

THE LITERATURE EVANGELIST

january-june 2016



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Tips for
RELATIONSHIP
MARKETING

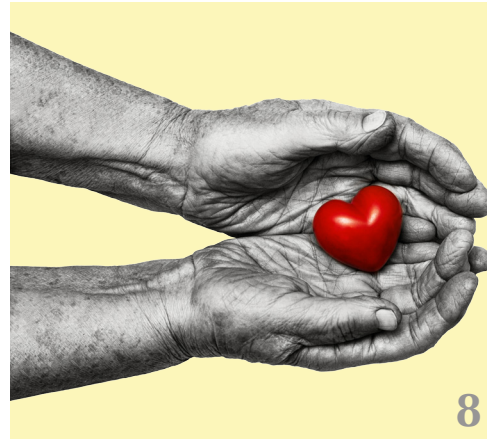
*A Deeper
Understanding of
MISSION*

**STARTING YOUR
DAY RIGHT**

I live for
MISSION

THE LITERATURE EVANGELIST

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THE LITERATURE EVANGELIST

www.TheLiteratureEvangelist.org

Quarterly Publication.
January-June, 2016; No. 712.

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Pacific Press Publishing Assn.,
1350 N. Kings Rd., Nampa, ID 83687

WRITE TO US

We welcome your literature evangelism testimonies as well as your opinion about the magazine and response to articles. If you'd like to contribute in another way, contact us for more information.

react

I suggest a new layout for the magazine and a thin print version with the best stories. More stories could be available in an online version to show God's blessings in the Publishing Ministry.

—Female, Age 26-35

Include a section that highlights the different needs of the churches around the world.

—Male, Age 26-35

I suggest introducing Bible games and shorter testimonies.

—Male, Age 46-54

I would recommend a smaller magazine with more training materials for leaders.

—Male, Age 46-54

Include stories from churches and church members who share literature as a way of conducting evangelism, even if they are not full-time LEs. This will encourage other church members to participate.

—Female, Age 46-54

Responses based on an anonymous survey

Interested in sharing your thoughts with us? Submit your opinion to: react@theliteratureevangelist.org

Meet the General Conference Publishing team



Wilmar, Adriana, Stephen, Vivienne, Almir, Naomi

Looking into the new quinquennium

FULL-TIME
LE PROGRAM

I am pleased and proud to present the first edition of *The Literature Evangelist* magazine in 2016, the year that marks the beginning of a new five-year period, full of challenges and opportunities for the Publishing Ministry.

Through the prophetic guidance we've received, we understand the important role of publications in the final days of the world's history. Amid the rapid changes in technology, books, magazines, and tracts still have power to reach as never before. Although the prophets of modernity suggested a new era of digital literature, research has shown a revival of interest in reading printed books.

On the other hand, despite being connected, people need human, face-to-face contact as an essential part of communication to be preserved at this time.

Faced with these two realities, the Publishing Ministry takes the responsibility to continue inspiring the church to distribute books, magazines, and tracts as never before, and offer the community a consulting service through the personalized guidance of literature evangelists. In this case there are two classes of missionaries: (a) members of the church who accept God's call to devote themselves entirely to canvassing work, and (b) Adventist young people who understand the advantages of canvassing work as a means of higher education and as a mission agency.

STUDENT
LE PROGRAM

In this five-year period, the General Conference Publishing Ministries Department will focus its attention on three specific areas:

