

Friday, 31/7/2009

SUBMISSIONS DOCUMENT

(A Book Business Plan for *'Facing the Unthinkable'*)

CONTENTS

Q1) WHAT ARE THE MAIN FEATURES OF YOUR BOOK?

Q2) HOW WILL YOUR BOOK AFFECT ITS READERS?

Q3 WHO ARE YOUR PROSPECTIVE AUDIENCE?

Q4) WHAT ABOUT MARKETING?

Q5) WHO ARE YOUR COMPETITORS?

Q6) WHAT ARE THE MARKETING OPPORTUNITIES AND THREATS?

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: -

FACING THE UNTHINKABLE

(What the Jewish People May Feel When They Find their True Messiah)

Q1.2 How many pages and words are there?

A1.2 It has 93 pages and 23,872 words, including footnotes and endnotes.

Q1.3 What is your book about?

A1.3 This book is about how a surviving remnant of Jewish people will turn to the true Messiah during a period of great suffering and despair. It adheres to the 'end times' biblical scenario which predicts the restoration of the Jewish people to a place of blessing with God.

Q1.4 How did this book originate?

A1.4 'Facing the Unthinkable' originated in hand-written prayers (some of which dated back to April 1986). It was first fashioned into a booklet during July-October 1998 and was then known variously as 'The Remnant of Israel Liturgy' or 'The Rescue of Israel Liturgy.' During that time, it functioned as an 'add on' to 'About Worship.' In April 2003, it was placed onto the writer's first theological web site where it attracted a significant number of 'hits.' On Monday, 16th March 2009, it was finally given its own independent identity and title.

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 using a creative liturgy exploring the spiritual and psychological processes which may possibly be experienced by a surviving remnant of Jewish people when they recognize the true Messiah.

Q1.6 What original argument does it make?

A1.6 It argues that a liturgy can be used to show how biblical prophecy may be fulfilled.

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

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

A1.7.1 Empathy with Jewish people as they begin to recognize the Messiah amidst terrible suffering

A1.7.2 Anticipation of the feelings of a future generation of people

A1.7.3 Presentation of biblical teaching in liturgical form

A1.7.4 Ability to make future bible prophecy both relevant and meaningful

A1.7.5 Grim realism in relation to human sinfulness and its resulting hostility toward Jewish people

A1.7.6 Open acknowledgement and wariness of the naive optimism of Rabbinic Judaism in its relation to human nature – and how it unfortunately places the Jewish people in great peril

Q1.8 What subject does your book cover?

A1.8 My book covers the recognition by the Jewish People of the true Messiah, shortly before His return to earth.

Q1.9 What specific topics does it handle?

A1.9 It handles such specific topics as: -

A1.9.1 Jewish suffering

A1.9.2 Anti-Semitism

- A1.9.3** The futility of trying to please the Lord by our own efforts
- A1.9.4** God's covenant promises to Israel
- A1.9.5** The psychology of religious conversion
- A1.9.6** The world's astonishment at Israel's recognition of the true Messiah

It does not set out to cover such topics as the right the Jewish people have to the land of Israel, the validity of celebrating Jewish festivals or Middle Eastern political issues. (These topics have already been well covered by those with expert knowledge).

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

A1.10 My book's purpose is to provide a practical and invaluable resource for a surviving remnant of Jewish people during a dreadful time when they may well be facing annihilation. An attempt is made to address such questions as: -

- A1.10.1** *'In what sort of circumstances will the Jewish people come to believe in the true Messiah?'*
- A1.10.2** *'How will they react when the true Messiah reveals Himself?'*
- A1.10.3** *'How will the world react when such a revelation occurs?'*

'Facing the Unthinkable' expresses the biblical teaching that a remnant of Jewish people in Israel will recognize the true Messiah shortly before His return to earth, (Zechariah 12:1-14:8 and Romans 9:1-11:32).

