

Friday, 31/7/2009

SUBMISSIONS DOCUMENT

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

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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 WORSHIP

(A Prayer Book enabling Christians to 'Worship God in Spirit and in Truth')

Q1.2 How many pages and words are there?

A1.2 It has 283 pages and 74,381 words, including footnotes and endnotes.

Q1.3 What is your book about?

A1.3 This book is about Liturgical Worship and the use of Creeds

Q1.4 How did this book originate?

A1.4 'About Worship' has a complex history. It first originated as a private devotional work compiled during mid-1998 (when I was in the early stages of mastering computer technology). The intention at that time was simply to collate all of his personal prayers and my worship material (some from as early 1975) into a coherent book form. The resultant work became variously known as: 'The Messianic Liturgy' or 'A Book of Uncommon Prayer' and was placed my first theological web site (in April 2003) where it attracted a significant number of 'hits.' On Monday, 12th September 2005 its title was changed to the 'Leeds Liturgy;' the content remaining unaltered. This was the situation until January 2007, when it was prepared for formal publication and the title again was changed to 'About Worship.' At this stage, a significant amount of formatting and some of the style needed attention with much fresh material being added. Footnotes clarified the terminology and also provided details of how particular sections had been constructed (sometimes over a period of two or even three decades). Final additions and revisions were made in the period of March to June 2009.

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

Q1.5 What new ground does it break?

A1.5 It breaks new ground in its interactive approach and lively handling of bible-based teachings. Invaluable insights are gained from Messianic Judaism and from other branches of the Christian Church.

Q1.6 What original argument does it make?

A1.6 It argues that using bible-based liturgies can be a legitimate means of encountering God.

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

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

A1.7.1 Ability to engage with a broad intellectual range

A1.7.2 Successful conveyance of major scriptural teaching through creedal formulas, set prayers and liturgical responses

A1.7.3 Precautionary note against the abuse of religious faith

A1.7.4 Ability to combine both doctrine and worship

A1.7.5 Positive affirmation of the priesthood of all believers

A1.7.6 Flexibility and willingness to entrust local leaders with a lot of discretion

Q1.8 What subject does your book cover?

A1.8 My book covers the practical use of liturgical worship and creeds

Q1.9 What specific topics does it handle?

A1.9 It handles such specific topics as: -

A1.9.1 The nature of God

- A1.9.2** Creation
- A1.9.3** Sin
- A1.9.4** Salvation
- A1.9.5** The Lord's Supper
- A1.9.6** Persecution and suffering
- A1.9.7** The return of Jesus

It does not set out to provide a rationale for Christian belief. The emphasis is upon what Christians believe and not why they should believe it.

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

A1.10 My book's purpose is to enable Christians to worship God *"in spirit and in truth"* (John 4:24) – especially during times of persecution and difficulty. *'About Worship'* proclaims the central truths of the Christian faith as revealed in Scripture and summed up in the Creeds.

It applies the biblical teaching that the Holy Spirit will lead God's people *'into all truth'* through using teachers who are willing to declare *'the whole counsel of God,'* (John 16:13a and Acts 20:27).

Q1.11 *What are its aims?*

A1.11 It aims to: -

- A1.11.1** Witness to scriptural truth in an age of mass apostasy
- A1.11.2** Provide a legacy of truth for both present and future believers
- A1.11.3** Testify to the one true Gospel, proclaiming that *"Jesus Christ came into the world to save sinners,"* (I Timothy 1:15b)
- A1.11.4** Promote an exuberant yet orderly style of worship
- A1.11.5** Declare the *'whole counsel [full teaching] of God'* to a Church that currently seems to value everything but the true teachings of Scripture
- A1.11.6** Enable believers (due to its provision of sound doctrinal teaching) to better withstand persecution and hardship
- A1.11.7** Nurture the community-based life of *'remnant'* Christian groups
- A1.11.8** Bring Jews and Gentiles together in joint worship of the one true God of Israel
- A1.11.9** Create a new and fresh format to portray doctrine and encourage worship
- A1.11.10** Offer a distinctive way of presenting timeless truths to a sinful world

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

A1.12 The book assumes that: -

- A1.12.1** Western Christianity is already entering a spiritual *'Dark Age,'* characterized by much religious activity that's not necessarily centred upon the Christian Faith
- A1.12.2** Within the Western World especially, there appears to be very little interest remaining for *"the faith which was once delivered to the saints,"* (Jude 3c)
- A1.12.3** A valuable service has been given by particular *'Discernment Ministries'* in their challenging of error within the Christian Church. However, the time has now come to provide a positive and workable alternative to that error – one engaging Christians from all walks of life
- A1.12.4** Liturgies have their origins firmly rooted in the Judeo-Biblical period. Distorting pagan or Catholic influences are present only because they've been allowed to creep in.
- A1.12.5** No conflict exists between the principles of the Reformation and the use of liturgy. Bible-based liturgies actively preserve Reformation principles
- A1.12.6** Liturgies can: -
 - Be a vehicle to declare sound biblical truth in the power of the Holy Spirit
 - Encourage believers to interact with scripture
 - Be versatile educational tools, amenable to all forms of learning strategies

