

Literature Evangelist

Training Workshop

Publishing Ministries Department
Sierra Leone Conference

Seventh-day Adventist Church
24 Savage Street
Brookfields.
Freetown, Sierra Leone



Name _____

Designation _____

Local Church _____

Region/District/Country _____

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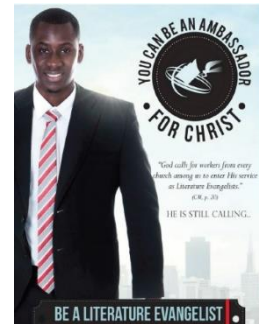


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PURPOSE TO THIS TRAINING MANUAL

- To make plain the philosophy (belief basis) for the Colporteur Ministry in the Seventh-Day Adventist Church
- To enlist members of the church so convicted to become active participants in the Colporteur Ministry
- To provide resources for spiritually equipping colporteurs to effectively work in ministry
- To establish a strong foundation for the advancement of the Publishing Ministry in Sierra Leone
- To fulfill the gospel commission of Jesus Christ to his disciples in the Gospel of Matthew chapter 28:



18 And Jesus came and spake unto them, saying, All power is given unto me in heaven and in earth. 19 Go ye therefore, and teach all nations, baptizing them in the name of the Father, and of the Son, and of the Holy Ghost: 20 Teaching them to observe all things whatsoever I have commanded you: and, lo, I am with you alway, even unto the end of the world. Amen.

THEME SONG:

BRINGING HOPE INTO EVERY HOME

On fire for publishing. . .
 Bringing hope into every home /2
 Hope into every home /4
 On fire for publishing. . .
 Bringing hope into every home

2nd stanza
 On fire for publishing. . .
 Bringing books into every home /2
 Books into every home /4
 On fire for publishing. . .
 Bringing books into every home

On fire for publishing. . .
 Reach e..very living souls/2
 Reach every living soul /4

On fire for publishing. . .
 Reach e..very living souls
 Slogan
 Publishing on fire for christ (3)
 Bringing hope into every home/2
 Bringing hope into every home
 Reach everyone
 I live for mission!

BOOK EVANGELISM SONG

Book evangelism a great association 3x
 And my burning torch is going to shine! Shine!
 And my burning torch is going to shine! Shine for aye!

There's no greater work than book evangelism 3x
 And my burning torch is going to shine! Shine!
 And my burning torch is going to shine! Shine for aye!

I do believe in book evangelism 3 X
 And my burning torch is going to shine! Shine!
 And my burning torch is going to shine! Shine for aye!

Come join me in book evangelism 3x
 And my burning torch is going to shine! Shine!
 And my burning torch is going to shine! Shine for aye!

Literature can win more soul for Jesus' Kingdom 3x
 And my burning torch is going to shine! Shine!
 And my burning torch is going to shine! Shine for aye!

GET STARTED IN CHRISTIAN SALES

So you've been impressed to join the specialized ranks of literature evangelism? Do you have the desire and determination to be a self-supporting missionary? Do you enjoy mingling with people, getting acquainted with them, and sympathetically ministering to their needs? Do you have the ability to defer your financial concerns in order to assist people with their spiritual concerns? If so, then you've come to the right place to get started! Now, consider the following questions as you proceed:

When you visit a doctor's office with a serious medical concern or need a lawyer's assistance with a legal matter you assume they've gone through the necessary preparation to help you with your problems, don't you? And the more serious your situation the more inquisitive you are about the training and experience of that doctor or lawyer, correct? Since an evangelist is leading people to make decisions with eternal consequences, how much more should we take advantage of every training opportunity available?

PUBLISHING MINISTRY: SCRIPTURAL FOUNDATION

I. SCRIPTURAL FOUNDATION

"And when He (God) had made an end of **speaking** with him on Mount Sinai, He gave Moses two tablets of the testimony, tablets of stone, **written** with the finger of God" (*Exodus 31:18, emphasis added*).

"Now go, write it before them on tablet, and **write it** (note) on scroll, that it may be for time to come (witness), for ever and ever" (*Isaiah 30:8, emphasis added*).

"Thus speaks the Lord God of Israel, saying: **Write in a book** for yourself all the words that I have spoken to you" (*Jeremiah 30:2, emphasis added*).

"Then the Lord answered me and said: **Write down** the vision and make it plain upon tablets, that he may run who reads it. . . Behold the proud, his soul is not upright in him; but the just shall live by faith" (*Habakkuk 2:2, 4, emphasis added*).

II. SPIRIT OF PROPHECY

The prophet had been repeatedly shown that our presses should be constantly employed in publishing light and truth (see *Colporteur Ministry*, p. 2).

"You must **begin to print** a little paper and send it out to the people. Let it be small at first; but as the people read, they will send you means with which to print, and it will be a success from the first. From this small beginning it was shown to me to be like streams of light that went clear round the world" (*Life Sketches*, p. 125, *emphasis added*).

"I have been shown that our publications should be **printed in different languages** and sent to every civilized country, at any cost. What is the value of money at this time, in comparison with the value of souls? . . . I have been shown that the press is powerful for good or evil. This agency can reach and influence the public mind **as no other means can**" (*Colporteur Ministry*, p. 149, *emphasis added*).

God was consistent in the methods He used for communicating His will and messages to His people. He spoke and then said: "**Write it down.**"

I. INTRODUCTION – LITERATURE EVANGELISM AND PUBLISHING MINISTRY

- Jesus gave us the mission of going to the entire world and preach the Good News (Mark 16:15).
- We can be sure about the results of this task God gave us when we read Revelation 18:1: All the Earth will be lightened with His glory. Everybody in the future will know about Jesus because He is the Light that can enlighten the world so everyone will know that He is coming soon. John saw this event happening.
- God also showed to E. G. White that one of the ways that He is planning to enlighten the Earth is using literature that has the Present Truth (*Testimonies*, 7, pp. 139-140, 1902).
- To enlighten the Earth with literature, we need to spread it like dry leaves during the fall.
- Publishing Ministry Mission: "The publishing ministry of the Seventh-day Adventist Church exists to proclaim through the media (literature) the gospel of hope to the whole world in this generation."

II. HOW TO SPREAD OUR LITERATURE AND LIGHT THE EARTH

By the orientation that we find in the EGW's writings, God advises us to use three different ways:

- ⊙ By the Literature Evangelists (LEs)
- ⊙ By students during vacation time
- ⊙ By all members of our church

III. HOW TO HAVE A MORE EFFICIENT EVANGELISTIC RESULT

1. Regular Literature Evangelist program:

- ⊙ Using ours LEs to spread as much as possible literature in every place.

- ⊙ Sending LEs to places where there is no Adventist presence yet.
- ⊙ Sending groups of LEs to work in places where the church is planning to have Evangelist Crusades.
- ⊙ Each LE spreading the Missionary Book of the Year.
- ⊙ Each publishing director conducting an Evangelist Crusade during the year together with a good team of LEs.
- ⊙ Each LE delivering to the local pastor lists of names of people that want to have Bible studies.
- ⊙ Each group of LEs creating a group of believers during the quinquennium.
- ⊙ Each LE winning at least one soul during the year.
- ⊙ To offer monthly, to each LE, missionary literature that he can distribute free; like missionary newspapers, booklets, pamphlets, tracts, leaflets, brochures, fliers, etc.

2. Student LE Program

- ⊙ Sending group of students to larges cities.
- ⊙ Each Sabbath ask the students LEs that are distributing our books to share with the church good reports about what happened during the week.
- ⊙ To have with each team of students a good Bible worker that can work immediately with those that want to receive Bible studies.
- ⊙ To train the students to sell missionary literature like the Missionary Book of the Year.
- ⊙ To have in each team of students missionary literature to distribute free; like booklets and tracts.

3. Church Members

“Let the leaflets and tracts, the papers and books, go in every direction. Carry with you, wherever you go, a package of select tracts, which you can hand out as you have opportunity. Sell what you can, and lend or give them away as the case may seem to require. Important results will follow” (Review and Herald, June 10, 1880. {ChS 151.1}).

4. Strategies:

- ⊙ To stimulate each member to have always a pack of missionary literature he/she can sell, lend, or give free.
- ⊙ To have in each church a missionary library where people can borrow books to read.
- ⊙ To make sure each person that visits our church receives free literature.
- ⊙ To have in each church a special ceremony of dedication each time we have a new Missionary Book of the Year. Example: To build a pyramid of books and invite others to come around and pray for those books.
- ⊙ To have open house days where the brethren can buy books for special price.

COLPORTEUR MINISTRY WORKSHEET

Colporteur Ministry Our Literature And its Mission Chapter 1

Complete the following sentence:

1. The message of Mrs. White’s 1848 vision was

2. God calls upon us to

3. The publication that come from our presses today are to be of such a character as to

5. The world is to receive light of truth through

COLPORTEUR MINISTRY A WORK SECOND TO NONE

Chapter 2

True of False (Mark T or F):

1. ____ Everyone has the privilege of hearing the words from God’s delegated preachers
2. ____ The ministry is more important than canvassing.
3. ____ We can speak of the saviors love through scattering our publications.
4. ____ The canvasser does not need to use his talents in his work.

5. ____ Every effort possible must be made to reveal Christ as the pardoning Savior.
6. ____ If we make no effort to win souls to Christ we shall not be held responsible.
7. ____ The lord imparts a fitness for the work to everyone who cooperates with divine power

Colporteur Ministry A Call For Literature Evangelists

Chapter 3

Answer in your own words

1. What can canvassers be? _____
2. What will God do for those members who do his will? _____
3. The blessing of god will res upon you if you _____
4. If a worker pleads with God to help him, He will _____
5. When we work and pray and trust Go d, He will _____

Colporteur Ministry Selection of Colporteur evangelists

Chapter 4

1. The object of a canvasser should not be to get gain but to _____.
2. Let those come who can give a good report of our publications because _____.
3. The love of Jesus in the soul will _____.
4. This is a sacred work, and those who enter it should _____.
5. The angels of God cannot _____.

Colporteur Ministry Our students and Colporteur Evangelism

Chapter 5

Choose and underlie the following

1. There are men and women who should be educating themselves to be (business men), (canvassers) or(lawyers).
2. Workers are prepared to become pastor of the flock by (prayer), (going to school) or (the Holy Spirit).
3. For those who have the ministry in view canvassing (will be excellent experience)or (will not be an excellent experience).
4. You can become a soul winner only by (working for others), on (a daily consecration to God) or (getting a college degree)
5. The knowledge of most learned man is foolishness if he has not learned it (in Christ's school) or (by experience).

CHRISTIAN SERVICE WORKSHEET

Chapter 1: God's Call to Service

1. What method does God employ for the salvation of men and women?
2. For what reason did Jesus send out the twelve and the seventy-two? What lessons did He want them to learn?
3. Read Matthew 5:14-16. Why does God want us to have a relationship with others, both within the church and without?
4. Are women, as well as men, called to engage in missionary work? Do they have any advantages over men? What qualities of character are needed in women who work for God?