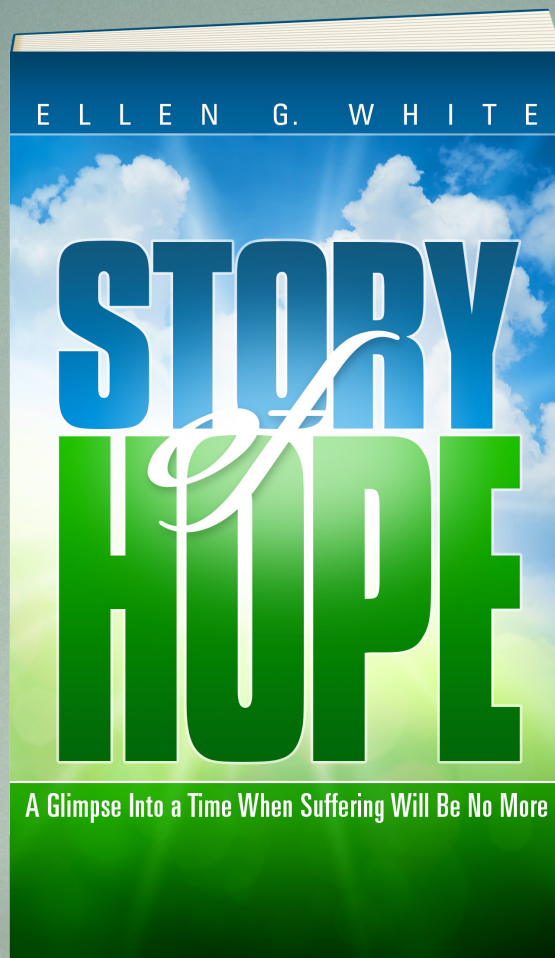
1. Involve church members in the systematic distribution of missionary books and other publications to share our faith. Whereas the distribution of publications is an activity that every Adventist can perform, the promotion of missionary book is a valuable contribution of the Publishing Department, specifically to the Total Member Involvement (TMI) project.

2. Develop student literature evangelists through projects such as Think Big, with the intention to recruit and train more youth of the church in leadership and missionary work.

3. Recruit, select, and train LEs to become established in specific geographic areas in the ratio of one LE to church pastor. And to send canvassers to mission fields without Adventist presence.

The Literature Evangelist will periodically provide information, tips, and inspiration so that many more Adventists will feel encouraged to share their faith and abundantly spread publications like the leaves of autumn.

TOTAL
MEMBER
INVOLVEMENT



2017

WORLD MISSIONARY BOOK

World division Publishing directors, publishing house managers, and other Publishing leaders who attended the quinquennial Publishing Advisory at the General Conference of Seventh-day Adventists in Silver Spring, Maryland.



World church leader Elder Ted N. C. Wilson leads out in a dedication prayer for the 2017 Missionary Book *Story of Hope*. More than 1 million books will be printed for sharing by the church worldwide.



The Publishing Ministries Department of the General Conference would like to extend a heartfelt message of appreciation to our friend and former leader Howard F. Faigao.

Faigao served at the world church headquarters as an associate director (2000-2005) and as director (2005-2015). During his tenure he was well known for his faith, vision, and passion for Publishing. He served as a dynamic leader who nurtured all areas of the Publishing work, but was especially devoted to the training of literature evangelists and leaders.

Elder Faigao excelled in his ability to train and teach, conducting administrative seminars in unions to train Publishing leaders. He also placed emphasis on conducting LE congresses, which greatly advanced literature evangelism. His dedication impacted and benefited many people during the more than 40 years he worked for the church.

He began his ministry as a pastor and teacher, then served as conference Publishing director, union Literature Ministry



Seminary director, and division Publishing associate director and director before coming to the Publishing Ministries Department of the General Conference.

In his retirement Pastor Faigao preaches, conducts family life seminars, and participates in evangelistic crusades.



Stephen Apola was recently elected as an associate director to the General Conference (GC) Publishing Ministries Department. He has a strong background in Publishing, acting for several years as a union Publishing director in his home country of Kenya. He attained a master's degree in communication from Andrews University, and served as church pastor at the Indiana Conference in the North American Division until his call to the GC. We gladly welcome Elder Apola, his wife, Peris, and their four children, wishing God's blessings upon his ministry in GC Publishing.