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

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

- A1.13.1** Most Christians need to interact personally with biblical truth rather than remain as passive onlookers

A1.13.2 Liturgies constitute a biblically-based teaching aid, conveying biblical truth in a timeless and pertinent manner

A1.13.3 Liturgies constitute a biblical form of worship

A1.13.4 Creeds form an essential part of liturgical worship

A1.13.5 Worship should be non-hierarchical in nature – led by an elder or mature group member rather than by a priestly (hierarchical) figure

A1.13.6 Liturgical worship can be a source of comfort to Christians undergoing suffering and persecution, enabling them to take a proactive approach

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 instructions, a confession of sin and a gospel proclamation

A1.14.2 A middle; consisting of creeds, doxologies and petitions

A1.14.3 A climax; consisting of praise and celebration of the Lord's Supper

A1.14.4 An end; consisting of a dismissal

A1.14.5 Appendices containing bible-based articles defending liturgical and creedal use

A1.14.6 A bibliography listing the key sources that were used for this document

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 Facilitate reference and the easier assimilation of information

A1.15.2 Appeal to people with differing levels of intellectual ability and understanding

A1.15.3 Acknowledge the centrality of the Lord's Supper in worship

Generally, the intention has been to divide the content of *'About Worship'* into specific sections covering such topics as persecution, prayer and praise. Doctrinally, a peak is reached in *'The Leeds Creed'* which provides the most comprehensive of all of the creedal summaries to date. It ambitiously tries to bring together all the biblical teachings that are to be found in different branches of Christianity. The section dealing with *'The Lord's Supper,'* is given great emphasis, where readers are carefully informed as to what this rite does and does not involve.

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

A1.16 There are two tables

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 Summaries are used

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, *'About Worship' is a prayer book designed to sustain Christians during a new 'Dark Age.' It boldly proclaims the central truths of the Christian faith as revealed in Scripture and summed up in the Creeds. Individual sections have been specifically designed to help Christians discern the will of God. It also contains the most comprehensive creedal 'Statement of Faith' ever revealed.*"

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

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

A1.22 An apt descriptive slogan would state; *'The book that can revolutionize worship.'*

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?*

A1.25 Hopefully very little; however, 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 presents all of the main teaching of Scripture in the form of a highly interactive liturgy. An attempt is made to integrate worship with solid biblical content.

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

A2.2 This book should generate interest in its prospective readership through: -

A2.2.1 Its ability to relate doctrine to worship

A2.2.2 A meaningful presentation of the Christian faith

A2.2.3 Offering sound biblical content

A2.2.4 An ability to draw readers into *'listening to God'* in a safe setting, where truth is respected

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

A2.3 Those presiding over worship will need a good standard of literacy, a clear speaking voice and some knowledge of the Bible. Those not in a leadership role may be at various levels in both their understanding of and fluency in the written word (scripture). However, this book has been designed to cover all intellectual abilities.

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 A greater appreciation of the importance of doctrine

A2.4.2 Increased skill in discerning false teaching

A2.4.3 A practical grasp of how different scriptural doctrines coherently fit together

Readers should be better able to relate to scripture and to the Holy Spirit (the author of that scripture). They should also be less inclined to over-emphasise a narrow range of biblical teaching at the expense of other, equally important, teaching. *'About Worship'* should provide a more *'complete'* picture of what Christianity entails.

Q2.5 *What emotions could it provoke?*

A2.5 Amongst open-minded readers this book may well provoke feelings of awe, reverence and possibly thankfulness and a sense of inner release as the person feels they can begin to totally depend upon God – to implicitly place their trust in Him. There may well be open relief too, with readers at last beginning to express their previously hidden fears and anxieties, tentatively *'living out'* their Christian faith in a wholly realistic manner. They will have stepped out of the shadows of a dead, legalistic religiosity and into the true gospel light.

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

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

A2.6.1 Intellectually, a greater familiarity with important biblical truths (which may have previously been omitted or presently incorrectly in their own Church Traditions)

A2.6.2 Emotionally, a controlled zeal whose focus is upon God

A2.6.3 Volitionally, a willingness to adopt a more disciplined prayer life

A2.6.4 Spiritually, a more meaningful and mutual participation in the fellowship already existing between God the Father, God the Son and God the Holy Spirit.

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

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

A2.7.1 Shows how all the great doctrines of scripture link together

A2.7.2 Has the potential to strengthen faith during difficult times

A2.7.3 Neatly summarises *'the whole counsel of God,'* (Acts 20:27)

A2.7.3 Presents the Gospel in a clear manner

A2.7.4 Should prove to be an excellent teaching tool

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

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

A2.8.1 North America over the short term (i.e. within the next decade)

A2.8.2 Undeveloped countries over the longer term (i.e. after the next decade) – especially those having a Roman Catholic or Anglican background (where liturgical use has been the norm)

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

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

A2.9.1 Many disgruntled former Episcopalian and Catholic Christians in North America still value a liturgy

A2.9.2 In undeveloped countries Christians are already familiar with a liturgical approach. Others will be looking for a more solid and steady faith (which a liturgy definitely provides) to counter the possible excesses previously experienced in a non-liturgical Pentecostal Tradition.