Chapter 3: Conditions among God's People

1. Read Judges 4:17-22. Jael personally took matters into her own hands and killed the Canaanite commander Sisera. Why was Jael blessed?
2. What two events must take place through the work of the Holy Spirit in order for church members to be ready for the testing time and for the Second Coming of Christ? What is the difference between these two events? What results from each?
3. What is the meaning of the vision of people picking berries? How does this dream relate to conditions in the church? When you are called to accountability by God, will you have failed in your job as these indolent workers did or will you have used your time and talents as He intended?

Chapter 4: World Conditions Facing the Christian Worker

1. What conditions are setting the stage for the last great scenes in earth's drama? What are these scenes? What is the final act in earth's history? What follows this last act?
2. Read 1 Kings 18-19. What conditions did Elijah face in Israel? What lessons can we draw from his experiences of discouragement and apparent defeat? What similar conditions do we face?

3. As in Elijah's experience, unknown thousands have not taken sides with the enemy. How can we become acquainted with these people?

Chapter 9: The Call to Awaken and Act

1. Aside from the nearness of the Second Coming, what are reasons why we are called to spread the gospel?
2. It is not enough for Christians to stop sinning, they must also do acts of charity and show self-denial and humility. What are some ways in which you can grow in these virtues?
3. Even though the church is growing rapidly, it is still not growing as quickly as it might. Why is this? What will help to increase church growth?

Chapter 10: Methods

1. What is the gospel? To whom are you called to give it?
2. What was Christ's method of soul winning?
3. There is a need for developing personal relationships as we share the gospel. How might you draw closer to your family, friends, and those around you and influence them for Jesus?
4. Give examples of "unselfish love" in your community. How might you relieve the physical needs of those around you?

Chapter 11: Medical Missionary Work

1. What pattern did Christ follow in healing and preaching? Why should healing ministry come before presenting the gospel? Does this mean that healing is more important than preaching? What is the relationship between the gospel and health ministries?
2. What is the purpose of hospitals, health restaurants, and cooking schools? In what ways are they to be connected? What can they accomplish for God?
3. What ministry objectives can be achieved with cooking schools? Are there opportunities for you in your community to participate in a cooking school?

Chapter 12: Bible Evangelism

1. Read Acts 8:26-39. How does Philip's experience with the Ethiopian exemplify the work that God calls us to do?
2. What methods will contribute to success in Bible evangelism?
3. What benefits will you receive as you open the Word to others?

Chapter 13: Ministry of the Printed Page

1. Describe the large role that publishing facilities and the circulation of literature should have in giving the three angels' messages. What effects will Seventh-day Adventist publications have on people?
2. What are some ways that the printing and distribution of low-cost tracts be funded?
3. What is the primary work of literature evangelists?
4. Read Matthew 14:13-21. How does the feeding of the five thousand relate to the distribution of literature? What principle of economy should be practiced?

Chapter 24: Qualifications for Successful Christian Service

1. In light of Ecclesiastes 9:10, how strenuous should our efforts be in service to Christ?
2. Order and thoroughness are important to God. In what ways can we improve our effectiveness in serving Christ? What are some deficiencies you need to overcome in order to work more effectively in Christian service?
3. At times Christian workers experience failure. How are we to respond to these experiences?

Chapter 25: The Holy Spirit

1. What evangelistic results can we expect through the outpouring of the Holy Spirit? Is God reluctant to give us the Holy Spirit? If not, why is there often little evidence of His power in the church?

2. In spite of Christ's promise that the Holy Spirit will be with us until the end, what is often the attitude of God's people toward the Spirit?
3. For how long has the Holy Spirit been working in human lives and events? Compare biblical examples of the Holy Spirit's work with what God is doing for the contemporary church?

Chapter 26: Assurance of Success

1. What is God's part in making our service for Him a success?
2. What is the role of angels in Christian service?
3. What fundamental motive will make our missionary work fruitful? What other characteristics are important in working with God?

Chapter 27: Reward of Service

1. Read Malachi 3:16-18. On what does God base our reward? What encouragement do we have that our service is appreciated by God and that our reward is just and certain? What is our priceless reward for service to Christ?
2. Read Mark 10:28-30. During our earthly life, what rewards can we expect for our service?
3. What quality does time and hardship develop in our characters? What will this quality enable us to endure until we receive our eternal reward?

HEALTH REFORM

Sacredness of Health by EG White

Key Text: "I came that they might have life and that they might have it more abundantly." John 10:10

Question

Why did God give the health message to the Seventh-day Adventist Church?

Answer

1. Lessening of suffering and for purification of His church
 "The work of health reform is the Lord's means for lessening suffering in the world and for the purification of His church." CH 443
2. For Greater zeal and for the salvation of others
 "If SDA practiced what they professed to believe, if they are sincere health reformers, they would indeed be a spectacle to the world, to angels, and to men. And they would show a greater zeal for the salvation of those who are ignorant of the truth." CH 575
3. For our Salvation and for the salvation of the world

"The light that God has given me on health reform is for our salvation and the salvation of the world." CH 44

The Enemy's Target

"Satan comes to man with his temptations as an (1.) angel of light, as he came to Christ. He has been working to bring man into a condition of (2.) physical and moral weakness, that he may overcome him with his temptations, and then triumph over his (3.) ruin. And he has been successful in tempting man to (4.) indulge appetite, regardless of the result.

He well knows that it is impossible for man to discharge his (5.) obligations to God and to his (6.) fellowmen, while he impairs the faculties God has given him. The brain is the capital of the body. If the perceptive faculties become benumbed through intemperance of any kind, eternal things are not discerned." – {MYP 236.1}

Relation to Health and Character Building

"God gives no permission to man to violate the laws of his being. But man, through yielding to Satan's temptations to indulge intemperance, brings the higher faculties into subjection to the animal appetites and passions. When these gain the ascendancy, man, who was created a little lower than the angels, with faculties susceptible of the highest cultivation, surrenders to be controlled by Satan.

And he gains easy access to those who are in bondage to appetite. Through intemperance, some sacrifice one-half, and others two-thirds, of their physical, mental and moral powers and become playthings for the enemy.” – {MYP 236.2}

“Those who would have clear minds to discern Satan’s devices must have their physical appetites under the control of reason and conscience. The moral and vigorous action of the higher powers of the mind are essential to the perfection of Christian character. And the strength or the weakness of the mind has very much to do with our usefulness in this world, and with our final salvation...

The ignorance that has prevailed in regard to God’s law in our physical nature is deplorable. Intemperance of any kind is a violation of the laws of our being. Imbecility is prevailing to a fearful extent. Sin is made attractive by the covering of light which Satan throws over it, and he is well pleased when he can hold the Christian world in their daily habits under the tyranny of custom, like the heathen, and allow appetite to govern them.” – {MYP 236.3}

Health Habits and Spiritual Discernment

Paul’s Triple Sanctification Goals

“And the very God of peace sanctify you wholly; and I pray God your whole spirit, soul, and body be preserved blameless unto the coming of our Lord Jesus Christ.” 1 Thess. 5:23

“True sanctification involves the whole being; it is not really possible to be partially sanctified, in the sense of withholding certain areas of the life from being holy. Every department of life must be submitted to the purifying power of God’s Spirit”. SDA Com. Vol 7, p 256.

But “It is impossible for the Spirit and the power of the truth to sanctify a man - soul, body, and spirit when he is controlled by appetite and passion.” 3T 570

“A pure, healthy life is most favorable for the perfection of Christian character and for the development of the powers of mind and body” CH p. 41

“...Our physical health has a direct bearing on our mental health, which in turn directly affects our spiritual health.” Christ’s Way to Spiritual Growth” p. 171

“Intemperance benumbs the perceptive organs, weakens brain nerve power and the result eternal things are not appreciated but placed upon the level with the common.”3T 50, 51

“Let none who profess godliness regard with indifference the health of the body, and flatter themselves that intemperance is no sin, and will not affect their spirituality....The work of health reform is the Lord’s means for lessening suffering in the world and for the purification of His church.” CH 443

When the health of the body is neglected and bad physical habits are established, the religious life also suffers” SDA Com. 3 John 2; MH 280, 315, 319

Wrong Habits and Spirituality

1. Eating/Diet

Intemperance in eating, even of food of the right quality, will have a prostrating influence upon the system, and will blunt the keener and holier emotions. TSDF 36.10

Those who place too much food upon the stomach, and thus load down nature, could not appreciate the truth should they hear it dwelt upon. They could not arouse the benumbed sensibilities of the brain to realize the value of atonement, and the great sacrifice that has been made for the fallen man. TSDF 32

If you pursue a wrong course, and indulge in wrong habits of eating, and thereby weakens the intellectual powers, you will not place that high estimate upon salvation and eternal life which will inspire you to conform your life to the life of Christ... TSDF 37.3

When the animal part of the human agent is strengthened by meat-eating, the intellectual powers diminish proportionately. A religious life can be more successfully gained and maintained if meat is discarded, for this diet stimulates into intense activities lustful propensities, and enfeebles the moral and spiritual nature. TSDF 37.8

2. Physical

The transgression of physical law is transgression of God's law... The human being who is careless and reckless of the habits and practices that concern his physical life and health, sins against God. God is not revered, respected, or recognized.

Anything that lessens physical strength enfeebles the mind, and makes it less capable of discriminating between right and wrong. We become less capable of choosing the good, and have less strength of will to do that which we know to be right. TSDF 36.1

Let none who profess godliness regard with indifference the health of the body, and flatter themselves that intemperance is no sin, and will not affect their spirituality...

Indulgence of appetite is the cause of dissension, strife, discord and many other evils. Impatient words are spoken and unkind deeds are done, dishonest practices are followed and passion is manifested, and all because the nerves of the brain are diseased by the abuse heaped upon the stomach. TSDF 37.4

3. Moral Power

The controlling power of appetite will prove the ruin of thousands, when, if they had conquered on this point, they would have had moral power to gain the victory over other temptation of Satan. Those are slaves to appetite will fail in perfecting Christian character. TSDF36.6

4. Measuring Stick

The lack of stability in regards to the principles of health reform is a true index of their character and their spiritual strength. TSDF 36.11

Intemperance is Degrading

"If men and women of intelligence have their moral powers benumbed through intemperance of any kind, they are, in many of their habits, elevated but little above the heathen. Satan is constantly drawing the people from saving light to custom and fashion, irrespective of physical, mental, and moral health.

The great enemy knows that if appetite and passion predominate, health of body and strength of intellect are sacrificed upon the altar of self-gratification, and man is brought to speedy ruin. If enlightened intellect holds the reins, controlling the animal propensities, keeping them in subjection to the moral powers, Satan well knows that his power to overcome with his temptations is very small...." – {MYP 237.1}

"A large share of the Christian world have no right to call themselves Christians. Their habits, their extravagance, and general treatment of their own bodies, are in violation of physical law and contrary to the Bible standard. They are working out for themselves, in their course of life, physical suffering, mental and moral feebleness." – The Review and Herald, September 8, 1874. – {MYP 238.1}

Temperance Alone

The highest attainment in Christian life is the control of appetite. Without this victory, all hope of heaven is vain." CDF 206

"Temperance, as given by the Spirit, is a restoration of moral power to resist or overcome false cravings and desires that war against the soul, bringing impairment and destruction alike to physical, mental, social, and spiritual life.

