
MARKETSQUARE INTERNATIONAL
24-26 JANUARY 2008



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Grow into all the world and publish the Good News.

International Publishing Initiatives Seminar
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Gospel Light & Regal Books
Ventura, California, USA

Sections:

1. A bright future.
2. What the Bible says about international publishing initiatives.
3. Gospel Light's International Publishing Initiatives
4. Gospel Light Worldwide International Book Licensing
5. Gospel Light Worldwide Children's Bible Curriculum Projects

Section 1: A bright future.

(This first section is an article that I wrote for ECPA in December 2006.)

Christian publishing's greatest days are now and in the future. I will admit to being an optimist. But even a pessimist would have to admit that nearly all of the current trends are in our favor.

First, our core market in the USA continues to grow, largely through healthy population growth. Our nation is home to over 300 million people who overwhelmingly view themselves as Christians (84%). American adults are among the most spiritual people on earth, as 84% pray each week, 47% attend church in a typical week, 47% read from their Bibles in a typical week, and 45% are born again (source: Barna.org). For more insights, purchase Barna's 2006 report:

<http://www.barna.org/FlexPage.aspx?Page=Resource&resourceID=221>

Second, and more significantly, the world Christian population is massive and growing rapidly. Christianity is the largest of the world's religions. One of every three people on Earth identifies themselves as Christian. This represents over two billion people called Christians. And, the Christian population is expanding rapidly in the fastest growing regions of the world: Asia, Africa and Latin America (for more insights, read *The Next Christendom: The Coming of Global Christianity* by Philip Jenkins). The two countries that will have the greatest impact on the world of the future, as well as on the Christian Church of the future, will be China and India. Together these two nations represent nearly 40% of the world's population and their Christian populations are growing dramatically. While we as Christian publishers have room to grow in the USA, our greatest growth opportunities are outside our borders. In the future, we will face increasing competition inside the USA and increasing opportunities outside the USA.

As you plan for the future of your publishing programs, I encourage you to invest in the opportunities beyond our borders. Partner with Christian publishers and distributors around the world. Find opportunities to invest in publishing start-ups in the "two-thirds"

world. Invest words of encouragement and training, invest time in relationships and invest capital for a great Kingdom return.

My friend Rob Tucker, an American Christian who runs ZDL Publishing in Beijing, recently wrote to me:

The doors continue to open for new opportunities. What we do today we didn't dream of four years ago when we began. China is changing rapidly. It has moved from no phones and difficult communication to mobile phones and high speed wireless Internet nationwide. Now is the time to become involved. The church in the West has prayed for years to access Asia. We now have the possibility and ability to do this. The church needs to arise in action to meet the need and the call of Christ. (Rob can be reached at: asiarob@psmail.net)

Henrietta Mears founded Gospel Light and I want to close with her challenge from nearly 50 years ago: "There is no magic in small plans. When I consider my ministry, I think of the world. Anything less than that would not be worthy of Christ nor of His will for my life."

The world wants to read the Good News. Let's make the most of the opportunity that is now before us.

Section 2: What The Bible says about international publishing initiatives.

The word 'publish' appears 15 times in the King James Bible, calling us to:

- Publish the Greatness of God. Deuteronomy 31:3
- Publish a Call to Return to God's Word and Plans. Nehemiah 8:15
- Out of Holiness, Publish the Goodness of God. Psalm 26:7
- Publish a Call to Repentance. Jeremiah 4:5
- Publish a Call to Return to the Lord and His Holy Land. Jeremiah 31:7
- Publish the Coming Judgement of God Against Evil and the Enemies of God. Jeremiah 46:14
- Publish the Prophetic Words of God to His People. Amos 3:9
- Publish the Testimony of God's Miracles Then and Now. Mark 1:45

Just as God called the Apostle Paul to Macedonia (Europe) in a dream, God will call publishers into the world and give them "the map":

That night Paul had a dream: A Macedonian stood on the far shore and called across the sea, "Come over to Macedonia and help us!" The dream gave Paul his map. We went to work at once getting things ready to cross over to Macedonia. All the pieces had come together. We knew now for sure that God had called us to preach the good news to the Europeans. Acts 16:9-10, The Message

Ultimately, our international publishing initiatives are part of The Great Commission: **Then Jesus came to them and said, "All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age." Matthew 28:18-20 (NIV)**

Jesus gave us a key insight into the timing of his return when he said:

And this gospel of the kingdom will be preached in the whole world as a testimony to all nations, and then the end will come. [Matthew 24:14 NIV](#)

Paul encouraged the Corinthians to generously sow seeds of the Gospel into the world through their cheerful giving and he quoted Psalm 112:9 where God's people are called to "...scatter abroad their gifts to the poor..." (Read 2 Corinthians 9:6-15).