Pastor Teru Fukui, former Publishing Ministries director for the Northern Asia-Pacific Division (NSD), retired on November 16, 2015, after serving the Seventh-day Adventist Church for more than 35 years.

Fukui started his ministry in 1981 as chaplain of the Tokyo Adventist Hospital, and later at the Okinawa Adventist Medical Centre. He loved giving spiritual care and counseling to terminally ill patients. Later he was called to serve in the Japan Union as director for Sabbath School, Health Ministries, Children's Ministries, and Stewardship Ministries departments.

At the General Conference session in 2010 he was elected as department director for Sabbath School, Personal Ministries, and Publishing Ministries departments for the NSD. During his five-year term as Publishing director, Fukui successfully launched the Great Controversy Project and the mass distribution of *The Great Hope* book throughout the division territory.

We appreciate Elder Fukui's contribution to Publishing in the NSD territory during his leadership as director. His passion for literature evangelism will be remembered fondly. We sincerely pray for God to bless his retirement years as he returns to his home country of Japan.



I live for MISSION

A Deeper Understanding

by Rosemary Wanjiku

T*his is not what I signed up for! This is not what I expected after so much anticipation of a life in the United States of America.*

These thoughts raced through my mind with each passing day, just two months after moving to the United States. I was ready to board the next available flight back home, but neither my daughter nor I could afford an air ticket. The cold biting winter in the state of Oregon made reality worse. I was done with the United States, and my hopes and dreams were crushed.

I had been so excited to come to the USA, and had envisioned serving God as a literature evangelist (LE), sharing the word of hope with His people. To my disappointment and after inquiring from three churches, however, I was told that a Publishing department and LEs didn't exist. It was difficult for me to understand

since these were large churches. My enthusiasm started to diminish as I contrasted the two countries.

Finding a job as an immigrant wasn't easy, and that didn't make things any easier. How could I do anything else when I had spent the past 22 years serving as a successful LE? I cried as I reflected on my former years. I wondered if all my years of service as a credentialed LE had been wasted. Had I traded my fruitful and flourishing ministry for cleaning homes and working with the mentally and physically challenged? These depressing thoughts weighed on me, yet my desire to be close to my daughter was strong and kept me going. I prayed and asked God for an understanding beyond my feelings of depression and despondency.

I had started as a hair dresser in Nyeri, Kenya. God called me to serve as an LE in February 1994. My first client was an

Indian man who owned a retail store. Within nine months I was leading in sales, and attained my credentials that same year. While in Nyeri I focused on canvassing to schools, ministries, banks, and government offices. My focus changed during one of my visits to the office of the local Criminal Investigation Department (CID), where I came across pictures of a woman who had killed her three children and hanged herself. That experience drove me to canvass with family and spiritual books to better help those in need.

A year later I answered a call to serve in the capital city of Nairobi. God opened many doors. It was there that I met a nonpracticing Adventist who served as an assistant high commissioner. His mother-in-law was sick with arthritis and diabetes. I sold him health books and taught him to apply simple home remedies that would help her. He invited me into his home, and for two months I ministered to her until she got well. After teaching her to use the eight simple remedies, she was healed of her arthritis, diabetes, and high blood pressure. Her personal doctor met me and decided to change her diet. Inspired by my success, her doctor also purchased books from me. That same year the family paid for my two-week vacation in their home country of Zambia, where I ministered to many people about the love of Jesus. My joy was made complete when the assistant high commissioner rejoined the Adventist Church and donated a vehicle to the church as gratitude for helping his family.

How could I trade all these wonderful experiences for what I had found in the United States? It broke my heart to meet people whose lives are in desperate need of Jesus. Tears filled my eyes as I cleaned one home that was dirty and cluttered. I whispered a prayer: "Jesus, come into this home and save this family!" I thought to myself, *If only I had the book Steps to Christ. What a difference it would make!*

Another time I met a mother who cared for her two autistic young adults, and was touched by her need for encouragement. She had previously been a Christian, had just been left by her husband for another woman, and had since

given up on God. I saw her need and desire for a true friend who would never forsake her. I was happy to be her friend and a shoulder to cry on.