By enticing us with many acts of intemperance, Satan seeks to destroy our mental, moral, and physical powers. He used many temptations to entrap Jesus but failed every time because Jesus relied fully on His Father's strength. Tragically, the rest of humanity had been all too responsive to evil." (SS qly 2000 p41)

The Purpose of Temperance:

- To sanctify and to cleanse (See Ephesians 5:26)
- To have the power of His might and be clothed in the whole armor of God (See Ephesians 6:10, 11)
- To magnify Christ in the body (See Philippians 1:20)
- To have freedom from depravity (See 2 Peter 2:19)
- To be a "vessel unto honor, sanctified, and meet for the master's use, and be prepared unto every good work." (See 2 Timothy 2:21, 22)*

Christ Paid the Price

Our bodies are not our own, to treat as we please, to cripple by habits that lead to decay, making it impossible to render to God perfect service, Our lives and all our faculties belong to him. He is caring for us every moment; He keeps the living machinery in action... We are absolutely dependent upon God. TSDF 35.9

If the indulgence of appetite was so strong upon the race that, in order to break its power, the divine Son of God, in behalf of man, was required to fast nearly six weeks, what a work is before the Christian in order that he may overcome even as Christ overcame. TSDF 36.8

God's Invitation

- The body is to be brought into subjection. The higher powers of the being are to rule. The passions are to be controlled by the will, which is itself to be under the control of God. The kingly power of reason, sanctified by divine grace, is to bear sway in our lives. – {MYP 238.2}
- The requirements of God must be brought home to the conscience. Men and women must be awakened to the duty of self-mastery, the need of purity, freedom from every depraving appetite and defiling habit. They need to be impressed with the fact that all their powers of mind and body are the gift of God, and are to be preserved in the best possible condition for His service. – The Ministry of Healing, 130. – {MYP 238.3}

Christ Offers the Power

Let the individual who is seeking to possess purity of spirit bear that in Christ there is power to control the appetite. TSDF 37.5

A Call to All: A Cause to Share

"The body is to be brought into subjection. The higher powers of the being are to rule. The passions are to be controlled by the will, which is itself to be under the control of God. The kingly power of reason, sanctified by divine grace, is to bear sway in our lives." – {MYP 238.2}

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"The truth for this time embraces the whole gospel. Rightly presented, it will work in man the very changes that will make evident the power of God's grace upon the heart. It will do a complete work, and develop a complete man." 6T 291

"Those who receive are to impart to others. From every direction are coming calls for help. God calls upon men to minister gladly to their fellow men. Immortal crown are to be won; the kingdom of heaven is to be gained, the world, perishing in ignorance, is to be enlightened." Ministry of Healing p 103

The Invitation: Do all to the Glory of God

"So whether you eat or drink or whatever you do, do it all to the glory of God." 1 Cor. 10:31

My Response

"I have been crucified with Christ, and I no longer live, but Christ lives in me. The life I live in the body, I live in faith in the Son of God, who loved me and gave himself for me." Galatians 2:20

My Commitment

"The Spirit of the Lord is on me, because He has anointed me to preach the good news to the poor. He has sent me to proclaim freedom to the prisoners and recovery of sight for the blind and to release the oppressed, to proclaim the year of the Lord." Luke 4:18

My Prayer

But whatever was to my profit I now consider loss for the sake of Christ. What is more, I consider everything a loss compared to the surpassing greatness of knowing Christ Jesus my Lord, for whose sake I have lost all things. I have considered them rubbish, that I may gain Christ. Philippians 3:7,8

PHILOSOPHY OF THE LITERATURE MINISTRY

A. DO WE NEED THE PUBLISHING MINISTRY TODAY?

Modern technology has made possible the saturation of society with publications and other media information. Our church leadership is asking, "Does the church need the Publishing Ministry today?"

When we go back to the counsel of the Spirit of Prophecy, we find several conclusive and positive answers. The answer is YES! Why? Because of the following reasons:

1. Written Words Endure

One writer said: "The preacher writes his words on water, but the writer carves his words in stone" (Unknown).

Ellen G. White agreed when she said: "A sermon may be preached and soon forgotten, but a book remains" (Life Sketches, p. 382).

The books distributed by the Seventh-day Adventist Church through the literature evangelists ten, twenty, even fifty years ago are still preaching. The books you sell or give away today will keep leading souls to Christ until He comes. Certainly, written words endure.

It may be true that some people who buy Seventh-day Adventist literature will just lay them on the shelf or place them on the parlor table and seldom look at them. But God still care for His truth, and the time will come when these books will be sought for and read (see Testimonies, vol. 6, pp. 313, 314).

Then the prophet continued: "More than one thousand will soon be converted in one day, most of whom will trace their convictions to the reading of our publications" (Colporteur Ministry, p. 151).

2. Prepare People for Heaven

"The publications sent forth from our printing houses are to prepare a people to meet God. Throughout the world they are to do the same work that was done by John the Baptist for the Jewish nation" (Colporteur Ministry, p. 3).

3. Reach Places Where Ministers Cannot

"Our Publications should go everywhere. . . . There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications—the books, papers, and tracts filled with the Bible truths that the people need" (Colporteur Ministry, p. 4).

4. God's Chosen Method

a. At Mount Sinai, God started the Publishing Ministry. First He spoke to Moses, and then He wrote the Ten Commandments. Therefore the Spoken Word and the Written Word must go together (Exodus 31:18).

At Mount Sinai . . . God spoke . . . and then God wrote!

And so today we have. . . The Spoken Word - Preaching (2 Timothy 4:2)

The Written Word - Literature (John 5:39)

b. At different times, men used different writing materials for writing the messages from God.

God to Moses - Stone

Abraham - Clay Tablets

Isaiah - Parchment Scrolls

Ellen G. White - Paper

Today - Compact Discs/DVD/Internet/Social Media/Smart phones

But the messages are still written!

c. Ordained of God – “God has ordained the canvassing work as a means of presenting before the people the light contained in our books . . .” (Colporteur Ministry, p. 6).

B. WHY THE CHURCH NEEDS LITERATURE EVANGELISTS TODAY

With the sophisticated advancement of technology in communication, where people can buy books through the Internet and other forms of media, many church leaders are asking as to whether there is still a need for literature evangelists today to work for the church.

Yes! The work of literature evangelists and their contribution to the evangelistic outreach of the church is an important and most profitable line of evangelism (see Colporteur Ministry, p. 8). Why? The following reasons prove this fact.

1. Indispensable Method

Our publications can go to places where evangelistic meetings cannot be held. “In such places the faithful evangelistic canvasser [literature evangelist] takes the place of the living preacher. By the canvassing work the truth is presented to thousands who otherwise would never hear it” (Ellen G. White, Review and Herald, October 7, 1902).

2. A Personal Ministry

While the Publishing Ministry uses selling as a medium of outreach, the ultimate objective is sharing the gospel through literature to see precious souls saved into God’s kingdom.

Personal contact still pays one of the highest dividends among the evangelistic approaches that the church employs. There are still hundreds of thousands, perhaps millions, who will never come to our hospitals, schools, and even to our evangelistic crusades. Thousands will never enter into our local churches to hear the Seventh-day Adventist message.

If they do not come to us, we need to reach them through personal contact evangelism. Person-to-person and heart-to-heart ministry undoubtedly touches human lives more than many other methods. Ellen G. White said:

“The canvasser whose heart is meek and lowly can accomplish much good. . . . From family to family they carry the message of truth. Thus they come in close touch with the people, and find many opportunities to speak of the Saviour” (Colporteur Ministry, p. 38).

“As canvassers go forth into the field with humble hearts, full of earnest activity, they will find many opportunities to speak a word in season to souls ready to die in discouragement” (Colporteur Ministry, p. 36).

“As they went from house to house they could converse with the people, carrying with them the fragrance of Christ’s life” (Colporteur Ministry, p. 44).

Just a few years ago, the church has launched a new evangelistic approach called Satellite Evangelism. In this way, one evangelist can preach in Michigan and be heard and seen on the screen around the world via satellite.

The church feels that it is a successful method, and it is indeed. This program has resulted in thousands of baptisms. But, we also have to recognize that the people who come to the meetings should be personally visited, reached, and invited by individual church members including, in many instances, literature evangelists.

3. The Work of God's People at this Time

"God has ordained the canvassing work as a means of presenting before the people the light contained in our books. . . . This is the very work the Lord would have His people do at this time. . . . We cannot too highly estimate this work; for were it not for the efforts of the canvasser, many would never hear the warning" (Testimonies, vol. 6, p. 313).

4. Will Continue Until Probation Closes

"As long as probation continues, there will be opportunity for the canvasser [Literature Evangelist] to work. When the religious denominations unite with the papacy to oppress God's people, places where there is religious freedom will be opened by evangelistic canvassing" (Colporteur Ministry, p. 11).

5. God's Calling

"God calls for workers from every church among us to enter His service as canvasser evangelists [literature evangelists]. God loves His church. If the members will do His will, if they will strive to impart the light to those in darkness, He will greatly bless their efforts" (Colporteur Ministry, p. 20).

C. PHILOSOPHY OF THE LITERATURE EVANGELIST'S MINISTRY

1. Personal Evangelism

The work of literature evangelists is no doubt a personal evangelism. There are two areas where literature evangelists can reach souls for Christ:

- a. Distribution of Free Literature* - Given to some people who are not able to buy our literature.
- b. Personal Outreach* - Literature evangelists conduct personal evangelism activities such as Voice of Prophecy (VOP) enrollment, inviting interests to church, visiting backsliders, praying for customers, and giving Bible studies.

2. Selling for Witnessing and Livelihood

Literature evangelists are self-supporting church workers while giving their full-time service for the Lord. Their only source of livelihood is from proceeds of the literature containing the Seventh-day Adventist message, which they sell to the public. The different classification of books and magazines they sell are designed to meet the different needs of the people.

Books Magazines

- a. Health*
- b. Character Building and Education*
- c. Home and Family*
- d. Spiritual or Religious*

D. PURPOSE AND OBJECTIVES

1. General and Ultimate Objective - Saving Souls for God's Kingdom

"Our publishing work was established by the direction of God and under His special supervision. It was designed to accomplish a specific purpose" (Testimonies, vol. 7, p. 138).

2. Specific Objectives

a. To Make the Truth Clear and Plain

"Our publications have a most sacred work to do in making clear, simple, and plain the spiritual basis of our faith" (Colporteur Ministry, p. 1).

b. To Call Men's Attention to the Living Truth

"The great object of our publications is to exalt God, to call men's attention to the living truths of His word. God calls upon us to lift up, not our own standard, not the standard of this world, but His standard of truth" (Testimonies, vol. 7, p. 151).

c. To Light the Whole World with Truth

"Our publications should go everywhere. . . . There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications . . ." (Colporteur Ministry, p. 4).