Q1.11 *What are its aims?*

A1.11 It aims to: -

- A1.11.1** Present the Gospel to the Jewish people
- A1.11.2** Encourage those involved in Jewish work
- A1.11.3** Explore the psychology of repentance
- A1.11.4** Highlight the futility of trying to get to God by one's own *'good works'* or religious activities
- A1.11.5** Correct the previous tendency found within Messianic Judaism which tended to focus upon the details of Torah observance but neglected the bigger picture of God's dealings with Israel

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

A1.12 The book assumes that: -

- A1.12.1** God, in His faithfulness, will always keep His unconditional promises made to His people
- A1.12.2** Bible prophecy concerning the spiritual restoration of the Jewish people will (amidst traumatic circumstances) be literally fulfilled at some future date
- A1.12.3** Rabbinic Judaism adopts a dangerously optimistic view of human nature to evade the claims of the true Messiah
- A1.11.4** *'Religion'* often serves to mask an inner rebelliousness against God and His way of salvation
- A1.11.5** The appalling history of Christian anti-Semitism has ensured that, for most Jewish people, any consideration of the Messianic claims of Jesus is to *'face the unthinkable.'* Orthodox Jews especially will react to such a consideration with absolute horror
- A1.11.6** The Jewish people will recognize the true Messiah only after they have lost any confidence in themselves and in their ability to please God by their own efforts
- A1.11.7** Any future recognition of the true Messiah will be purely as a result of divine grace

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

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

- A1.13.1** The irrationality of anti-Semitism (those who hate the Jews) simply cannot be reasoned with
- A1.13.2** People can use even the very best of things in religion (e.g. high ethical standards) to act as a barrier between themselves and God
- A1.13.3** There are times when human rebellion against God can only be cured by the drastic medicine of suffering
- A1.13.4** The need exists for a direct revelation from the Messiah before any of the Jewish people will recognize Him
- A1.13.5** There will be huge a great contrast between the Messiah's delight in seeing His Ancient Covenant people return to Him and the world's utter shock at this development

It specifically, elucidates the key principle that salvation is entirely a work of grace; it can never be 'worked up' through human effort, manipulation or force (Zechariah 4:6b)

Q1.14 *How is the content organized?*

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

A1.14.1 A beginning; amidst a period of utter destruction wherein a surviving remnant of Jewish people in Israel will turn to God

A1.14.2 A middle; wherein a surviving remnant of Jewish people will 'call out to God' amidst further deteriorating circumstances

A1.14.3 A climax; where a surviving remnant of Jewish people joyfully 'come to faith' in a way which shocks the entire world

A1.14.4 An end; which shows how the threat to Jewish survival is resolved

A1.14.5 An addenda; containing a gospel presentation especially designed for Jewish people

A1.14.6 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 Adhere to a biblical order of the unfolding of events

A1.15.2 Augment the dramatic effect

A1.15.3 Trace a movement from utter despair to ecstatic joy

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

A1.16 None are present in this book

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

A1.17 None are present in this book

Q1.18 *Are summaries and exercises used?*

A1.18 Summaries and exercises are present in the Appendices.

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, *"This book anticipates the strong emotions that may be expressed by many Jewish people at the time of Israel's public recognition of the true Messiah. Near total despair will suddenly change to exuberant joy. It uses a scriptural, interactive liturgy which assumes that both the nation of Israel and the whole of humanity itself may well be on the brink of annihilation before this unique recognition takes place. God will allow such horrendous suffering to occur in order to break human resistance to His divine will and to highlight the futility of any attempt by Man himself to create a New World Order."*

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

A1.22 An apt descriptive slogan would state, *'The book that gives hope to believers in the Messiah who love the Jewish people.'*

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

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; the Introduction may have 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 dramatically describes the probable emotional and psychological reactions of a beleaguered remnant of Jewish people as they begin to turn to their true Messiah, discovering Him by direct revelation.

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

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

A2.2.1 *'The Jews are news'*

A2.2.2 It will play upon the widespread hunger to know what will happen in the future

A2.2.3 Worsening circumstances in the Middle East will lend it credibility

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 and Middle Eastern history 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 awareness of just how emotionally painful it will be for Jewish people to recognize their true Messiah

A2.4.2 Greater insight into the relationship between God and the Jewish people

A2.4.3 A deeper understanding of how biblical prophecy provides a coherent theme

A2.4.4 A greater ability to pray wisely about the world's growing hostility toward the Jewish people

Q2.5 *What emotions could it provoke?*

A2.5 Amongst open-minded readers it may provoke such feelings as awe-struck astonishment or great sadness, knowing the great amount of suffering the Jewish people will still need to undergo before their spiritual restoration.