As thick darkness covers the nations, Christian publishers should shine the light of the gospel even more brightly in more and more creative ways (Read Isaiah 60:1-3)
In Psalm 2, God tells us to 'ask for the nations' (paraphrased).

Section 3: Gospel Light's International Publishing Initiatives

Dr. Henrietta Mears founded Gospel Light in 1933. After traveling throughout the world and seeing the great need for Christian literature in every nation, Dr. Mears joined with Bill Greig II to found Gospel Light International (GLINT) in 1961, which later was renamed Gospel Literature International. GLINT was founded as a not-for-profit literature ministry to encourage international Sunday School and book publishing initiatives.

Gospel Light Worldwide (GLW), a new not-for-profit ministry was launched in 2001. In the simplest form, Gospel Light Worldwide is the not-for-profit sister ministry of Christian curriculum publisher Gospel Light and Christian book publisher Regal Books. Gospel Light tithes corporate pre-tax profits and additional substantial financial commitments to GLW for the development of children and youth Bible curriculum in the regions of the world where Bible teaching resources are limited.

In addition, Gospel Light authorizes Gospel Light Worldwide to manage the international publishing rights for all Gospel Light products and all Regal Books. In return, Gospel Light and Regal Books donate all their non-English royalties to Gospel Light Worldwide. Sections 4 & 5 below summarize GLW's major international publishing initiatives. More information about Gospel Light Worldwide can be found at:

<http://gospellightworldwide.org/>

In 2006, Bill Schultz, former Gospel Light Sales VP, launch ABridge International to represent Christian publishers to English language retailers and distributors worldwide. Gospel Light and Regal Books was the first publisher to sign with Abridge International, resulting in strong international sales growth. Bill Schultz can be reached at:

bill@abridgeintl.com

Section 4: Gospel Light Worldwide International Book Licensing

2008 Objectives

- Enhance author and publisher satisfaction worldwide
- Bring all international publishing databases and royalties up to date

Strategies

- Identifying and attaining (or exceeding) international publisher's expectations
- Plan and execute regular and appropriate high touch communications
- Arrange in-person appointments with as many international publishers as possible to share mutually beneficial licensing opportunities at ICRS and Frankfurt Book

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Licensing Update

- 1,343 Active Contracts
- 261 International Publishing Partners
- 53 Countries
- 49 Languages

Most contracted (translated) Regal title in descending order:

1. Victory Over the Darkness by Neil T. Anderson
2. Intercessory Prayer by Dutch Sheets
3. Preparing for Adolescence by James Dobson
4. What the Bible is All About by Henrietta Mears (various editions)

Most translated Regal author in descending order:

1. Neil Anderson
2. H. Norman Wright
3. James Dobson, Inc. & FOTF (combined: James Dobson, Shirley Dobson, FOTF curriculum)
4. Dutch Sheets

Top five translation languages in descending order:

1. Spanish
2. Korean
3. English international
4. Indonesian
5. Chinese (includes Simplified and Traditional)

Section 5: Gospel Light Worldwide Children's Bible Curriculum Projects

2008 Ministry Objectives

- Increase ministry in Asia, Africa, Former Soviet Union/Eastern Europe and Middle East
- Accelerate acceptance through pent up demand
- Expand reach through on-field collaboration and partnership

International Ministry Strategy

1. **Respond Only to Defined Church Need** – We only go to the churches in regions of the world that invite us with a specific children's ministry need and desire to create a sustainable, long term solution.
2. **Partner with Local Churches and Other International Ministries** – We seek out resident Christians and other international ministries already on-field with an expressed desire to create children's Bible materials that respect and celebrate the local linguistic and cultural heritage.
3. **Select Appropriate Curriculum** – With our local partners, we choose from more than seven decades of age-appropriate children's Bible lessons proven effective at grounding children in the Faith.
4. **Culturally Relevant Translation** – Once the proper curriculum is selected, lessons cannot simply be translated word for word. There are many cultural

differences that must be respected and integrated in order for the materials to be understood and truly appreciated.

5. Transmittable Teacher Training – Our teaching model is built into every lesson plan and Teacher’s Guidebook. In other words, once a teacher sees another teach they will be able to teach the next lesson from their guidebook without direction.

6. Transfer of Power – Our ultimate desire is to transition the publishing rights and responsibilities to the local church or other sustainable ministry organization as soon as possible.