"By the canvassing work the truth is presented to thousands who otherwise would never hear it" (Ellen G. White, Review and Herald, October 7, 1902).

"The world is to receive the light of truth through an evangelizing ministry of the word in our books and periodicals" (Colporteur Ministry, p. 5).

d. To Prepare a People to Meet God

"The publications sent forth from our printing houses are to prepare a people to meet God. . . . And in a large degree through our publishing houses is to be accomplished the work of that other angel who comes down from heaven with great power, and who lightens the earth with his glory" (Testimonies, vol. 7, pp. 139, 140).

E. NATURE AND IMPORTANCE

1. A Sacred Work

"The canvassing work should be considered as sacred, and those who have unclean hands and defiled hearts should not be encouraged to enter upon it. The angels of God cannot accompany the unconsecrated to the homes of the people; therefore all those who are not converted, whose thoughts are corrupt, who will leave the taint of their imperfections upon everything they touch, should refrain from handling the truth of God" (Colporteur Ministry, p. 29).

2. A Work Second to None

"The canvassing work, properly conducted, is missionary work of the highest order, and it is as good and successful a method as can be employed for placing before the people the important truths for this time" (Colporteur Ministry, p. 6).

3. Equal in Importance to the Gospel Ministry

"Canvassers must go out into various parts of the country. The importance of this work is fully equal to that of the ministry. The living preacher and the silent messenger are both required for the accomplishment of the great work before us" (Ellen G. White, Review and Herald, April 1, 1880).

4. As Important as Preaching

"The ministerial evangelist who engages in the canvassing work is performing a service fully as important as that of preaching the gospel before a congregation Sabbath after Sabbath. God looks upon the faithful evangelistic canvasser with as much approval as He looks upon any faithful minister" (Colporteur Ministry, p. 45).

5. Printed Message Remains

"It is true that some who buy the books will lay them on the shelf or place them on the parlor table and seldom look at them. Still God has a care for His truth, and the time will come when these books will be sought for and read" (Colporteur Ministry, p. 150).

And then she continued, "More than one thousand will soon be converted in one day, most of whom will trace their first convictions to the reading of our publications" (Colporteur Ministry, p. 151).

6. Supervised by Angels

It was shown to Ellen G. White that ". . . the publishing work was arranged and established under the special supervision of God" (The Publishing Ministry, p. 53).

From the editor's desk until the time the literature reaches the hands of the people, the angels are in charge.

a. Articles at the editor's office - "... angels of God . . . [supervise] the articles that were being published . . ." (The Publishing Ministry, p. 60).

b. Manuscript at the printing room - "The angels of God have supervision of the work. If the eyes of those who run the machinery could be opened, they would discern the heavenly guardianship" (The Publishing Ministry, p. 60).

c. The literature at the literature evangelist's hands - "Angels of heaven will accompany you, preparing the way" (Colporteur Ministry, p. 22).

"Those who engage in this [canvassing] work . . . should place themselves where they can learn of Christ and follow His example. Angels are commissioned to go forth with those who take up this work in true humility" (Ellen G. White, Manuscript 81, 1908).

d. The literature at the customer's bookshelves - "The same ministry of angels attends the books that contain the truth as attends the work of the minister" (Testimonies, vol. 6, p. 316).

MY UNDERSTANDING

What is your understanding of literature evangelism and the publishing ministry? Site a bible text and spirit of prophesy statement.

SPIRIT OF PROPHECY

Who is Ellen G. White and what is the Spirit of Prophecy? What is a Bible text support?

PRESENT TRUTH

What is the Biblical meaning of "Present Truth"? 2 Peter 1:12 what was the "Present Truth" of that time as it relates to the Everlasting Gospel?

What is the PRESENT TRUTH in the days to these Bible characters as it relates to God's people and His Second Coming?

- ADAM AND EVE
- ABRAHAM
- JACOB
- MOSES
- DAVID
- DANIEL
- ESTHER
- JEREMIAH
- JESUS
- ST. JOHN
- APOSTLE PAUL
- JOHN THE REVELATOR

WHAT IS THE MESSAGE OF THIS PASSAGE?

Why do we not become enthused with the Spirit of Christ? Why are we so little moved by the pitiful cries of a suffering world? Do we consider our exalted privilege of adding a star to Christ's crown—a soul cut loose from the chains with which Satan has bound him, a soul saved in the kingdom of God? The church must realize its obligation to carry the gospel of present truth to every creature. I entreat of you to read the third and fourth chapters of Zechariah. If these chapters are understood, if they are received, a work will be done for those who are hungering and thirsting for righteousness, a work that means to the church, "Go forward and upward."—Testimonies for the Church 6:296.

The great majority of this earth's inhabitants have given their allegiance to the enemy. But we have not been deceived. Notwithstanding the apparent triumph of Satan, Christ is carrying forward His work in the heavenly sanctuary and on the earth. The Word of God portrays the wickedness and corruption that would exist in the last days. As we see the fulfillment of prophecy, our faith in the final triumph of Christ's kingdom should strengthen; and we should go forth with renewed courage to do our appointed work.—Gospel Workers, 26, 27.

PUBLISHING MINISTRIES DEPARTMENT

The Publishing Ministries Department in all levels of the church organization coordinates the development, production, and distribution of Seventh-day Adventist literature.

The mission of the Publishing Ministries Department is evangelism and nurture of church members. Ellen G. White said: "There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications,—the books, papers, and tracts filled with the Bible truths that the people need" (Colporteur Ministry, p. 4). For evangelism, she said that church members were to SELL or GIVE AWAY literature.

Selling through Literature Evangelists - "God calls for workers from every church among us to enter His service as canvasser evangelists" (Colporteur Ministry, p. 20).

Giving away by church members - "Every believer is called upon to scatter and broadcast tracts, leaflets, and books containing the message for this time" (Review and Herald November 5, 1914). The department works with the pastor and other departments in planning for systematic ways to involve members in literature distribution.

PROGRAMS AND RESOURCES

At least once in two years, the local conference shall conduct a seminar/workshop for all local church elders and literature ministry coordinators to update the church with new program methods of evangelism through the use of literature.

Annually the General Conference (GC) and divisions assign a specific book title for the "Missionary Book of the Year" program to be printed and circulated in mass by the whole world church membership.

The GC Publishing Ministries Department is producing a quarterly issue of The Literature Evangelist magazine containing inspirational and sermon illustration materials for church elders.

Local churches can subscribe for this magazine. This can also be downloaded from the publishing Web site together with other resource materials, such as: The monthly Publishing Digest, Literature Seminary Training manual, and materials on evangelism.

The local church pastor and elders can promote the ministry and encourage members to join the worldwide ministry of literature distribution either through selling as a literature evangelist or through sharing.

For further information, visit the Publishing Ministries Department Web site at:
<http://publishing.gc.adventist.org>

ROLE OF THE LOCAL CHURCH IN THE PUBLISHING MINISTRY

The local church and the Seventh-day Adventist Church as a whole possess a very great potential in evangelism through the circulation of our literature. The following information reveals great opportunities and the means by which the local church can enhance its outreach program through Literature Evangelism.

A. INVOLVEMENT OF THE LOCAL CHURCH IN LITERATURE EVANGELISM

1. Divine Counsel

Ellen G. White counseled that God desires the entire church to become involved in reaching out to all classes of people with the gospel message (see *Review and Herald*, January 17, 1893).

She further said, "*Infidel publications are scattered broadcast throughout the land. Why should not every member of the church be as deeply interested in sending forth publications that will elevate the minds of the people ...?*" (*Christian Service*, p. 146).

At the very start of the publishing work, the prophet said that church members were to sell or give away literature (see *Manuscript* 126, 1902). Ellen G. White further said that every Seventh-day Adventist believer is called upon to scatter and broadcast tracts, leaflets, and books containing the message for this time (see *Review and Herald*, November 5, 1914).

“Churches in every place should feel the deepest interest in the tract and missionary work” (Testimonies, vol. 4, p. 390).

2. Historical Basis

In the early stage of the church development, literature evangelism was a major function of the local church. It was one of the most effective tools for evangelistic outreach.

As mentioned in the previous chapter, the “Tract and Missionary Society” originated at the local church in South Lancaster, Massachusetts, USA, sometime in the early 1860s, after the Seventh-day Adventist Church got a name and was organized.

It was a local church-based organization whose purpose was to plan and coordinate a systematic way of distributing literature for evangelism. Even when the Home and Missionary Department (Personal Ministries Department at present) of the church was later organized, literature distribution by church members took a major part in the church’s lay activities, along with home visitation, praying for the sick, community services, and others.

The number of pieces of literature distributed was always a part of the reporting process during the lay activities period of the church service, and a quarterly report was always sent to the conference/mission. Regarding this type of missionary work, Ellen G. White wrote:

“ . . . We believe that kind of labour which first characterized the Tract Society in its work, and in which the large body of our people can and ought to engage, should receive our attention and encouragement” (Ellen G. White, Review and Herald, November 6, 1888, p. 7).

Every Seventh-day Adventist believer is called upon to *“scatter or broadcast tracts and leaflets and books containing the message for this time” (Ellen G. White, Review and Herald, January 27, 1903). Philosophy and History of the Publishing Ministry – Page 2*

B. ESTABLISHMENT OF THE PUBLISHING MINISTRIES DEPARTMENT IN THE -LOCAL CHURCH

1. Publishing Ministries Department

According to the Church Manual, the Publishing Ministries Department is organized to coordinate and promote literature evangelism in the local church under the supervision of the Publishing Ministries Council and the appropriate publishing organization for the territory. It will assist the local church departments in the promotion, sale, and distribution of subscription magazines and other literature. The department is to work with the pastor and departments of the church in planning for systematic ways to involve the church membership in accomplishing these objectives.

“There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications, —the books, papers, and tracts filled with the Bible truths that the people need” (Colporteur Ministry, p. 4).

2. Election of Publishing Ministries Director

The Publishing Ministries Director is elected by the church to provide leadership in literature evangelism activities of the church and in the spiritual nurture of members through literature. His/her duties include the following:

- a. Serving as chairperson of the Publishing Ministries Council and be responsible for implementing the Personal Ministries Council’s decisions.
- b. Recruiting church members to serve as literature evangelists.
- c. Ordering literature supplies, as needed, through the Personal Ministries secretary.
- d. Submitting reports to the conference/mission regarding the Publishing Ministry/Literature Evangelism activities of the church.
- e. Serving as a member of the local church board.

C. APPOINTMENT OF PUBLISHING MINISTRIES COUNCIL

The Church Manual provides the appointment of Publishing Ministries Council in the local church by the Church Board.