These and other experiences impacted my faith and knowledge of Christ. On January 20, 2016, I wrote a prayer in my journal that started a revolution in my outlook of life and ministry: "Dear Lord, I come before You this morning with a lot of humility. Have mercy on me and my children. Protect us from dangers and give us peace. I praise You for the strength to do the work I did today, even though it's not what I want to grow old doing. I have toiled for so long, dear Lord. Please spare me this time, but if this is my way to success, then grant me the strength and grace to go through it. Be with us today. Amen."

From then on, my perspective changed. Wherever I'd go, rather than focusing on my own needs, I'd see people who hunger for truth; people who need meaning in life besides sports and entertainment. I'd see people who need to know there is more to life, something sweeter and better.

It wasn't until after I had worked with the needy that I understood the true meaning of "service." Only then did my attitude and expectations change forever.

I am determined to continue doing my best to uplift the lives that God has placed in my path as I prepare to serve in the Publishing Ministry once more. I love this work and wholeheartedly believe God brought me to this great nation to fulfill a mission.

Rosemary Wanjiku is a full-time literature evangelist in Oregon, United States.

ARE YOU AN ANGEL?

by Kamil Metz

Kristina Reeves bounced into the van, slamming the door with a bang.

"Businesses are so much fun, Cestmir!"

Cestmir, her literature evangelist leader, smiled at her enthusiasm as he drove toward another street where they would work. They drove past more businesses and then, to her surprise, pulled into a quiet neighborhood. It looked quite deserted, and there were only a few houses on one side of the street. He heart sank. She had been looking forward to doing a few more businesses.

"Kristina," Cestmir's voice broke through her thoughts, "start at this house and go down the street until you meet Tammy. It's nearly time for lunch." Swallowing her disappointment, she jumped out of the van and raced to the first house, waving goodbye as the van sped away.

No one was home. At the next house, again no one was home. Trudging toward the next house, she silently pleaded, *God, why did You send me here? Cestmir never puts me in houses before lunch. And besides, I was doing so well in businesses this morning!*

At last she came to a house where the door was open. Through the screen door she could see a young woman sitting in the living room.

"Hello!" she called to the woman.

Slowly the woman came to the door, her faced filled with hopelessness.

When she saw the first book, a cookbook, the woman immediately turned away. "I'm not interested," she mumbled, walking back toward her living room. Instantly a strong impression came over Kristina. *Ask her if she likes to read.*

No! She argued within herself. *She just said she wasn't interested!*

But the nagging impression was insistent: *Ask her if she likes to read.* Clearing her throat, Kristina relented, and spoke to the retreating figure, "Excuse me, ma'am, do you like to read?"

The woman turned around and came back to the door. "Yes," she answered, "sometimes."

Surprised by the woman's renewed interest, Kristina reached into her bag for a book and instinctively pulled out a *Peace Above the Storm*.

Then she heard herself share the canvass: "This is a beautiful devotional that will help you find freedom from worry, guilt, and fear."

The screen door opened, and the young woman, with tears trickling down her cheeks, took the book from Kristina's outstretched hand. "My husband left me this morning. For good," she said quietly between sobs. "I'm not a Christian. I don't know much about God. But I was in my living room, and I said, 'God, if You're really there, if You don't do something for me right now, I'm going to break down.' At that moment you knocked at my door."

She looked up at Kristina. "Now I know that God is real, and He really does answer prayers! He's the one who told you to show me this second book, and He must want me to get it!"

With those words the young woman hurried back inside to find her purse. She gave her last dollars to Kristina as a donation for the *Peace Above the Storm*, and Kristina read an encouraging quotation to her and prayed for her. As their prayer ended, the woman looked searchingly at Kristina.