Ministry Update

- Managing or transitioning major projects in 16 countries
- 21 languages in varying levels of translation
- Delivering consistently on mission, making a distinctive impact with enduring results

**International Publishing Initiatives:
Stephan Spies MD
Lux Verbi.BM, South Africa**

1. **The Christian Book Industry has the best opportunity in the history of our industry to do business in the world.**
 - a. **South America, Africa, East Europe and Asia.**
 - b. **The vital question: What is the business model for these areas? The old CBA model? What is the “old CBA business model?”**

2. **The case study of Africa:**
 - a. **The reality of the market problems.**
 - b. **The huge opportunity in for example Bible sales. Dedicated planning for these opportunities are important.**

3. **Accept the changed environments and adapt to it.**
 - a. **The context of your market: What is different and changes:**
 - i. **Price.**
 - ii. **Translations and contexts.**
 - iii. **Globalisation - competitiveness.**
 - iv. **Protocol of selling.**
 - v. **Cost of doing business.**

- b. **The needs of the markets and products for specific markets:**

- i. Countries ask for products that are contextually correct.**
- ii. Countries as for a synergy model of doing business with them.**

4. Vital strategy in new initiatives: Thomas Freedman:

- a. Dig inside – be competitive.**
- b. Small shall be big – opportunities for small companies to compete.**
- c. Big can be small – platform products.**
- d. Best companies are the best collaborators: Synergies.**

5. Successful sales through synergies:

“The best companies are the best collaborators. In a flat world, more and more businesses will be done through collaborations within and between companies, for a very simple reason: The next layers of value creation- whether in technology, marketing, biomedicine or manufacturing, are becoming so complex that no single firm or department is going to be master alone.” Thomas Friedman – The world is flat.

6. The 4 most important synergies for successful sales in new markets.

- a. Synergy with the missions.**
 - i. To be successful we need the following for a product: Production, marketing-infrastructure, awareness, training, capital.**
 - ii. Missions and business can work together to form a synergy for successful publications.**

b. Synergy with infrastructure.

- i. The most important factor in successful international sales: cost effective infrastructure.**
 - ii. Synergies with companies with low cost infrastructures give unbeatable edge.**
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c. Synergy with the supply line.

- i. Publisher, Author, Printer, Shipper and Buyer:**
 - ii. Cost effective synergies in these areas produce a better product with cost effective margins.**
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d. Synergy with the client.

- i. The old Model: We produce, you buy.**
 - ii. Big must be small: The effect of white label products.**
 - iii. PPP: Product, Packaging, Price. However, the synergies allow the highest quality with the best availability at the best price.**
 - 1. Case studies: How to adapt in these markets to get the sales going: Two products – what do we win adapting to the markets we serve.**
 - 2. Pick 'n pay and take away.**
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TOMORROW BELONGS TO THE PEOPLE WHO PREPARE FOR IT TODAY.

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International Publishing Initiatives
Jim Kregel, President, Kregel Inc.

The topic is “creative international publishing initiatives” Kregel Inc. has two that qualify.

The first is our publication and distribution of Spanish language titles by Editorial Portavoz – our Spanish language imprint division. This has been operated from Grand Rapids, Michigan – the location of Kregel, Inc. – as a result of significant events that took place in 1982.

Prior to 1982, Editorial Portavoz was based in Barcelona, Spain under the leadership of long time missionaries, Harold and Esther Kregel. Both Harold and Esther were actively involved in sharing the Gospel in Spain through a ministry of preaching – and in later years – Christian literature publishing. The Christian literature ministry, however, did not come without years of government harassment – one instance of which involved an evening raid on their small warehouse site and confiscation of all evangelical resources stored there. They later had the distinction of opening the first evangelical Christian bookstore in Spain – located in Barcelona. Spain by comparison is now open to the Gospel and numerous Christian bookstores operate there openly

It was after conversations between my father, Robert Kregel, and uncle, Harold Kregel, that an invitation was extended for Editorial Portavoz to relocate from Barcelona, Spain to Grand Rapids, Michigan. The advantages of doing so were numerous. Kregel Publications already had a well developed business and building infrastructure that offered immediate benefits to Editorial Portavoz. Increased billing services, warehouse space, and shipping services were also all available at nominal incremental cost to Editorial Portavoz. What was sacrificed with the move was Harold and Esther’s direct oversight of the Barcelona bookstore. What was gained with the additional Kregel resources, however, was a greatly expanded world-wide literature impact.