1. Membership

Publishing Ministries Department Director - Chairman

Personal Ministries Leader

Personal Ministries Secretary

Adventist Youth Leader

Communication Leader

Church Elder(s)

Church Pastor

Other Members who can contribute ideas for Literature Evangelism *Philosophy and History of the Publishing Ministry – Page 3*

2. Publishing Ministries Council

The duties of this council may include the following:

a. Assisting the conference/mission/field, or appropriate publishing organization for the territory, in promoting the Publishing Ministry, recruiting literature workers, and recommending church members who have special gifts to work as literature evangelists.

b. Arranging with the conference/mission/field Publishing Ministries Department, or appropriate publishing organization for the territory, to conduct literature evangelism awareness seminars in the church and to conduct training seminars for members who have indicated an interest in becoming literature evangelists.

c. Promoting the purchase and reading of Spirit of Prophecy books for personal spiritual development and nurture.

d. Assisting departments in the selection and circulation of literature such as missionary books, magazines, and Spirit of Prophecy books.

D. REVIVAL AND EVANGELISM THROUGH LENDING LIBRARIES

1. Church Lending Library

Churches are encouraged to establish a Church Lending Library comprising Spirit of Prophecy (SOP) and other religious books. These books would be used in a lending program, both to church members for spiritual uplift and to neighbors for evangelism.

2. Personal Lending Library

Church members who are financially well-off usually can afford to purchase SOP books and other evangelistic books and magazines to establish their own personal lending library. These books can be shared with their friends who are non-Seventh-day Adventists for witnessing. Every church member is encouraged to own SOP books, at least a set of *The Conflict of the Ages* series.

3. Counsels from the Prophet

In *Testimonies*, vol. 4, p. 390, Ellen G. White calls for churches to develop an organized plan for literature distribution and to place the Spirit of Prophecy and Testimonies in the library of each family so they may be read thoroughly.

She also instructed the church members to lend their neighbors some smaller books. Then if the neighbors' interest is awakened, they are to take larger books and encourage them to buy copies for themselves (*Review & Herald*, November 6, 1888).

E. DEVELOPMENT OF PLANS FOR FREE LITERATURE CIRCULATION

Philosophy and History of the Publishing Ministry – Page 4

1. Evangelistic Literature Resource Center or Display Rack

Every local church shall serve as an Evangelistic Literature Resource Center. Unions, conferences and missions will work with local churches to secure these literature materials for the church. Our publishing houses shall cooperate in this program.

a. Each local church is encouraged to make a display rack in the church where evangelistic literature can be placed. This will be taken care of by the Church Literature Evangelism Council.

b. Visitors will be encouraged to take or be given copies of the outreach literature.

2. Missionary Books Sponsorship Program (Tell The World)

a. In this concept of lay involvement, the church members are encouraged to sponsor a certain number of copies of the annual missionary book and other small evangelistic literature.

b. "Missionary Book of the Year" - Each year the General Conference (GC) or division assigns a missionary book of the year to be printed in large quantity and circulated by members through personal sponsorship.

The books, with the church's address, can then be placed by the church members in hotels, schools, banks, and other offices.

They can also be shared by members with their neighbors, friends, officemates, classmates, and others, all throughout the year and especially during the annual "Literature Evangelism Emphasis Week."

3. Sponsorship of Magazine Subscription

In this concept of Lay Involvement the publishing house shall offer a discounted "Global Mission Subscription Promotion" for religious and health magazines. Any church member who will subscribe for one full year shall receive one copy of every issue and another copy mailed to his friend or neighbor.

4. Systematic Tract Distribution

a. Appropriation from our various church organizations shall make possible the development and printing of evangelism tracts in large quantities.

b. These tracts shall be developed in the context of various beliefs (Muslims, Hindus, Buddhists, and others) to avoid religious prejudices. Health evangelism tracts will also be valuable.

c. Each local church shall identify unentered areas. And church members shall be assigned to each area who will then be responsible for the tract distribution. These tracts can facilitate easy access to home visitation.

*d. Voice of Prophecy (VOP), religious, or health enrollment drive can also be easily facilitated through this visitation process by carrying VOP Lesson 1. *Philosophy and History of the Publishing Ministry* – Page 5*

5. Dedicating a Pocket to the Lord

This can be done by every church member. This concept encourages every Seventh-day Adventist member to carry tracts or literature in his or her pocket every time they travel or to every place they go (market, work, and others) and share the gospel through this literature.

F. SUPPORTING THE LITERATURE MINISTRY PROGRAM

Other important areas whereby the church can help God's work through Literature Evangelism are the following:

1. Recommending Names for the Literature Ministry

The Church Board can help in encouraging members who have the spiritual gift of communication to join the Literature Ministry and recommend them to the conference or mission Publishing Ministries Department.

2. Giving Moral Support to Literature Evangelists in the Church

This is a very valuable assistance that local churches can give to boost the morale of literature evangelists (LEs) in their churches. The LEs are self-supporting workers of the church, relying fully by faith upon God for their livelihood. They need constant encouragement and moral support from our members.

3. Holding and Sponsoring LE Fellowship Meetings

Once a quarter the LE group holds weekend fellowship meetings in local churches. A local church can sponsor at least one LE weekend fellowship meeting a year. Many local churches are already doing this gesture of support toward the Literature Ministry and our literature evangelists. With these meetings the church members are also blessed and revived.

4. Regular Prayers for LEs and Their Ministry

The prayers of our church members for the literature evangelists and the Literature Ministry are always a great source of power and success in conducting God's work.

G. ENGAGING IN LITERATURE EVANGELISM THROUGH SELLING

Our church members can participate in evangelism through the circulation of our Seventh-day Adventist literature through selling or subscription. The church provides a program whereby members can be literature evangelists in different categories.

1. Special Literature Evangelists

a. "Big Week" Literature Evangelists - Church workers and members who engage in canvassing during the "Big Week" in conjunction with the annual "Literature Evangelism Emphasis Week" designated by the division. *Philosophy and History of the Publishing Ministry – Page 6*

b. Holiday Literature Evangelists - Members who do canvassing during holidays.

c. Organized Children Literature Evangelists - Small children in the church can be organized into witnessing teams as follows:

- i. Pathfinders can be trained to do literature selling for outreach and to earn "AY Honors."
- ii. School children can be organized and trained to do literature selling for outreach and to finance church projects as well.

d. Participation in "Magazine Campaign" - Each year the union assigns a "Magazine Campaign" month when members can participate in selling Seventh-day Adventist magazines, like *Signs of the Times*, health magazines, and others.

e. Participation in Annual SOP Campaigns - Once a year the division or union designates one week or one month when the church members are encouraged to go out and sell SOP books to their non-Seventh-day Adventist friends and neighbors. Examples of these books are:

- i. Alpha & Omega Set (*The Conflict Set Series*)
- ii. Family Growth Series Set (Abridged edition of the books *Adventist Home*, *Child Guidance*, *Education*, *Ministry of Healing*, and *Christ's Object Lessons*)

2. Global Mission Literature Evangelists

In coordination with the union and the local conference/mission, large churches can send and support LE missionary teams to unentered territories.

a. LE missionary teams are sent to unentered territories for a specified period of time until interests are developed.

b. This program may be financed through global mission funds. Financial subsidies may also be arranged between the union, local conference or mission and the local church sponsoring the global mission LE team.

3. Student Literature Evangelists

a. Local church students studying in non-Seventh-day Adventist schools can be organized to do part-time canvassing. Literature Evangelism can also be a part of the AMICUS' activities.

b. Students in every Seventh-day Adventist school are encouraged to join the canvassing work during their school vacations. The Student LE Program in our Seventh-day Adventist schools provides three-fold blessings for the church.

i. It helps the student financially to obtain a Christian education

ii. It provides the school good financial revenues paid by the Publishing Houses and ABCs in cash remittances in behalf of the Student LEs.

iii. The Literature Ministry work provides the students an excellent vision, training, and *Philosophy and History of the Publishing Ministry – Page 7* experience for personal evangelism.

c. Many of our Seventh-day Adventist schools (universities, colleges, and academies) have organized the Student LE Club or Student Association of Literature Evangelists (SALE) inside their campuses to coordinate this Student LE Program.

d. Encourage out-of-school youth in the church to join any student literature evangelism program with the aim of earning money toward attending our Seventh-day Adventist schools.

4. Regular Part-time Literature Evangelists

a. Church members are encouraged to engage in part-time Literature Evangelism under the coordination of the Church Literature Ministry Leader (Coordinator) and the Literature Ministry Council. The church needs more part-time literature evangelists.

b. The Publishing Ministries Departments of the union and the local conference or mission shall be in charge of providing the necessary training to these church members who are working as part-time LEs.

c. Part-time LEs can form themselves into teams. Each “team” shall be composed of at least two members. A definite territory shall be assigned to each team for better territorial coordination and coverage.

d. While having a house-to-house visit, the following outreach or witnessing activities can be accomplished by the teams:

- i. Sell small religious books, health books, and magazines
- ii. Give free tracts or literature
- iii. Enrollment to the Voice of Prophecy
- iv. Invite people to attend church services
- v. Offer prayers for the people
- vi. Develop interest for Bible studies

e. The church publishing director shall coordinate with the local conference/mission Publishing Department, ABC/HHES office, and the Personal Ministries Department for literature supplies.

5. Full-Time (Career) Literature Evangelists

The church has its doors open to welcome any member who will devote his or her life, time, and talents to full-time Literature Evangelism. The local Church Board is encouraged to recommend names to the local conference or mission publishing committee, who are fit for the literature ministry.

Full-time literature evangelists are self-supporting workers of the Seventh-day Adventist Church who derive their income from commission through the sale of literature and products approved by the denomination.

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They are given some benefits by the church if they meet the requirements stipulated in denominational policies—such as medical assistance, educational subsidies, retirement benefits, etc. In some divisions or countries they receive the same benefits and allowances with that of the pastors.

6. God's Call for Literature Evangelists

In 1900, Ellen G. White testified that from the light given her, God is calling for more workers. She said that where there is one literature evangelist in the field, there should be one hundred (see *Testimonies*, vol. 6, p. 315).

a. A Call for a Literature Evangelist from Every Church – “God calls for workers from every church among us to enter His service as canvasser evangelists [literature evangelists]. God loves His church. If the members will do His will, if they will strive to impart the light to those in darkness, He will greatly bless their efforts” (Colporteur Ministry, p. 20).

b. Call for Men and Women – “Jesus is calling for many missionaries, for men and women who will consecrate themselves to God, willing to spend and be spent in His service” (Colporteur Ministry, p. 18).

*c. Call for the Youth – “The Lord calls upon our youth to labor as canvassers [literature evangelists] and evangelists, to do house-to-house work in places that have not yet heard the truth” (Ellen G. White, *Review and Herald*, May 16, 1912).*

d. Who can Be a Literature Evangelist? – “Both the youth and those older in years will be called from the field, from the vineyard, and from the workshop, and sent forth by the Master to give His message. Many of these have had little opportunity for education; but Christ sees in them qualifications that will enable them to fulfill His purpose. If they put their hearts into the work, and continue to be learners, He will fit them to labor for Him” (Education, pp. 269-270).

ARTEM

An overview of responsibilities for the local church publishing ministries coordinator.

The following is a list of the five broad categories of responsibility for you, as the publishing representative, to implement at your local church. Suggestions and tools for these tasks are available at the South Atlantic Conference office. (We also value your questions and suggestions.)

ADVERTISE: The publishing ministry coordinator helps raise awareness of the publishing ministry at the local church and informs members of the products we carry. Most importantly, we must ensure that our books are being promoted in the community.

