q3.1** *Whom would you like to reach in the short term?²*

A3.1 I would like to reach Westerners most like myself with an active interest in education and culture

Q3.2 *Why would you like to reach this audience?*

A3.2 I would like to reach this audience because it presents a natural '*beginning*' point and applies the biblical strategy of initially reaching out to those most like oneself in terms of culture and background (Acts 1:8)

Q3.3 *What is their most likely profile?*

A3.3 Their most likely profile would consist of: -

A3.3.1 Gender: Mixed, with a slightly higher proportion of men

A3.3.2 Age: 35-60 with a sprinkling of older people and younger students – possibly those wishing to enter some form of Christian ministry.

A3.3.3 Occupation: Students, professionals (including the Christian ministry) – with a high proportion of intellectuals

A3.3.4 Socio-Economic Status: Mainly middle to upper middle class with some members of the aspiring working class; will enjoy a high level of education and be influential in their professions.

² i.e. within a decade of publication

A3.3.5 Background: Urban dwellers who are either single or married with families; in some cases living in religious communities

A3.3.6 Ambition: To enhance their knowledge and professional skills. Strongly motivated to learn and possibly disaffected with the present condition of the Church

A3.3.7 Potential: To influence theological and other forms of education

A3.3.8 Possible Threats: Redundancy, social marginalisation, poverty and loss of respectability due to a worsening economic and political climate

A3.3.9 Type of Faith Preferred: Rational and structured with scope given for emotional release and the more experiential aspects of religion. They will be conservative rather than liberal in theological outlook; with a more thoughtful and reflective approach to Christianity

A3.3.10 Orientation: Socially conservative with pro-family values. They will have a particular interest in theology and bible expositions.

A3.3.11 Portrait: Upper working to upper middle class, with a background in education and a keen interest in church and cultural affairs. Of a studious disposition, they will make extensive use of libraries as well as the Internet. Micklethwait and Wooldridge (2009) provide a fuller picture of the type of people I hope to reach in the fifth chapter of their book *'God is back.'*

Q3.4 *Why may this audience choose to use your book?*

A3.4 This particular audience may choose to use my book: -

A3.4.1 To learn more about God's character

A3.4.2 For sermon material

A3.4.3 For exam revision purposes

Q3.5 *What benefits may your book offer this audience?*

A3.5 My book offers them the following benefits: -

A3.5.1 A greater clarity concerning God

A3.5.2 A definite counter to false teaching

A3.5.3 Intellectual stimulation

A3.5.4 Information for research purposes

A3.5.5 An easy to follow layout

Q3.6 *What are the best ways to reach this audience?*

A3.6 The best ways to reach this audience are through: -

A3.6.1 Academic and Christian Bookshops

A3.6.2 Educational and Public Libraries

A3.6.3 Publicity on the Internet

Q3.7 *Whom would you like to reach in the longer term?*³

A3.7 I would wish to reach those in the developing nations, having the ability and drive to shape their own future

Q3.8 *Why would you like to reach this audience?*

A3.8 I would like to reach this audience because it's with them that the long-term future of Christianity appears to lie. I would also be applying the strategy of Acts 1:8 by attempting to reach *'the uttermost parts of the Earth.'* I would make contact with this audience only after I've done all I can to reach out to people in my own home city in the North of England (*'Jerusalem'*), my own country – the United Kingdom (*'Judaea'*) and America (*'Samaria'*).

³ *i.e.* within the next 11-30 years

Q3.9 *What is their most likely profile?*

A3.9 Their most likely profile would consist of: -

A3.9.1 Gender: Mixed – with a slightly higher proportion of men

A3.9.2 Age: 20-45 – with a sprinkling of older people

A3.9.3 Occupation: Students, professionals– with a high proportion of intellectuals

A3.9.4 Socio-Economic Status: Aspiring middle and upper working class, either self-taught (having a strong motivation to learn) or with a high level of education. Will be natural *'change agents'* and community leaders

A3.9.5 Background: Migrant, or first and second generation urban dwellers, either single or married with families. May come from impoverished backgrounds

A3.9.6 Ambition: To improve both themselves and their home communities

A3.9.7 Potential: To influence both the upper and lower tiers of their society

A3.9.9 Possible Threats: Violent disorder and persecution from corrupt governments and other religious, ethnic or tribal communities. Also, difficulty in providing basic necessities for their families

A3.9.9 Type of Faith Preferred: Sound theological values regarded as a basis for social action (*i.e.* to directly challenge the injustices found within their society). Socially and politically active with some scope given for emotional release via the more experiential aspects of religion. Micklethwait and Wooldridge (2009) provide a fuller picture of the type of people I hope to reach in the introduction to their book *'God is back.'*

A3.9.10 Orientation: Socially conservative with pro-family values. Will possess a strong work ethic and be concerned with community improvement.