"Are you sure you're not an angel?" she asked.

As Kristina left the home and continued down the street, every trace of disappointment was gone. She recalls, "God used me in ways I never dreamed possible!"

When Cestmir arrived later to pick her up for their lunch break, Kristina excitedly told him the story. He became quiet for a moment as a funny smile flickered across his face.

"You know, I had another street of businesses all picked out for you," he confessed, "but somehow, on our way there, I had this impression to drop you off on this street instead. I didn't know why, but now I'm glad I did!"

"Now I know that God is real, and He really does answer prayers!"

Kamil Metz is the GLOW international coordinator and Literature Ministries director for the Michigan Conference, United States.

RELATIONSHIP MARKETING

by Stephen Apola

The evolving trends in marketing, the results of such trends, and tips to develop yourself while making progress with your clients.

A study of social trends (especially millennials, born 1982-2002) shows a change in thinking and shopping behavior. These trends show there's an increase in customer awareness, not only to products, but also toward the producers.

Changing trends:

1. An increase in the use of technology.
2. Increased dependence on the Internet for fact checking.
3. A dependence on science.
4. The growth of social networks, which results in increased instantaneity of information flow.

Results of the trends:

1. Less trust in institutions, including the church.
2. Increased dependence on science instead of religion.
3. Consumers becoming more concerned with the credibility, congruency, and care of the seller.
4. Greater value being placed on authenticity of the supplier.
5. Trust and loyalty superseding product value.



4 tips for relationship marketing

1. Develop trust through relationships. The client is no longer just a conquest, but a friend or part of a community sharing similar values or goals.
2. Find or develop a community with goals that unite you with the client (e.g., Health Club, cooking, etc).
3. Be authentic. Clients can see through the pretense. Any “falsehood,” once discovered, is hard to mend.
4. Show you care by providing solutions to the actual needs of the client, rather than perceived needs or the need to sell.

Based on the book *Can't Buy Me Love*, by Bob Garfield and Doug Levy.



JESUS' METHOD

Jesus saw in every soul one to whom must be given the call to His kingdom.

1. “He reached the hearts of the people by going among them as one who desired their good” (*The Desire of Ages*, p. 151).

2. “He sought them in the public streets, in private houses, on the boats, in the synagogue, by the shores of the lake, and at the marriage feast” (*ibid.*).

3. “He met them at their daily vocations, and manifested an interest in their secular affairs. He carried His instruction into the household, bringing families in their own homes under the influence of His divine presence” (*ibid.*).

4. “His strong personal sympathy helped to win hearts” (*ibid.*).

“The Savior mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, ‘Follow Me’” (*The Ministry of Healing*, p. 143).

“It is discipline of spirit, cleanness of heart and thought, that is needed. This is of more value than brilliant talent, tact, or knowledge. An ordinary mind, trained to obey a ‘Thus saith the Lord,’ is better qualified for God’s work than are those who have capabilities, but do not employ them rightly” (*Maranatha*, p. 63).

Stephen Apola is a Publishing associate director at the General Conference.



What a Friend I Have

by Wilmar Hirle

I met Hebert Williams in 2010 while attending a literature evangelist (LE) training in New York. He was originally from Cuba, but had been working in New York for several years.

He was about 85 years old when we met, and still worked every day selling books.

"When did you start?" I asked. He smiled before giving an answer, and said: "I was a teenager when I started, and I've never stopped since then."

"What was the secret that kept you working for so many years?" I prodded. Without saying anything else, he took his guitar and started playing and singing the hymn "What a Friend We Have in Jesus." A friendship with Jesus was his secret.

Earlier this year I spoke with Pastor José Dominguez, who is the pastor of Hebert's church. He reported to me that Hebert is still working, and is the local church Publishing coordinator.

Every time I meet an LE who has been working for God for a long time, I ask them for their secret. The answer is always related to their connection with Jesus.