RECRUIT: The publishing coordinator is to recruit members for literature outreach. Reading chapters 3 & 4 of *Colporteur Ministry* will supply you with helpful guidelines for doing this.

TRAIN: The publishing coordinator is responsible for providing training for the literature outreach on a regular basis. The professionals and tradesmen of the world are committed to continual training in order to be the best in their field. How much more should we be committed to continually sharpening our skills to be the best soul-winners possible?

ENCOURAGE: The publishing coordinator is responsible for helping literature evangelists to stay focused and motivated. Evangelism and sales of any type is demanding. There are a lot of highs and lows, peaks and valleys. This is especially true for literature evangelism. Not only are you dealing with the challenges that all salespeople experience, but you are involved in spiritual warfare. Satan is bent on intensifying the spiritual darkness of this world and will not let you flood the world with the light of the gospel unopposed. LEs need frequent encouragement and fellowship with their co-workers to stay motivated and balanced. Working in isolation exposes them to unnecessary attacks that may drive them from the work.

MANAGE: The publishing coordinator is a member of the personal ministries council and the church board and needs to be present at these meetings to be able to coordinate with other ministry leaders and the overall evangelistic planning of the church. This requires time management as well as people and project management.

CHOOSING LOCAL CHURCH PUBLISHING REPRESENTATIVES

1. **They should love the Lord.** The work of soul-winning is an expression of our love to God for first loving us (1 John 3:16).
2. **They should love people.** We do this work because we've been reconciled to God and it brings us joy to be ambassadors of reconciliation to others (2 Cor. 5:14-18).
3. **They should love to read.** As elementary as that sounds, there are people involved in literature evangelism that don't like to read. That's as ridiculous as a hog that hates mud! A MUST READ for the publishing rep is *Colporteur Ministry*. Other recommended reading includes *The Printed Prophets*, *The Open Door*, and *Serving God's Purpose in Our Generation*.
4. **They should be passionate about the mission of sharing the gospel through literature distribution.** As former GC Assoc. Publishing Director, C.M. Willis, put it, "The object is to inspire and capture enthusiasm, to increase our forces and quickly circulate our literature 'like the leaves of autumn'... not to suggest how to make more money, but how to reach more people." Or as Ellen White stated the goal, "Let every believer scatter broadcast tracts and leaflets and books containing the message for this time" (*Colporteur Ministry*, 21).
5. **They should be committed to selling literature obtained from their local conference and promoting the organized work.** "One who works in harmony with the counsel of God, and in unity with the brethren, will be more efficient to do good, than ten will be who do not realize the necessity of depending upon God, and of acting in harmony with the general plan of the work" (*Evangelism*, p. 109). Those doing literature evangelism with another conference or independent publisher should not be considered for this position. We need people that can be relied upon to promote the South Atlantic Conference Publishing Department without conflicts of interests.
6. **They should be good communicators.** Not necessarily preachers, but people who know how to relay concerns from the congregation to the conference leadership and vice versa. They must promote the publishing work in the church and make known important publishing dates. They should be able to teach or have someone on their team that can teach, because the publishing representative is responsible for training recruits.
7. **They should be focused.** The publishing representative has three boards to sit on—the church board, the personal ministries council, and the publishing ministries council. In addition, the publishing representative will have weekly literature evangelism meetings for the purpose of training, encouraging, and harmonizing the efforts of the LEs with the general evangelistic plans of the local church. To do this effectively, this person shouldn't occupy a lot of other positions that absorb their time and energy.

They should recognize that they play a critical role in resurrecting a ministry that is "as important as preaching." "There are some conferences that no longer have publishing departments and your local church publishing rep is going to be critical to the success or failure of the publishing department of this conference. This should be an active and energetic individual that is focused more on mission than maintenance.

INTRODUCTION-WAD PUBLISHING DIRECTOR BASIC RECRUITMENT COURSE



Abraham D. Obaya, DMni
Publishing Ministries
Department
West-Central Africa Division
Abuja, Nigeria

- Today we are living in a fast pace society. During promotion and recruitment many members usually signify interest in literature evangelism. They want to get involved immediately. However, not so many sustain their zeal and desire for many months / years.
- This recruitment training outline is prepared to meet the desire of all who show initial interest in canvassing. The basic knowledge gained will sustain the LE for 6-12 months and thereafter register for more elaborate training program.

OBJECTIVES

- 1-The LE will understand and appreciate the genesis of publishing ministries work in SDA Church.
- 2-The LE will understand the rationale for publishing ministries program in SDA Church.
- 3-The LE will be exposed to the basic structure of publishing ministries program in the church.
- 4-The LE will understand basic knowledge in preparation for canvassing, canvassing skills, and missionary activities.

PART I: THE GENESIS OF PUBLISHING MINISTRIES PROGRAM IN SDA CHURCH

- A- Many big industries and business outfits are established based on human philosophy and ideology and yet they prosper. Examples are Microsoft Corporation; Automobile Industries; Telecommunication Industries, etc.
- B- Publishing Ministries Program was established by God.

1- Assumptions: All participants:

- i. Are converted and born again members
- ii. Believe in Biblical prophecy
- iii. Believe in E. G. White as a prophetess

2- The Vision:

“Begin to Print.” “At a meeting held in Dorchester, Massachusetts, November, 1848, I had been given a view of the proclamation of the sealing message, and of the duty of the brethren to publish the light that was shining upon our pathway. After coming out of vision, I said to my husband: ‘I have a message for you. you must begin to print a little paper and send it out to the people. Let it be small at first; but as the people read, they will send you means with which to print, and **it will be a success from the first**. From this small beginning it was shown to me to e like streams of light that went clear round the world.” (Emphasis provided. CM, 1).

3-Statement of Personal Conviction

- I believe in biblical prophecies as well as the prophecies of E. G. White. I am convinced that publishing ministries program is one of the best ways to finish the work of gospel proclamation to the whole world.

Name: _____ Sign: _____

PART II: WHY GOD ESTABLISHED PUBLISHING MINISTRIES

(Our Literature and its Mission)

A - Make Truth Clear and Plain

- “Our publications have a most sacred work to do in making clear, simple, and plain the spiritual basis of our faith.” This point is directly opposite and in confrontation to the plan of Satan who makes the truth looks complex.
- “The great object of our publications is to exalt God, to call men’s attention to the living truths of His word. God calls upon us to lift up, not our own standard, not the standard of this world, but His standard of truth.” (CM, 2).

B - Publish Light and Truth

- Isa 60:1-3. “Arise, shine; for thy light is come, and the glory of the LORD is risen upon thee.² For, behold, the darkness shall cover the earth, and gross darkness the people: but the LORD shall arise upon thee, and his glory shall be seen upon thee. ³ And the Gentiles shall come to thy light, and kings to the brightness of thy rising.”
- In almost every sphere of life, light and truth are gradually being obliterated. Darkness is gaining ascendancy. Consider human indulgence to appetite, indecent fashion, uncontrollable passion and debased practices, thirst for political power irrespective of loss of lives of the populace, general widespread of unbelief and modernism, and prosperity gospel without emphasis on genuine conversion. To come close to home, there are many professed SDA members who have no genuine conversion. We need our books that will work transformation in the lives of the readers, members and non-members alike.
- “I have been repeatedly shown that our presses should now be constantly employed in publishing light and truth. This is a time of spiritual darkness in the churches of the world. Ignorance of divine things has hidden God and the truth from view. The forces of evil are gathering in strength. Satan

flatters his co-workers that he will do a work that will captivate the world. While partial inactivity has come upon the church, Satan and his hosts are intensely active. The professed Christian churches are not converting the world; for they are themselves corrupted with selfishness and pride, and need to feel the converting power of God in their midst before they can lead others to purer or higher standard.”

C - Means of Quickly Giving the Message

- As a church, we have become highly limited and restricted by our traditional methods of propagating the gospel—house to house and public evangelism. Why? It is because of changes in social and cultural climate. Although radio and TV evangelism are gaining ground as a means of propagating the gospel, yet has no cross-reference without published materials.
- Through our literature, we preached the gospel through assorted publications such as books on marriage and family, Bible stories for children, history, health, and religious. One or more books from these various aspects of life can get to the hand of many people through various sales/distribution strategies. You can reach many people through the sale of a single book than through a living preacher.
- “The book work should be the means of quickly giving the sacred light of present truth to the world. The publications that come forth from our presses today are to be of such a character as to strengthen every pin and pillar of the faith that was established by the word of God and by the revelations of His Spirit. . . . Let us each resolve to do our best, that the light of our god works may shine forth to the world.” (CM, 3).

D - To Prepare a People to Meet God.

Jesus’ method of presenting the gospel often include healing, teaching, and preaching—holistic gospel—holistic conversion. Our publications present holistic gospel in line with Christ’s method thereby producing holistic conversion. Human being is made up of different components such as physical, mental (emotional), social, and spiritual parts. The gospel must have impacts on all these aspects before we can say a person is totally and genuinely converted and ready to meet God.

“The publications sent forth from our printing houses are to prepare a people to meet God. Throughout the world they are to do the same work that was done by John the Baptist for the Jewish nation. By startling messages of warning, God’s prophet awakened men from worldly dreaming. Through him God called backsliding Israel to repentance. By his presentation of truth he exposed popular delusions.

In contrast with the false theories of his time, truth in his teaching stood forth as an eternal certainty. ‘Repent ye: for the kingdom of heaven is at hand,’ was John’s message. Matthew 3:2. This same message, through the publications from our printing houses, is to be given to the world today....”

E - Publication to Go Everywhere

“There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications,—the books, papers, and tracts filled with the Bible truths that the people need. Our literature is to be distributed everywhere. The truth is to be sown beside all waters; for we know not which will prosper, this, or that... We are fast approaching the end. The printing and circulation of the books and papers that contain the truth for this time are to be our work.” (CM, 4-5).

Our books should be printed in every language and be sent to every country and climate, (CM, 5) -- to every country, state/commune, local government/district, city/town, and home.

PART III: THE QUALIFICATION OF A LITERATURE EVANGELIST

A Wholly Surrendered to God

- 1 Absolute Honesty (Purity of Life)
- 2 No tampering with sin
- 3 Avoid evil associates
- 4 Constant dependence on God
- 5 The greatest want of the world

B Fully Prepared

- 1 Thorough preparation
- 2 Knowledge of God's word
- 3 Knowledge of the book you sell (*Emp. in Part IV B*)
- 4 To be educated and trained
- 5 Two by two
- 6 Constantly improving

C Exemplary Life

- 1 In Habit
- 2 Deportment and dress
- 3 Pleasing dress and manners
- 4 Health reform
- 5 Character is power
- 6 True as needle to the pole

D Diligence in Service

- 1 Energy and Willingness
- 2 No place for indolence
- 3 Wholehearted labor
- 4 Rise early and work industriously
- 5 Faithful to duty

6 Report encouraging experiences

- E Giving to Much Prayer
- 1 Pray for deeper experiences
 - 2 Every difficulty a call to prayer
 - 3 Praying with people
 - 4 God gives success

PART IV: PREPARATION FOR SUCCESS

A. Physical Preparation

- Dress—Neatness, color selection
- Body odor
- Fingernails
- Food – Balance diet
- Rest
- Canvassing tools—Bag, car, etc
- Eight natural remedies

B. Mental (Emotional) Preparation

- Sales talk
- Knowledge of your product
- Knowledge of current affairs (issues)
- Prospectus
- Improve! Improve!! Improve!!!

