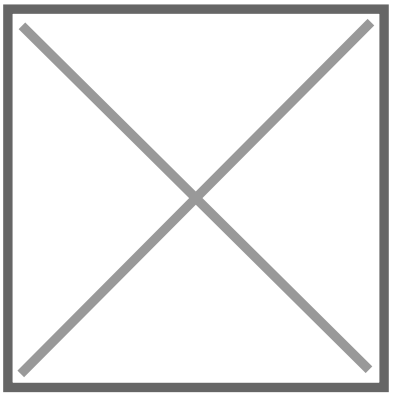

Blog by Ron â?? Ministry Publishing

Description

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Ministry Publishing is a new venture that I am personally and professionally excited about. Over the years I have noticed that evangelists must carry a ton of their books with them or have them shipped to a church they will be in to preach.

I have also personally seen a pastor have to buy 5,000 copies of his book and store them (usually at the church).

Times have Changed

The need to carry with them books or have books shipped ahead is still common practice. Hopefully they donâ??t have to order a minimum number of books.

Times have changed with the advent of print on demand. I believe that pastors, evangelists, missionaries, and those in Christian Education should be able to benefit from print on demand technology.

To a small extent, they do benefit. But it is the same benefit that the rest of us get. Shouldnâ??t men of God get a better benefit?

Enter Ministry Publishing

Ministry Publishing is just that. It is a service that is provided to men in the ministry as pastors, evangelists, missionaries, and Christian teachers. It is also a ministry to women who minister to women and children.

It is a ministry that publishes books. For a small fee (compared to other publishers) Ministry Services will provide editing, proofing, formatting, just about any service you can think of, plus publish the book.

In addition, at no extra cost to the customer, we do offer marketing that pays for itself. The cost of marketing is included in the bookâ??s retail price, thus offsetting the printing cost.

Ministry Publishing Helps the Ministry

In my experience, evangelists most often support their ministry by selling their books. This is a time-honored tradition. But it also represents a major financial burden to buy many books, store them, and transport them. The profits they receive go to the ministry to pay for the travel expenses, housing, and much more.

Because the marketing cost is included in the purchase price, it results in no out-of-pocket costs to the evangelist. Most publishers that I am aware of charge a marketing fee and sometimes require a minimum purchase. But by having a per book price that is included in the base cost, the ministry can order as many or as few as needed.

That is the benefit for evangelists, but for ministers of the gospel it helps them in a slightly different way. With all the costs included in a per book basis the pastor or his church are not dealt a devastating blow.

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For example, if a pastor hires Ministry Publishing to publish his book, the upfront cost is $500 (or $83.33 per month for 6 months), no matter how many pages long it is. The pastorâ??s book is published and the pastor orders 10 copies (number varies depending on pastorâ??s needs or plans). Letâ??s say the basic cost is printing plus T&R publishing fee is $4.85. At 10 copies, the pastor would pay $48.50. The pastor sets a retail of $12.99 for the book and sells all 10 for $129.90. His per book profit would be $12.99-4.85=$8.14 per book or a net profit of $81.40 for all 10.

Or the pastor might give them away with a total cost of $48.50.

Either way, the pastor has accomplished his goal and either reaped a profit for the ministry, or expended a small amount of money on the project. The customer has been in control for the whole process.

if you want to know how to learn to be an author, you should visit my article titled Whats-the-Truth-about-Best-Sellers.

To visit our bookstore, go to TR Bookstore and look around. Youâ??ll find books by my late wife Tess, plus books by me, including Hurricane Ian Winds of Providence & Provision.

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Date Created
September 26, 2023
Author
ronald-riddle

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