We go out on the street every day and meet people we don't know. We don't know the challenges they are facing, and we don't even know whether or not they will accept us kindly.

Every day the enemy, who hates us and the work we do, wants and tries to destroy and discourage us. The only way to overcome all these challenges is to join forces with someone who is stronger than

us, and stronger than our enemy. This is why we need to go to Jesus every morning, every hour. Alone, we will not survive.

In the book *Christ's Object Lessons* Jesus gives us a very good example of how He spent every day of His life here on earth:

"From hours spent with God He came forth morning by morning, to bring the light of heaven to men. Daily He received a fresh baptism of the Holy Spirit. In the early hours of the new day the Lord awakened Him from His slumbers, and His soul and His lips were anointed with grace, that He might impart to others. His words were given Him fresh from the heavenly courts, words that He might speak in season to the weary and

oppressed" (p. 139).

Most of the people we visit every day are starving for spiritual food. How can we feed them if we are also starving? We are nothing else but beggars who are helping other beggars find food.

Even when our connection with Jesus isn't strong or is broken, His love for us is so great that He stays with His arms open, waiting to hug us. When we are distant from Him, He still asks the Holy Spirit to come to us, because He wants us to come back home. He wants to feed us. And He wants us to help Him feed others.

As long as we cling to our friend Jesus, nothing will stop us from helping others.

Start your day with these steps:



Place your day
in God's hands
Psalm 37:5



Read the
Bible
Joshua 1:8



Kneel
James 4:6



Believe, trust, and
wait on the Lord
Jeremiah 29:11-13

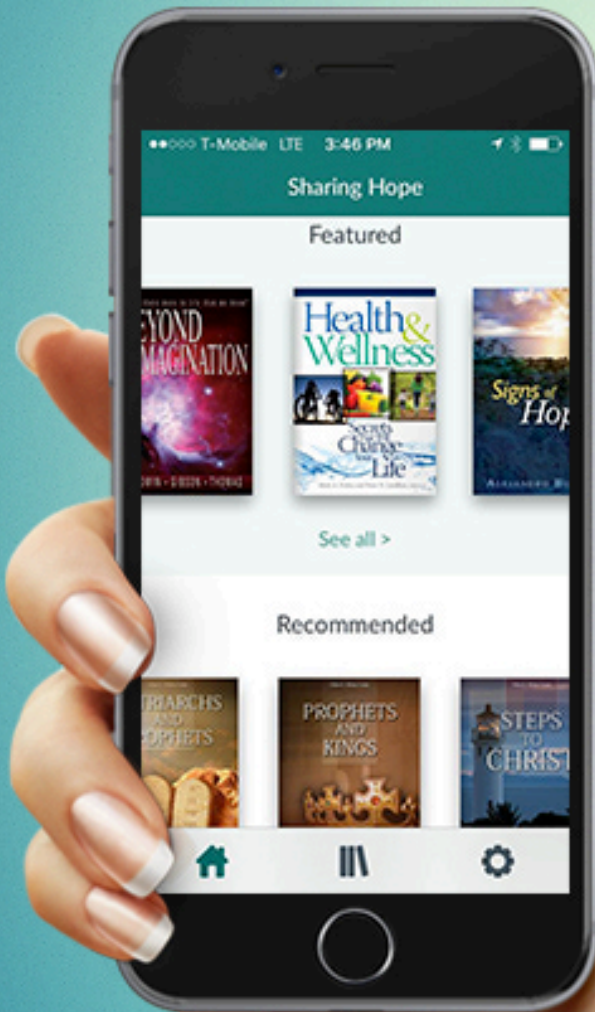


Cry out to
God
Jeremiah 33:3



Repeat these
steps every day
Matthew 11:28

SHARING HOPE



Read books for free
and *share* them with
a simple click.



Available on the
App Store



ANDROID APP ON

Google play

Like and follow
us on social media