C. Social Preparation

- Sociable
- Accommodative
- Tolerance
- Sympathy and Empathy

D. Spiritual Preparation

- Living connection
- Faithfulness (.pledge of hours)
- Seek for souls
- Love: for the work, employer, customers, yourself
- How much is Jesus worth

PART V: LITERATURE EVANGELIST IN ACTION

A. Book Arrangement

- Previous day
- Books to match the audience
- Books to meet your orders

- Provide books to cover all the four areas of our services to the public:
 - a. Spiritual books
 - c. Health books
 - e. Marriage and family books
 - g. Children books

B. On the Way

- Pathway / walk way / entry through the gate

C. At the door

- In the House / Office
- Get attention—eye contact
- Arouse interest
- Sustain attention and interest

D. Three Stages of Canvassing

1. Pre-canvassing

- Establish friendship (from the door)
- Sign posts e.g. pictures, color, tidiness
- Arouse attention
- Stimulate interest
- Establish need(s)

2. Canvassing proper

- Present books to meet need(s)
- Place your book at vantage point
- Sales talk—author; contents: chapters, colored pictures, pages, etc
- Emphasize benefits—Character development, medical savings, good health and happy home, peace of mind
 - b. 3. Close canvassing
 - d. Summary and conclusion
 - f. Price
 - h. Press for instant sales or order
- Handle objections

- Close and close again

- Order / **booklet**

- Referrer / lead
- Prayer where possible

PART VI: OBJECTIONS

A. What is Objection

- Objection or Condition
- Objections are meant to be handled and not to be feared

B. Types of Objections

- At the door
- During presentation
- When you close your canvass

C. How to Handle Objections

- Listen to your prospect
- Counter with a question
- Answer the objection quickly, calmly, and completely
- Ignore the objection
- Be brief

PART VII: POLICY & BENEFITS

A. Classification of Literature Evangelists (LEs)

1. Student LEs
2. Part-time LEs
3. Full-time LEs

B. Categories of Literature Evangelists

1. Intern
2. Licensed
3. Credential

C. Benefits of Literature Evangelists

1. Intern
 - 45% Sales Commission on HHES Priced Books (10% Tithes and %5 Reserved deducted at source)
 - Attend LMS Training
2. Licensed
 - 45% Sales Commission on HHES Priced Books (10% Tithes and %5 Reserved deducted at source)
 - Attend LMS Training
 - Attend LE Conventions
 - Emergency Assistance – up to 50% of the total medical bill with an annual subsidy ceiling equivalent to 80% of the Union monthly wage factor.
3. Credential
 - 45% Sales Commission on HHES Priced Books (10% Tithes and %5 Reserved deducted at source)
 - Attend LMS Training
 - Attend LE Conventions
 - Regular medical subsidy – with annual subsidy ceiling equivalent to 150% of the Union monthly wage factor.
 - House Rent Assistance – 2% of retail sales to be given quarterly
 - Bonus allowance – 1% of retail sales to be given at the end of the year
 - Retirement after 15 years of service

D. LE's Qualification

INTERN

Approved application form

INITIAL LICENSE

1. Worked for 3 consecutive months
2. Submits 12 weekly reports
3. Worked for 420 hours
4. Meets the sales requirement

LE1,619,998.65/3 MONTHS

CREDENTIAL

1. Worked for one year
2. Submits 44 weekly reports
3. Worked for 1680 hours
4. Meets the sales requirement

LE 15,120,000/YR; Yr-Mth-LE 1,260,000 Wk-LE291,000

RENEWED LICENSE

1. Worked for 12 months
 2. Submits 40 weekly reports
 3. Worked for 1440 hours
 4. Meets the sales requirement
- LE10,800,000/yr -LE1,760,000; Mth-LE900,000; Wk-LE208,000**

STRATEGIES

Regular Meeting
Initial Inventory Of Les
Church Purchases For Ministries
Other Denominations
Hospitals
Schools
Law Offices
Doctors Surgeries
Notice Boards
Hotels
Sample Book Supplies
Mapping Territory
Mobile Book Displays
Receipt Books
Invoices
Order Forms

CANVASSING STRATEGIES

Door to door sales is a challenging but potentially very rewarding career choice – but to make the most out of it, you need to know what you are doing. When it comes to canvassing for business, you're going to get a lot of knockbacks, but with our top tips you can maximise your success rate.

Know the area

Be aware of the area you're canvassing in – is it affluent? Are most of the breadwinners likely to be out at work? Is there a clear market for your product in the area?

Depending on what you are trying to sell, there are endless questions to ask yourself before you even knock on your first door, and especially if you're selling double glazing or cavity wall insulation, you might be able to tell at a glance if certain houses have already had it installed.

Set out your stall

It's not always possible to spend any time in the area before your canvassing day, but if possible try to have some kind of a presence there.

For example, if you are working nearby, park your van where it can clearly be seen, especially if your company name is on the side; or put up banners and signs outside the house you are working on, if for example you are fitting solar panels or replacing plumbing inside.

All of these techniques get the neighbors peeking out to try and work out what's happening at the house down the road, and eventually when you go door-to-door to try and pick up some more customers in the same area, many of them will be eager to talk to you about the work you are doing.

Know your pitch

It's important to adopt a conversational tone, in order to establish rapport with the person who answers the door to you, so try not to read out your parrot-fashion script.

That being said, you should at least know the details of what you are trying to sell, and be able to recall information in any order, as and when the person at the door asks you about it.

A more open-ended conversation has much better prospects of leading to a sale, as it gives the potential customer the chance to ask about the most relevant aspects of your product and engages them in a discussion about the benefits of it too.

Don't waste time

Some salespeople try to establish rapport before even mentioning the product, by making small talk about the weather, the property or even what the person is wearing.

Humour and a friendly approach can help, but you shouldn't waste the prospect's time by spending too long before telling them why you are stood at their door.

Likewise, if they give you a firm no, walk away and move on to the next property. There's no reason to take rejection personally when canvassing in this way, and no point wasting your time arguing with someone who just doesn't want to buy anything from you.

What happens next?

Be prepared for a yes or a no answer. If it's a yes, know what information you want from the customer and whether you need to arrange an interview with them, get something in writing, take bank details and so on.

Even if it's a no, that doesn't necessarily mean they are hostile towards you or your company, so have business cards and leaflets to leave with anyone who's genuinely interested, but just not ready to commit on the doorstep.

Remember, leaving a positive lasting impression can be as useful as making a sale right there and then, so don't walk away too quickly if there's a chance to leave some contact details with a possible future customer.

3Ts OF TEAM CANVASSING TIME, TERRITORY, TEMPERAMENT

"It takes teamwork to make the dreamwork." ~John Maxwell

TIME: Every minute wasted is multiplied by the number of canvassers on the team. If a 6 member team is supposed to depart at 9 am to go canvassing and someone is 15 minutes late, that 15 minutes is multiplied by 6. A total of 90 minutes have been wasted. Only heaven knows (heaven also records) how many souls have been neglected and lost because one person delayed the whole team. Consider the following passage regarding time:

"Our time belongs to God. Every moment is His, and we are under the most solemn obligation to improve it to His glory. Of no talent He has given will He require a more strict account than of our time.

"The value of time is beyond computation. Christ regarded every moment as precious, and it is thus that we should regard it. Life is too short to be trifled away. We have but a few days of probation in which to prepare for eternity...

"Every moment is freighted with eternal consequences. We are to stand as minute men, ready for service at a moment's notice. The opportunity that is now ours to speak to some needy soul the word of life may never offer again. God may say to that one, "This night thy soul shall be required of thee," and through our neglect he may not be ready. (Luke 12:20.) In the great judgment day, how shall we render our account to God?

"It is the duty of every Christian to acquire habits of order, thoroughness, and dispatch...He needs to exercise his mind in planning how to use the time so as to secure the best results. By tact and method, some will accomplish as much in five hours as others do in ten.

"Decide how long a time is required for a given task, and then bend every effort toward accomplishing the work in the given time. The exercise of the will power will make the hands move deftly.

"Through lack of determination to take themselves in hand and reform, persons can become stereotyped in a wrong course of action; or by cultivating their powers they may acquire ability to do the very best of service. Then they will find themselves in demand anywhere and everywhere. They will be appreciated for all that they are worth" (*Christ's Object Lessons*, pp. 342-344).

Our mission is to place our publications before the public, thus leading them to search the scriptures and learn more about our soon coming Savior. Territory management is the art & science of being in the right place at the right time to make the greatest impact upon a judgment bound world.

TERRITORY: The main issues in this area are finding the best territory for the time and guarding the transportation time in transit to and from territory.

© **Best territory for the time:**

- Mornings: Businesses, storefronts, low-income housing
- Evenings: Newer subdivisions, upper income housing

“Finding the best territory for the time. Well I would suggest that people understand reading a map. Map understood, then look in the **mornings** for business strips. Typically US Highways are the best. (i.e. in Atlanta: U.S. 78, 41, and 29) I say this because on these types of roads, there are a mix of territories; businesses and residential. The business folks can go out and tear up the area, while the residential can be at homes that are a street or two away from a major artery of the city.

“Another reason I would suggest with looking at US Highways first is connected with the aspect of homes. On these types of roads, there are probably two types of homes: morning and evening. On a map, *typically* the roads that are straight or slightly curvy are the older homes. That is for mornings. These homes tend to be closer to the core of the city.

“Further outside of the city, streets tend to be very coiled up. Those are more than likely relatively new subdivisions. They are good for the evenings. Newer homes usually reflect newer families, younger people. People who want to impact their homes with good literature. Save that for the **evening**.

“I have learned that these are *principles*. These are not *absolutes*. If the person cannot understand reading a map, then all of this stuff is just hieroglyphics. But a good starting point is to read the map, starting with the US Highways. Normally in every city, the US Highway that runs through it, has a major business district. You can work from that and see territory near it. That can help you as you start scouting for territory.” ~Pastor Marquis Jackson, former LETC leader at Oakwood University

Transit time: Inefficient travel kills canvassing time and creates miserable morale!

- Map out your day before you leave (city maps, mapquest.com, GPS, etc.)
- Drive around and scout territory a day or two before you take out group, *during the time of day you plan on the group canvassing*. The map is *not always* the territory. Do a visual inspection.
- Have everyone meet in a central location when possible. A little inconvenience on the individual level will lead to great convenience to the group as a whole.
- Don't crisscross and back-track all over town. Try to make one sweeping motion from one side of town to the other.

I can do bad by myself. I don't need nobody's help!

TEMPERAMENT: Everyone is personally responsible to God for the temperament of the team. We must find creative ways to inspire each other and hold each other accountable for negative influences.