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 its content 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 it has the potential to contribute to a desperately needed reformation of the Christian Faith. It enables believers to encounter God and so fulfil the *'Great Commission'* (Matthew 28:19f). By setting out to be the most accurate representation of the Christian Faith outside Scripture it could become one of the most revolutionary documents in Church History. It provides a well-thought-out, yet engaging alternative to all of the nonsense currently being said and taught in the name of Jesus.

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

² i.e. within a decade of publication

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, intellectuals and ministers of religion

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.

A3.3.5 Background: Urban dwellers who are either single or married with families; in some cases living in religious communities. Also some disgruntled Catholics and Anglicans as well as Baptists wishing to enlarge their faith and Pentecostals hoping to relate to the Holy Spirit in a more biblical way.

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 worship and liturgy.

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 For private devotion

A3.4.2 As an aide-memoir for scripture verses

A3.4.3 As a tool of reference to gain a greater understanding of theology

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

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

A3.5.1 Engagement with a wide range of biblical doctrines

A3.5.2 Experience of a non-hierarchical approach to worship

A3.5.3 A clear and unambiguous portrayal of how liturgies (and their creeds) actively represent scripture in an accurate and practical manner

A3.5.4 Intellectual stimulation

A3.5.5 Greater resistance to false teaching

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 wish 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'*).

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.

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. 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.'*

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

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

A3.10.1 Aid public worship

³ *i.e.* within the next 11-30 years

- A3.10.2** Familiarise new believers with biblical truth
A3.10.3 Correct Christian groups previously disrupted by error
A3.10.4 Gain strength amidst persecution

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

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

- A3.11.1** A differentiated approach – reaching a broad range of people (including those with little or no education)
A3.11.2 Engagement with those more used to an oral culture or to ‘rote’ forms of learning
A3.11.3 A practical resource enabling Christians to relate to the real Holy Spirit (rather than to an ‘animistic spirit’ who may have been mimicking the Holy Spirit)

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** Universities and Missionary Colleges
A3.12.2 A granting of copyright license on reasonable terms to 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’).

Further quantitative data can be found in: -

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.

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 The Liturgical Works as listed in the Selective Bibliography

A5.1.2 The improvised liturgies already in use in local churches

A5.1.3 The entertainment-orientated worship of the Pentecostal Churches

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

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

A5.2.1 Covers a wide range of biblical teaching

A5.2.2 Can be used in a variety of circumstances

A5.2.3 Blends structured with unstructured forms of worship

A5.2.4 Gives a certain amount of discretion to local leaders

A5.2.5 Has *'cherry picked'* from all of the Christian Traditions – offering the best from each

A5.2.6 Actively promotes the dissemination of biblical truth

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.'*

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

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

A5.3.1 A broad yet uncompromising form of Christianity

A5.3.2 Clarity concerning doctrine

A5.3.3 People to encounter God for themselves without an obstructive priesthood

A5.3.4 A positive alternative to the many errors prevalent in the Church today

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

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

A5.4.1 Provide a balanced presentation of biblical doctrine

A5.4.2 Avoid a '*narrow sectarianism*' at the one extreme and a '*broad universalism*' at the other

A5.4.3 Provide a greater scope for the Holy Spirit to lead God's people into all truth (John 16:13a)

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

A5.5 My book is '*in tune*' with the times because it's been designed as a constructive response to the severe disorders afflicting many branches of the Church today.

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

A5.6 Overall, this book should date fairly slowly because it's been inherently designed to become something of a '*spiritual classic*.' My hope is that millions of people from every nation will be using this resource for many years to come (albeit with fresh translations).

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 £14.95-£17.95 for hardback and £9.95-£12.95 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 The break-up of church denominations, directly creating a desire for sound biblical teaching (to replace the '*gap*' left by sermons)

A6.1.2 The chance to '*tap into*' the hunger experienced for fresh forms of spirituality

A6.1.3 The presence of the current economic crisis (and its growing disenchantment with atheistic materialism)

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 An alienated, urbanised generation seeking radical religious solutions to their problems

A6.2.2 Mounting environmental and terrorist threats, all of which feed the demand for a focus of Christian unity

A6.2.3 The need for people to make sense of their times of hardship and suffering

A6.2.4 The potential to encourage the formation and further development of liturgical (mainly home-based) churches. These will have the resilience to preserve the Christian faith and to witness to the Gospel amidst possible persecution.

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 other, 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 Worship*' for your respectful consideration because of its capacity to encourage persecuted Christians and to express biblical teaching in an engaging and creative manner.