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

A2.6 *'Facing the Unthinkable'* hopes to produce the following changes in the reader: -

A2.6.1 Intellectually; giving greater insight into how key biblical prophecies concerning the Jewish people will be fulfilled

A2.6.2 Emotionally; curbing the superficiality which glibly ignores the human suffering which may accompany the fulfilment of bible prophecy

A2.6.3 Volitionally; provoking a greater determination to pray for the Jewish people at a time when anti-Semitism is on the increase

A2.6.4 Spiritually; promoting a greater empathy with God's feelings of profound love for the Jewish people

Q2.7 *Why should people buy 'Facing the Unthinkable'?*

A2.7 People should buy this book because it: -

A2.7.1 Sheds fresh light upon an already fascinating subject

A2.7.2 Builds upon what is known about Bible prophecy and the Jews' recognition of their Messiah

A2.7.3 Appeals to the imagination as well as the intellect

Q2.8 *Where do you expect 'Facing the Unthinkable' to sell best?*

A2.8 I expect 'Facing the Unthinkable' to sell best in: -

A2.8.1 The 'Bible belt' of the United States over the short term (i.e. within the next decade)

A2.8.2 Israel, 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 'Facing the Unthinkable' to sell best in the above-mentioned locations because: -

A2.9.1 Christian Zionism is a very strong influence in the United States

A2.9.2 The Jewish people in Israel will, in the longer term, eventually need to refer to this work, especially when alternative survival strategies begin to fail

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

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

A2.10.1 Over the shorter term; Christian bookshops, Christian agencies working amongst the Jewish people and bookstalls in 'Mega' churches which support Israel

A2.10.2 Over the longer term; individual parties will reproduce it (on a clandestine basis) and pass it inside Israel when the Jewish people are faced with a war of annihilation

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

A2.11 This book should be published because it provides much needed encouragement to the increasingly beleaguered Messianic Jewish and Christian Zionist Sector. It reminds readers that God will accomplish His purposes for Israel, regardless of the World's opposition.

Q3) WHO ARE YOUR PROSPECTIVE AUDIENCE?

Q3.1 *Whom would you like to reach in the short term?²*

A3.1 Initially, I would like to reach Christians with an active interest in the Jewish people and Israel

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

A3.2 Such an audience is a natural 'beginning' and also 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

A3.3.3 Occupation: Will vary from 'white collar' to 'blue collar'

A3.3.4 Socio-Economic Status: Mainly middle class to 'trailer truck' working class white or Afro-American Christians – some of whom will have been hit badly by the economic recession; they will attend either small or large churches that support Israel.

A3.3.5 Background: Mainly small town American and Messianic Jewish

² i.e. meaning those within a decade of publication

A3.3.6 Ambition: To understand Bible Prophecy and God's purposes for Israel

A3.3.7 Potential: To spread this book by '*word of mouth*' recommendation

A3.3.8 Possible Threats: Destitution, homelessness and militant anti-Semitism

A3.3.9 Type of Faith Preferred: Zealous but bible-based and sane. They will be conservative rather than liberal in theological outlook; with a thoughtful and reflective approach toward the Christian Faith.

A3.3.10 Orientation: Socially conservative with pro-family values. They will have a particular interest in the Jewish people and Israel.

A3.3.11 Portrait: Upper working to upper middle class, having a strong church background and possible involvement in Jewish-Christian work. Clark (2007) provides a fuller picture of the type of people I hope to reach in the chapters seven to nine of her book '*Allies for Armageddon.*'

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

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

A3.4.1 Gain a greater understanding of bible prophecy

A3.4.2 Undergird informed and effective prayer during times of suffering

A3.4.3 Gain spiritual refreshment

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

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

A3.5.1 A clear presentation of the Gospel

A3.5.2 Insight into how Jewish people will feel as bible prophecy begins to unfold

A3.5.3 The re-assurance that God's purposes will ultimately be fulfilled

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 Christian bookshops

A3.6.2 Christian conferences

A3.6.3 Church bookstalls

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

A3.7 I would like to reach those Jewish people who (possibly experiencing great affliction) wish to turn to the Messiah

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

A3.8 I would like to reach this audience because I love the Jewish people. In particular, I want to honour the memory of my late father who first gave me an interest in God's purposes for Israel. Furthermore, I wish to return the kindness of those members of the Jewish Community who (in 1932) gave my father employment during the '*Great Depression*' and who (in 1993) gave me some of my first '*breaks*' in private tutoring. My intention is to leave a worthwhile legacy for the Jewish people.