A3.9.11 Portrait: Middle Eastern or Asian with some African and Chinese features. Their wives, if not busy with their careers or with raising children will be very active in their community. Both men and women will be practically capable.

I am aiming for *'third world'* versions of my great Grandfather (a successful Victorian businessman) and his younger brother (a Victorian school teacher). There is also more than a passing resemblance to some of my mature overseas students. Followed once more is the biblical strategy of opening-up fresh areas by beginning with people most like myself, (Acts 1:8).

Q3.10 *Why may this audience choose to use your book?*

A3.10 This particular audience may choose to use my book for: -

A3.10.1 Defence against false teaching

A3.10.2 Debate against false teachers

A3.10.3 Group study and worship

Q3.11 *What benefits does your book offer this audience?*

A3.11 My book offers this audience the following benefits: -

A3.11.1 An opportunity to encounter a biblical view of God

A3.11.2 A greater clarity in discerning the difference between Christianity and other World Faiths

A3.11.3 A challenge to pagan and superstitious views of God

Q3.12 *What are the best ways to reach this audience?*

A3.12 The best ways to reach this audience are through: -

A3.12.1 A granting of copyright license on reasonable terms

A3.12.2 Universities and Missionary Colleges

A3.12.3 Agents and colporteurs

Q4) WHAT ABOUT MARKETING?

Q4.1 *Have you any experience in Marketing and Sales?*

A4.1 I've had experience in both marketing and in selling such things as Christian books, consumer goods, financial policies, engineering products and my own teaching services.

Q4.2 *Do you have any special contacts?*

A4.2 My special contacts include: -

A4.2.1 A university librarian

A4.2.2 A local preacher

A4.2.3 Three particular Christian Organizations

Q4.3 *Do you have any quantitative data to support your plan?*

A4.3 Supporting quantitative data can be found by visiting 'Google' and keying in 'church attendance figures' (or 'number of born again Christians') for different continents. I also regularly refer to the statistical information produced by 'Quadrant Magazine' (published by 'Christian Research'). A significant amount of data is also provided by: -

Micklethwait and Wooldridge (2009)

God is back:

How the Global Rise of faith is Changing the World

Allen Lane

ISBN: 978-0-712-99902-0

Q4.4 *Do you have any qualitative data to support your plan?*

A4.4 Supporting qualitative data can be found within a wide range of reading. Two representative examples include: -

Guyatt Nicholas (2008)

Have A Nice Doomsday:

Why Millions of Americans are Looking Forward to the End of the World

Ebury Press

ISBN: 978-0-091-91088-4

(I met the author at a 'Café Sociology' meeting on Monday, 9th July 2008)

Isaacson Alan (1990)⁴

Deeper Life:

The Extraordinary Growth of the Deeper Life Bible Church

Hodder Christian Paperbacks

ISBN: 0-340-52342-5

Q4.5 *How is the current global economic crisis (2009) likely to affect sales?*

A4.5 The current global economic crisis is likely to generate an inner sense of personal need which, in turn, should actually accelerate sales. A review of the 2008 'Intel Report' would suggest that books tend to be a fairly 'inelastic' product and will often substitute for the more luxurious items which consumers have had to forgo because of financial constraints.

⁴ I bought this book after occasionally preaching (during 1990) at the Leeds University Branch of the 'Deeper Life Fellowship.' I later found it to be steeped in the errors of 'prosperity teaching'.

Q4.6 *What is your marketing plan?***A4.6**

In terms of the *'The Marketing Mix'* my plan is to make: -

- The product attractive
- The price affordable
- The place accessible
- The promotion appropriate

In terms of the *'The Communication Mix,'* my plan is to: -

- A4.6.1** Ensure the back cover is attractive but not too *'religious'*
- A4.6.2** Develop an effective *'marketing information system'* to monitor progress
- A4.6.3** Provide *'press releases'* and personalised letters to Christian Organizations
- A4.6.4** Use *'Below the Line'* advertising via contacts within churches, educational institutions, libraries, and Christian Organizations
- A4.6.5** Personally sell to local shops in order to gauge response (on a *'sale or return'* basis)
- A4.6.6** Network amongst key contacts at Christian events
- A4.6.7** Offer discounts to those having provided contacts or detailed criticism
- A4.6.8** Create and/or seize upon every naturally occurring opportunity, whenever possible
- A4.6.9** Monitor and review progress on a bi-annual basis
- A4.6.10** Further *'Test market'* of particular excerpts should this be deemed necessary

