

LITERATURE MINISTRY SEMINARY CURRICULUM
Publishing Ministries Department
General Conference of Seventh-day Adventists

RATIONALE & OBJECTIVES

A. Rationale:

Literature Evangelism is a ministry that is designed, mandated, and directed by God through the prophet E. G. White. *“The canvasser should not rest satisfied unless he is constantly improving. . . . Let canvassers be faithful students, learning how to make their work successful; and while thus employed, let them keep their eyes and ears and understanding open to receive wisdom from God”* (Colporteur Ministry, pp. 55, 56).

“Teachers in the canvassing work have grave responsibilities to bear. . . . They will be much in prayer, they will understand that their words and actions are making impressions that will not be easily effaced, but will be as enduring as eternity. They will realize that no other can come after them and correct their mistakes, or supply their deficiencies. How important it is, then, that the teachers’ subject, manner, and spirit are after God’s order.” (Colporteur Ministry, pp. 56-57).

“The presidents of our conferences (missions) and others in responsible positions have a duty to do in this matter, that the different branches of our work may receive equal attention. Canvassers are to be educated and trained to do the work required in selling the books upon present truth which the people need” (Colporteur Ministry, p. 57).

The objective of making the Literature Ministry more relevant and responsive to contemporary situations can only be realized if we have properly trained and qualified Literature Evangelists.

The Literature Ministry Seminary is the right hand of the Publishing program; in charge of providing its workers with theoretical and practical training. It is designed to train dedicated and quality Literature Evangelists and publishing leaders who are committed to the ministry.

This particular function demands that proper steps in the selection of Literature Evangelists be carefully taken by each Conference/Mission to ensure that qualified workers are sent to the Literature Ministry Seminary.

B. Objectives:

1. To develop literature evangelists to be passionate and successful in their soul-winning and outreach mission.
2. To develop professionalism in the conduct of their ministry.
3. To strengthen their personal relationship with God and enhance their self-esteem and self-confidence in their ministry.
4. To strengthen their commitment through proper understanding of the philosophy objective of the Literature Ministry.
5. To provide motivation and encouragement to stay in the publishing ministry.
6. To develop skills in the art of Christian salesmanship and sales strategies.
7. To develop skills in the art of communication.
8. To develop a dynamic personality, social relations, and leadership.

TRAINING CURRICULUM – LITERATURE EVANGELISTS

The Union in consultation with the division shall make the adjustment, between 30 – 34, the number of hours required per session in the curriculum. The time interval between sessions must be at least six months.

A. Levels of Training:

<u>Level</u>	<u>Hours</u>
A. Introductory	30 - 34
B. Basic	30 - 34
C. Intermediate	<u>30 - 34</u>
	90 - 102

*Divisions that feel the need to add another level are free to do so

B. Courses Required

<u>Course Title</u>	<u>Course Description</u>	<u>No. of Hours</u>
<u>Introductory Level</u>		
1. Philosophy of the Literature Ministry I	Nature and Objectives of the Literature Ministry	6
2. Publishing Policy I	Working Policies for LEs	2
3. Christian Ethics	Personality Development and Ethics	4
4. Salesmanship I	Introductory Christian Salesmanship	8
5. Sales Laboratory	Supervised Field Training	<u>14</u>
		30 - 34
<u>Basic Level</u>		
1. Adventist History I	History & Development of the LM	4
2. Evangelism I	Fundamental Beliefs and Personal Evangelism	6
3. