

Christian Publications INTERNATIONAL

2019-20 BOOK PUBLISHING PROSPECTUS

Christian Publications International (“CPI”) is a publisher of Christian books. This imprint focuses on helping new Christian authors, who often struggle to be taken seriously by major publishing houses, to get their work into print and made available to the general public, usually via the **self-publishing** or **sponsored publishing** option. It also supports established authors.

VISION

To be a recognized and trusted resource for dependable, biblical Christian publications that are fit for the modern age

MISSION

- To address two categories of reader:
 - ‘White Fields’ = those outside The Kingdom
 - concerned Christians who recognise the huge question-marks over the institutional churches and the growing prevalence of apostasy within, and are seeking a dependable Christian resource to equip them for difficult times ahead
- To create materials that are well written and as easy to read as possible, yet bearing in mind that God graciously gave us a LIBRARY of 66 books as His primary mechanism to engage with Mankind
- To be a faithful witness in this post-Christian epoch
- To explore the Hebraic wherever possible and to marvel at God’s covenantal faithfulness to His People

BASIC AUTHOR QUESTIONS

Authors sometimes forget these basic questions: **Who** is your target readership? **Why** should they invest time in reading your book? **What** will they get at the end of it that they did not have at the beginning? **What** competing books are out there already and why is yours better (and it *has* to be better to have any chance of selling, especially if you are a new author). **Why** should a publisher spend precious time (and inevitably money) in supporting your work? If you cannot answer these basic questions then probably you do not have a book!

There are more Christian writers out there than there are Christian readers to justify the publication of their books. This is an age in which people read less than previous generations – and sadly this includes Christians. When a Christian reads a book this denies them time to read *the* Book, namely the Bible. Does God really want you to take away perhaps five or six evenings from a Christian brother or sister reading your text, when arguably they ought to be reading *the* Book?

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It is true to say that many Christians feel a ‘call’ to write a book. It is often said there is a book in each one of us, too, but that does not mean each one of us should write one! And of course there is an insufficient body of readers to justify most books on commercial grounds.

Christians should not over-spiritualise this, thinking that someone else should fund their book because God has ‘called’ them to write it. Very many really good books do not get the exposure or readership they deserve – so why might God especially bless yours?

All this may sound downbeat, but it is realistic.

There *is* a case for publishing non-commercial books (occasionally), and a Christian publisher will no doubt sense a prompting of the Holy Spirit if they are called to ‘invest’ (and that generally means lose) money in supporting a book that has especial biblical or ministry merit.

So where does this leave the author who feels called?

First of all *test your calling*. Don’t start to write a book before chatting it over with some trusted Christian friends. The optimal way of using your books is sometimes as an adjunct to a speaking ministry. What this means is you may have (or plan to develop) a ministry where you make available one or more books that help to support the ministry (by resourcing your hearers/readers, helping them to remember and learn more about what you have taught; and possibly financially, but that cannot be the primary motive). You may consider that people are likely to want to buy your book when they have heard (and have been blessed by) your talk. Do you have such a ministry? Do you feel called to develop such a ministry? Remember that there are no guarantees in these areas. Books may or may not sell, so do not commit to what you cannot afford or in the expectation of profit.

If you feel you can answer all the questions above in a way that is honouring to God, then write a book prospectus to yourself (and, later, for a publisher) stating:

- What the book is about;
- Who the intended readers will be – segmenting them if possible into sub groups;
- What similar books are already out there, and how ‘successful’ have they been;
- Why people might turn to your book in preference to existing titles;
- How this book honours God;
- How long it will be (expected number of words, to nearest thousand);
- What the potential contents of the book will be (include any index and Appendices).

Then ask yourself how much you are prepared to invest in this yourself.

It is this final question that is often the clincher! If you are not prepared to fund or support a book, then why should a publisher?

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WHAT CAN CHRISTIAN PUBLICATIONS INTERNATIONAL DO FOR YOU?

CPI will produce a first class product, generally in paperback although we do have hardback experience. We can now assist in preparing e-book editions and are beginning to place books for production via Amazon CreateSpace (which enables genuinely economic printing of one-off copies of excellent quality, for shipment via Amazon globally).