Q5) WHO ARE YOUR COMPETITORS?**Q5.1** *Who or what is your competition?*

A5.1 My competition may include: -

- A5.1.1** Well respected classic authors like Bavinck, Packer, Pink and Tozer
- A5.1.2** Newer, more modern authors, promoting a pantheistic *'New Age'* view of God

Q5.2 *How does your book differ from rival publications?*

A5.2 My book differs from rival publications because it: -

- A5.2.1** Presents traditional biblical doctrine via the use of a whole variety of modern teaching methods
- A5.2.2** Combines bible exposition, theological analysis and devotional material
- A5.2.3** Links divine attributes to apparently unrelated topics like the death of Jesus
- A5.2.4** Employs a variety of literary forms to decisively move away from a formal, (possibly dull) sermonizing approach, providing a more exciting and stimulating read

Q5.3 *What unmet needs does your book hope to fulfil?*

A5.3 My book hopes to fulfil the need for: -

- A5.3.1** God to seem real
- A5.3.2** A greater (and more accurate) knowledge concerning God
- A5.3.3** Sound, scripturally-based teaching which takes the Jewish roots of Christianity seriously

Q5.4 *What special advantages does your book offer?*

A5.4 The book's special advantages include its ability to: -

- A5.4.1** Engage directly with scripture
- A5.4.2** Present old truths in a new manner
- A5.4.3** Offer versatility in its practical outworking

Q5.5 *Is your book 'in tune' with the times?*

A5.5 My book is *'in tune'* with the times because it's at its most relevant when life is proving difficult amidst a global recession. It's at such times that people may begin to feel the need for a greater sense of spiritual reality – this book would hope to meet such a need.

Q5.6 *Will it 'date' quickly?*

A5.6 Overall, this book should date fairly slowly because it's been designed to become something of a 'spiritual classic' (like Packer's *Knowing God*.) Its contemporary approach to teaching should appeal to the younger generation.

Q5.7 *How big is your prospective market?*

A5.7 My prospective market is likely to be very small in the United Kingdom, larger in North America (where it should justify a print run of 1,000-5,000 copies) and unlimited in the undeveloped world (where pirating may be a problem.)

Q5.8 *Would prospective customers include corporate establishments like libraries?*

A5.8 Yes, especially the libraries of Educational Institutions or those in City Centres

Q5.9 *What price are customers likely to pay?*

A5.9 The price will be in the range of £17.95-£19.95 for hardback and £12.95-£15.95 for paperback.

Q6) WHAT ARE THE MARKETING OPPORTUNITIES AND THREATS?**Q6.1** *What opportunities are likely to exist for the sale of your book in the Western World?*

A6.1 The most likely opportunities for the sale of my book in the western world include: -

A6.1.1 A growing demand from Bible-believing Christians for a positive alternative to the nonsense currently taught in many churches

A6.1.2 A growing demand from like-minded people seeing the need for a thorough-going reformation of Christianity.

A6.1.3 Its practical use to Christians who may be undergoing a time of persecution and suffering. This may come about when Christianity is viewed as being 'not-inclusive' enough or even divisive and therefore needing to be 'shut down.'

A6.1.4 A well-developed distribution system and conference circuit

Q6.2 *What opportunities are likely to exist for the sale of your book in the Developing World?*

A6.2 The most likely opportunities for the sale of my book in the Developing World include: -

A6.2.1 A growing urban population with a rising middle class

A6.2.2 A growing disenchantment with both political solutions and government corruption

A6.2.3 The possibility of it positively shaping the future of the Church in this region

Q6.3 *Are there any 'threats' to your books selling well?*

A6.3 Other than competition, possible threats to my books selling well include: -

A6.3.1 Crooked or incompetent PAs

A6.3.2 Time-wasting contacts

A6.3.3 Religious cranks

A6.3.4 Jealous rivals

A6.3.5 Those with a vested interest in actively maintaining corrupt forms of Christianity

A6.3.6 Those propagating the cult of 'political correctness'

A6.3.7 Militants from non-Christian Faiths

A6.3.8 Political and religious representatives of any future 'New World Order'

Q6.4 *Any further comments?*

A6.4 I would commend 'About God' for your respectful consideration both because of its marketability and its capacity to express biblical teaching in a creative and distinct manner.