The challenges that Kregel, Inc. has faced over the years have not been insignificant ones. While in many cases they are similar to those faced by all publishing companies, some are simply compounded given the specialized nature of second language publishing Editorial Portavoz is involved in.

Certainly, staffing is one of those challenges. As an example, when a publisher looks for an editor to craft projects into marketable products, a number of individuals might be available including college graduates, seminarians, pastors, voracious readers of the publisher’s books – and I might add staff from other publishers. Add to that mix the need for a working knowledge of two or more languages and an in-depth grasp of biblical thought on a variety of issues and themes. Customer service staff members that are

fluent in the second language are also not always easy to find but are vital to any success gained. I am glad to say over the years, we have been successful in attracting numerous competent and committed staff that has allowed Editorial Portavoz to increase the number of books in print today to well over 500 titles.

A second challenge Editorial Portavoz faces is successfully connecting with buyers of Spanish language titles. Our partnership with book distributors and ministries to Spanish speaking individuals certainly has played a significant part in our ability to connect with those individuals. Beyond that, media outlets including magazines, radio, and Internet links have also been important means.

A third challenge is the extra cost associated with publishing editions a language different from the original work. Project development costs can be considerable with the need for extra translation and subsequent proofreading. Specialized content editing is also required when cultural differences in books need to be addressed. Examples used in the original work may not relate well – or at all – to readers in the second language. Extra costs related to time pressures can also be significant when extra translation and proofreading staff is needed to allow the simultaneous introduction of the second language book with the release of the original language book.

Certainly multi-language publishing is done by publishing houses other than Kregel. Zondervan for example has had success with the Vida imprint as has Thomas Nelson with Grupo Nelson, and most recently Tyndale with Tyndale Espanol. To do it well takes a long term commitment to do all that is necessary if success in the end is to be realized. One of the great advantages of doing this type of publishing is not only the opportunity to publish Spanish language editions of ones's own titles but also those from other key publishing houses. This really has added to our line a much broader selection of titles than we would otherwise have been able to do simply publishing our own. Christian living, biographies, biblical studies, pastoral resources, and contemporary issues are all part of the wide range of titles available today from Editorial Portavoz.

The second creative international publishing initiative is our expanding publishing partnership in recent years with Candle Books, Monarch Books, and most recently Lion adult and children's books. Each of these is a respected United Kingdom-based publisher. We have found this expanding relationship to be mutually beneficial both for our UK publishing partners and also for Kregel Inc.

In 2001, Kregel Inc. was seeking to launch a quality line of kid's titles. To do that well in a very competitive market required a large base of titles that could demand the needed shelf space. Candle Books – looking for wider distribution of its well established kid's line of books at the same time – saw the opportunity for a greater presence in the US market through a partnership with Kregel Kidzone. Kregel offered excess warehouse and shipping services capacity to Candle while Kregel was able to add this premier line of books to our already established line of Kregel Publications titles. Even more important, was ability for us to deliver to Candle Books an in-depth knowledge of the U.S. religious market along with editorial consultation and marketing means not readily available from any other USA distributor. What resulted was a complementary line of significant titles targeting pre-schoolers up to age 13. A critical mass of titles needed to

gain the attention of USA retail buyers was established through our partnership with Candle books.

Along with the Candle agreement, a similar arrangement for exclusive North American distribution of books was reached with Monarch Books. Their publication of books on subjects which in many cases were not yet being addressed by other US publishing houses but were more and more on the minds and hearts of American readers. Subjects including environmental issues, gender roles, mission strategies, and biographies of God's working in ways not common to the experience of American evangelicals made the topics interesting, relevant, and timely. One of Monarch's best selling titles, *Heavenly Man*, by Brother Yun is a first-person account of God's amazing provision and protection for one of many Chinese believers who are under great persecution still today.

The latest partnership just being launched is the exclusive North American representation of Lion books by Kregel Publications to the North American religious market. This line is characterized by books seeking to engage the interest of those who may only be nominally acquainted with Christianity by use of attractive illustrations and compelling writing to gain their curiosity and engage their interest in the fuller message brought by Jesus Christ. Here again, Lion/Hudson has gained valuable representation of its titles to the North American market through a full range of sales representation, marketing vehicles, and an increased Internet presence while affording Kregel Inc. a much wider range of publications that on our own would have been difficult to launch.

Our mission at Kregel Inc. continues to be to maximize the impact of quality, life-changing resources and these initiatives have helped us to better realize that vision. It is allowing us to offer a full range of titles for every age group and for every stage of a person's faith – from the earliest awareness to the most active practice and mature understanding of Biblical truth.