“Men of stamina are wanted, men who will not wait to have their way smoothed and every obstacle removed, *men who will inspire with fresh zeal the flagging efforts of dispirited workers*, men whose hearts are **warm** with Christian love and whose hands are **strong** to do their Master's work.

“**Some who engage in missionary service are weak, nerveless, spiritless, easily discouraged.** They lack push. They have not those positive traits of character that give **power** to do something--the **spirit** and **energy** that kindle **enthusiasm**. Those who would win success must be **courageous** and **hopeful**...

“Those...who wish to prove an exact fit without the trouble of **adaptation** or **training**, are not the ones whom God calls to work in His cause. Those who study how to give as little as possible of their physical, mental, and moral power are not the workers upon whom He can pour out abundant blessings. Their example is **contagious**. Self-interest is the ruling motive. Those who need to be watched and who work only as every duty is specified

to them, are not the ones who will be pronounced good and faithful. **Workers are needed who manifest energy, integrity, diligence, those who are willing to do anything that needs to be done.**"

~*Help in Daily Living*, p.

"We are individually on trial under the proving of God...The followers of Christ will not work on the side of Satan to weaken faith in true religion, to deprave others by casting about them an **atmosphere** which is ruinous to the morals and the character...But those who wear the garb of Christianity, and yet who are governed by the fashions and maxims of the world, are **moral corrupters**. They claim to be seeking heavenly treasures, but the **atmosphere** with which their souls are surrounded is one that is charged with a **deadly spiritual miasma**, and **they should be shunned** by those who would remain unspotted by the world." ~*Youth Instructor*, May 3, 1894

"The life of Christ was an ever-widening, shoreless **influence**, an **influence** that bound Him to God and to the whole human family. Through Christ, God has invested man with an **influence** that makes it impossible for him to live to himself. Individually **we are connected** with our fellow men, a part of God's great whole, and we stand under **mutual obligations**. No man can be independent of his fellow men, for the well-being of each **affects** others. It is God's purpose that each shall feel himself necessary to others' welfare and seek to promote their happiness.

"Every soul is surrounded by an **atmosphere** of its own--an **atmosphere**, it may be, charged with the life-giving power of **faith, courage, and hope**, and *sweet with the fragrance of love*. Or it may be heavy and **chill** with the **gloom** of **discontent** and **selfishness**, or *poisonous with the deadly taint of cherished sin*. By the **atmosphere** surrounding us, every person with whom we come in contact is **consciously or unconsciously affected**. This is a **responsibility** from which we cannot free ourselves. Our words, our acts, our dress, our deportment, even the expression of the **countenance**, have an **influence**.

"Upon the **impression** thus made there hang results for good or evil which no man can measure. Every impulse thus imparted is seed sown which will produce its harvest. It is a link in the long chain of human events, extending we know not whither. If, by our example we aid others in the development of good principles, we give them **power** to do good. In their turn they exert the same **influence** upon others, and they upon still others. Thus by our **unconscious influence**, thousands may be blessed.

"Throw a pebble into the lake, and a wave is formed, and another and another; and as they increase, the circle widens, until it reaches the very shore. So with our **influence**. Beyond our knowledge or control it tells upon others in blessing or in cursing." ~*Christ's Object Lessons*, pp. 339-340

TESTIMONIES-Soul Winning Our Goal

A humble family running a vegetarian restaurant in Rapid City, South Dakota, once gave *The Great Controversy* to an unusual patron. Because of the gracious acceptance extended to "Brother David," this non-religious, purple haired, punk-rocker accepted the book as a gift. After reading *The Great Controversy*, David Asherick discontinued his pursuit of a medical career and responded to the call of ministry. His crusades have touched thousands and his teaching ministry has become widely known through a variety of media.

One LE's faithful regard for the one soul audience led a man to purchase a Bible Readings for the Home Circle. After learning the truths presented in this book, the customer became such a faithful member of his local Seventh-day Adventist church that his pastor repeatedly tried to persuade him to become a preacher. The man declined but vowed to rear his sons to become preachers. Tens of thousands of baptisms later, and we have the legends of William Clifford, Harold, and Edward Earl Cleveland. The Holy Spirit ensured the father's promise was fulfilled.

THE BEST FOR LAST! Jesse is a double amputee but has beautiful feet! When he saw our team sharing books with people going to the Atlanta Hawks game, he wanted to know what it was about. When he found out that *Let's Win!* is about having a closer walk with Jesus, Jesse wanted to join our mission. When asked how he would carry the books, he just told us to place them on his footrest. An appropriate place for them, don't you think?

"How beautiful upon the mountains are the feet of him who brings good news, Who proclaims peace, Who brings glad tidings of good things, Who proclaims salvation, Who says to Zion, 'Your God reigns!'" ~Isaiah 52:7, NKJV

Are your feet as beautiful as Jesse's? Do you invent and entertain excuses or overcome obstacles when it comes to sharing the gospel?

DECISIONS 1-2-3

The insights on this page are gleaned from a booklet called "The Art of Obtaining Decisions," published by the General Conference Home Missionary Department. Anyone want to date themselves by giving us a history lesson on the Home Missionary Dept.?

Anyway, you'll be blessed as you make use of these tools for building the Kingdom.

SECTION 1: In the Valley of Decision

I. THE IMPORTANCE OF SOUL WINNING

a. The Greatest and Noblest Work

"The conversion of souls to God is the greatest, the noblest work in which human beings can have a part."

~*Testimonies*, vol. 7, p. 52

b. Soul winning is the only business that pays eternal dividends

"All worldly enterprises are of trifling importance compared with the work of saving souls. Earthly things are not enduring, although they cost so much. But one soul saved will shine in the kingdom of heaven throughout eternal ages." ~*Testimonies*, vol. 2, p. 336

"One soul is of more value to heaven than a whole world of property, houses, lands, money. For the conversion of one soul we should tax our resources to the utmost." ~*Testimony Treasures*, vol. 2, p. 375

"It is the all-important work for this time; it is to be far-reaching as eternity." ~*Testimony Treasures*, vol. 2, p. 156

II. MANY IN THE VALLEY OF DECISION

"Many are in the valley of decision, where special, close, and pointed appeals are necessary to move them to lay down the weapons of the warfare and take their position on the Lord's side." ~*Testimonies*, vol. 1, p. 646

III. THE HIGHEST OF ALL SCIENCES

a. "The highest of all sciences is the science of soul-saving. The greatest work to which human beings can aspire is the work of winning men from sin to holiness." ~*Ministry of Healing*, p. 398

b. "The success of the gospel message does not depend upon learned speeches, eloquent testimonies, or deep arguments. It depends upon the simplicity of the message and its adaptation to the souls that are hungering for the bread of life." ~*Christ's Object Lessons*, p. 231

c. Dual Responsibility:

1. Ours: Place the people in contact with the message. Present the truth.
2. The Holy Spirit's: Convince the mind. Convert the heart. "But without the presence of the Spirit of God, no heart will be touched, no sinner won to Christ." ~*Testimony Treasures*, vol. 3, p. 212

d. In presenting the message of the plan of salvation we should always consider the following:

1. The MIND - theory - true doctrine. The presentation of the truth should be logical. It should be simple, but clear and affirmative. The weight of the evidence and the reason should convince the mind.
2. The EMOTIONS - love The sinner who listens to us should feel that in spite of his past, God will help and accept him "There are those who listen to theory of the truth, and are impressed with the evidences brought out; then, if Christ is presented as the Savior of the world, the seed sown may spring up and bear fruit to the glory of God. But often the cross of Calvary is not present before the people. Some may listening to the last sermon they will ever hear, and the golden opportunity, lost, is lost forever. If in connection with the theory of the truth, Christ and His redeeming love had been proclaimed, these might have been won to His side." ~*Gospel Workers*, p. 158

We must not be satisfied to present the theory of the truth. We must ask God to fill us with His Spirit so that the living coals from off the altar will purify our lips and engrave our message on the hearts of those who hear. We should tell them what we have seen and experienced as well as what we have heard and learned.

Let us declare the Bible truths with simplicity and intelligence.³ The WILL decision In this section we are studying the attributes that help to lead souls to a decision for Christ and help us to fortify the weak vacillating soul on the road to the kingdom.

IV. OUR PART

- a. Sincerity - should characterize our work. "If we were more in earnest, men would be convinced of the truth of our message." ~*Evang*, p. 170 "In this fearful time, just before Christ is to come the second time, God's faithful preachers will have to bear a still more pointed testimony than was borne by John the Baptist." ~*Test*, vol. 1, p. 321

"Cultivate earnestness and positiveness in addressing the people. Your subject matter may be excellent, and just what the people need, but you would do well to mingle a positiveness with persuasive entreaties." ~*Evangelism*, p. 296 "

The sermons preached by some of our ministers will have to be much more powerful than they are now, or many backsliders will carry a tame, pointless message, which lulls people to sleep. Every discourse should be given under a sense of the awful judgments soon to fall on the world...My heart is filled with anguish when I think of the tame messages borne by some of our ministers, when they have a message of life and death to bear." ~*Testimony Treasures*, vol. 3, p. 220

- b. Firmness - in our own lives "Those in the service of God must show animation and determination in the work of winning souls. Remember that there are those who will perish unless we as God's instrumentalities work with a determination that will not fail nor become discouraged. "He has given us a great work to do. Let us do it with accuracy and determination. Let us show in our lives what the truth has done for us." ~*Christian Service*, p. 229

"The ministers and workers who proclaim the truth must show certainty and decision...If your way of presenting the truth is God's way, your audience will be deeply impressed with the truth you present. The conviction will come to them that it is the word of the living God, and you will accomplish the will of God in power." ~*Evangelism*, p. 169

BIBLE STUDY TOOLS-1) Bible Marking 2) Amazing Facts 3) Bible Readings

Every Christian should have the assurance of these four great spiritual truths.

1. His sins are forgiven. Jesus promised to cleanse us from all unrighteousness (1 John 1:9; Hebrews 8:12).
2. He has been born again (John 3:3-5). If you have accepted Christ as your Savior, He makes you into a new creation (2 Corinthians 5:17).
3. He has received the Holy Spirit into his life (John 16:7, 13, 14). The same Holy Spirit that brought you into the knowledge of truth will guide you in your new walk with Christ.
4. He has received eternal life (Romans 7:24, 25; 1 John 5:13)

The Gospel Presentation-Now you are ready to share the gospel presentation with your Bible study friends!

How? (AF DISCIPLESHIP ONLINE)

1. No person is exempt — Romans 3:23
2. Offend in one point and you're guilty of all of it, James 2:10
3. We deserve death — Romans 6:23
4. But God calls out to us anyway — Isaiah 59:2, 20, 21
5. He has shown powerful evidence of His love — Romans 5:8
6. Jesus is the only way — John 14:6
7. We can be a part of the solution — Ephesians 2:8, 9
8. We can experience freedom — 1 John 1:9
9. We have an invitation to receive His gift — Revelation 3:20
10. We have provisions for growth — 2 Corinthians 5:17