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

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

A3.9.1 Gender: Mixed, male and female

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

A3.9.3 Occupation: Any

³ *i.e.* within the next 11-30 years

A3.9.4 Socio-Economic Status: Any

A3.9.5 Background: Any

A3.9.6 Ambition: To survive and to gain deliverance from the threat of imminent annihilation

A3.9.7 Potential: To proclaim the Gospel to the whole world (Revelation 7)

A3.9.9 Possible Threats: Spiritual deception by a Global Messiah and destruction by invading armies

A3.9.9 Type of Faith Preferred: One that centres upon the true Messiah and the Lord's ability to miraculously fulfil His Covenant promises

A3.9.10 Orientation: Religious or secular

A3.9.11 Portrait: A picture emerges of a bedraggled and starving Jewish people hiding in underground shelters or battlefield dugouts. Outside is a scene of total destruction, the air filled with acrid fumes and the noise of battle. Portrayed are a people at the end of their material and psychological resources.

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

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

A3.10.1 They realize that other sources of religious authority have failed them

A3.10.2 They are desperate for divine intervention

A3.10.3 It may have been recommended by other Messianic Believers

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

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

A3.11.1 A much-needed dose of religious realism

A3.11.2 The chance to repent and to relate to the true Messiah

A3.11.3 Relevant and vital prayers, which can be used to call out to God when in an exhausted and beleaguered condition

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 Personal recommendation

A3.12.2 Street bookstalls

A3.12.3 Increased publicity via critical reviews

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 in: -

Kai Hansen-Kjaer and Skjøtt F. Bodil (1999)
Facts & Myths about the Messianic Congregations in Israel
 United Council in Israel ISSN: 0792-0474

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

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

Clark Victoria (2007)
*Allies for Armageddon:
 The Rise of Christian Zionism*
 Yale University press
 ISBN: 978-0-300-11698-4

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)

Sheerbok-Cohn Dan (2006)
*The politics of the Apocalypse:
 The History and Influence of Christian Zionism*
 One World publications
 ISBN: 1-85168-45342-0

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 'Mintel 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?

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

Basically, my strategy is firstly to enter the Christian Zionist-Messianic Jewish Market in the United States. I would then use its extensive links with Israel to begin advancement in that market too.

Q5) WHO ARE YOUR COMPETITORS?

Q5.1 *Who or what is your competition?*

A5.1

None – unless someone else has presented Israel's recognition of the Messiah in Liturgical form

Q5.2 *How does your book differ from rival publications dealing with the future of Israel?*

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

A5.2.1 Employs a liturgical format depicting how the Jewish people may feel when they recognise the Messiah

A5.2.2 Uses scripture to explore the psychological dynamics involved in a change of religious faith

A5.2.3 Encourages readers to personally (or in a group situation) interact with bible prophecy (instead of relying upon 'spoon fed' sermons or recorded material)

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

A5.3 My book hopes to fulfil a variety of differing needs, including the need for: -

A5.3.1 Encouragement by those engaged in arduous forms of Jewish Ministry

A5.3.2 A regaining of the 'bigger picture' of God's dealings with the Jews

A5.3.3 A fresh and vibrant way of presenting biblical truths

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

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

A5.4.1 Become more (and not less) relevant with the passage of time

A5.4.2 'sell well' during bad times

A5.4.3 Put forward as complete and intelligent a presentation of the Gospel as is possible to the Jewish people

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

A5.5 My book is 'in tune' with the times because it's been specifically designed to encourage those involved in Jewish work throughout an increasingly arduous and difficult period – characterized by a growing anti-Semitism

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

A5.6 Overall, this book should become more (and not less) relevant as time goes by and the threats to the Jewish people increases

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

A5.7 My prospective market is likely to be large in the American 'Bible belt' but initially small in Israel

Q5.8 *Would prospective customers include Christian agencies that support Israel?*

A5.8 Yes, especially if these agencies have a firm bible-basis

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

A5.9 The price will be in the range of £7-8 for hardback and £4-6 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 Christian outreach ministries amongst the Jewish people

A6.1.2 Church congregations with well known Christian Zionist preachers

A6.1.3 Messianic Jewish Assemblies in America, Britain and Israel

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 African Churches with an interest in Israel

A6.2.2 Latino Churches with an interest in Israel

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 Time-wasting contacts

A6.3.2 Religious and anti-Semite cranks

A6.3.3 Those with a vested interest in actively maintaining corrupt forms of Christianity

A6.3.4 Those propagating the cult of '*political correctness*'

A6.3.5 Militants from other non-Christian Faiths

A6.3.6 Political and religious representatives of any future '*New World Order*'

Q6.4 *Any further comments?*

A6.4 I would commend '*Facing the Unthinkable*' for your respectful consideration because of its topicality and ability to portray (in an unusual and creative manner) how bible prophecy concerning the restoration of Israel will be fulfilled.