- CPI supplies **ISBNs** and a recognised **imprint** with a growing backlist.
- CPI can assist with and enable translation to other languages.
- CPI sub-contracts all copy editing, proof reading, cover design, printing, etc.

For traditional offset litho print production the minimum print run is usually 2,000. Usually a run-on of 1,000 copies (ordered at the same time) enables an average *print* cost of around £3000, including layout, editing, cover design and ISBN, or circa £1.00 per copy. Shorter print runs are possible using PoD or equivalent technology. This raises unit cost, however, often to around £3 to £4.

CPI registers all new titles with Nielsen Bookdata and deposits all new titles (as a legal requirement) to the British Library and other libraries of legal deposit.

Distribution is currently through two main avenues:

1. Our website
2. A major Christian wholesale distributor and some independent book shops

A third fulfilment route, via **Amazon CreateSpace**, is our preferred delivery mechanism for those titles that should have international appeal.

CPI can help with further **publicity** i.e. producing New Title Information sheets, further **advertising** to the trade, and sending out general publicity sheets, advertising all CPI titles, to a variety of different Christian bookshops in the UK. Costs, if any, to the author are discussed beforehand, so that the author can decide what services to use.

CPI will send out complimentary copies of its books for **review** purposes (especially new titles) to a number of relevant periodicals. NOTE: we must be realistic here as well! Many periodicals will not bother to review books. They already have a constantly renewed tidal-wave of fresh titles from the USA, backed by money, and authored by well known writers. Periodicals are generally not well disposed towards unknown authors!

CPI can arrange warehousing for a modest cost. Authors can elect to hold copies at home (we recommend this, if you have room) but should note that they may then have to be actively involved in sending out copies, dealing with orders, etc. Warehousing is

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no longer the modest cost it once was, partly because insurance premiums and climate control are now the biggest cost factors.

CPI will register the book on Nielsen database, so the book can be searched by any bookstore/wholesaler.

SOME LIMITATIONS

CPI will generally support titles that meet its overall Christian ethos. If a title will not 'fit' with that overall thrust then CPI is less likely to be able to devote the time and energy to undertake the publishing work. Having said that, some authors want to handle all marketing themselves, so CPI may be able to assist in providing the ISBN and some guidance, but take no active part in distribution. These matters can be explored quite simply in an initial phone call.

COMMERCIAL REALISM

In today's Christian bookselling market, authors need to be realistic and aware that they are unlikely to recover all their costs. They should typically see their publishing project as part of their Christian ministry, and/or something they feel strongly led to do through the guidance of the Holy Spirit. ***Whilst it is possible that a 'bestseller' will emerge, this is very unlikely.*** Some authors have itinerant speaking ministries and actively sell their own books to audiences who are predisposed to buy. Others may feel it appropriate to gift a proportion of their books either to the developing world, where there is considerable need but limited resources, and/or to specific UK readership groups. Such gifting will sometimes lead to follow-on retail orders.

Some authors allow the book to take its course in the selling market for a period of, say, two years and then gift the remainder to a worthy cause, retaining a number for their personal use.

To recognise at the outset the unlikelihood of full cost recovery, authors are freed to concentrate on the possible ministry applications of their book. Royalty income / partial cost recovery, should then be considered as a bonus to the overall ministry objective. This realism also enables a low RRP strategy, which can actually support sales and therefore assist cost recovery.

If, after going through the notes above, you still feel either the call to write, and/or already have a book you feel is a realistic proposition, then please feel free to contact CPI initially by email at: contact@christian-publications-int.com

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ETHOS

CPI attempts to be Scripture based, honouring the Word. Accordingly, for many titles we include a publisher's note to encourage readers to check our books against the peerless witness of Scripture. Two such notes are reproduced here:

- *The contents of this book (concerning thoughts, words and actions imaginatively attributed to the characters depicted) represent the reflections of the author, and do not necessarily reflect the views of the publisher. Readers are urged always to refer to the Holy Bible, and to understand only Scripture itself as being the authoritative record of the lives of the people depicted in this book.*
- *As with all CPI publications, throughout this book the reader is asked to compare what is written with the Bible, and if at any point a conflict is found to accept what is written in Scripture.*

GROUP BIBLE STUDY

Some books lend themselves to use within a group study context, e.g. at local church Bible Studies. Authors should consider devising Bible Study questions and leader prompts. These can be included as appendices at the end of a book, or made available as a downloadable PDF via the CPI website.

ISSUES AROUND INTELLECTUAL PROPERTY RIGHTS

Note that some printers of books, such as Amazon, use sophisticated algorithms to “trawl” books for copyright content. Authors should become thoroughly familiar with the idea of copyright, and should not breach copyright.

Authors should also be aware of the danger, whether deliberate or inadvertent, of copying and pasting content gleaned from online resources. The fact that something is freely available online and downloadable, does not mean it is copyright free. In addition even if the online source states “you may freely copy” this permission does not mean it will necessarily be accepted by Amazon. Whilst Amazon is at the forefront, we suspect that other PoD printers will adopt a similar stance in the future; Amazon's algorithms will simply block a book that obviously contains copyright content and will not unblock the book until such time as the author can demonstrate with documentary evidence:

- A contract from the author or publisher verifying you have retained publishing rights, or
- URLs for all the websites where this content is published AND a statement via email from the domain(s) saying you have retained publishing rights

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CPI's advice to authors is to avoid using copyright material even in quotations unless you are sufficiently familiar with copyright law and conventions. We can provide ad-hoc advice, but authors really should be thoroughly abreast of copyright issues. Note also that copyright holders will not unduly bother themselves about responding to requests for permission. It is a lot of work (potentially) for zero payback, so why should they bother? Alternatively they will demand an exorbitant price for permission (or even for investigation prior to permission) which then means you definitely do not have permission!

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Ecclesiastes 12:12 - of making many books [there is] no end; (John Gill's Exposition of the Bible)

Rehoboam, the son of Solomon, may be the person for whom this book was written. But its message should be for every Christian, especially those who are called, or feel called, to write. It may be rendered, "and what is the more excellent of these, he admonished"; to observe what is mentioned in ([Ecclesiastes 12:13](#)), and lies in a few words, "Fear God" and especially Jesus Christ, the "Alpha" and "Omega", the sum and substance of the whole Bible; of what had been written in Solomon's time, and has been since: He is the most excellent part of it; or that which concerns Him, in His person, offices, and grace. Do not trouble yourself with any other writings; these are sufficient, all that is useful and valuable is to be found in them. As for others, if read, read them with care and caution, and only as serving to explain these, and to promote the same ends and designs, or otherwise to be rejected;

of making many books [there is] no end;

Many books, it seems, were written in Solomon's time. There was the same itch of writing as now, but what was written was not to be mentioned with the sacred writings, wand was comparatively useless and worthless. The sense is, should Solomon, or any other, write ever so many books, it would be quite needless; and there would be no end of writing. These would not give satisfaction and contentment; and which yet was to be had in the word of God; and therefore that should be closely attended to: though this may be understood, not only of making or composing books, but of getting them, as Aben Ezra; of purchasing them, and so making them a man's own. A man may lay out his money, and fill his library with books, and be very little the better for them. What one writer affirms, another denies. What one seems to have proved clearly, another rises up and points out his errors and mistakes; and this occasions replies and rejoinders, so that there is no end of these things, and scarce any profit by them.

and much study [is] a weariness of the flesh;

The study of languages, and of the arts and sciences, and of various subjects in philosophy and divinity, particularly in writing books on any of these subjects; which study is as fatiguing to the body. It brings as much weariness on it, as any manual and mechanic operation. It dries up the moisture of the body, consumes the spirits, and gradually and insensibly impairs health. It brings on weakness, as well as weariness. Some render it, "much reading". As Aben Ezra observes, the word in the Arabic language so signifies: the Arabic word "lahag" signifies to desire anything greedily, or to be greedily given and addicted to anything; and so may denote such kind of reading here, or such a person who is "helluo", a glutton at books, as Cato was said to be. Reading books with such eagerness, and with constancy, is very wearisome. It is to little advantage; *whereas reading the Scripture cheers and refreshes the mind, and is profitable and edifying.*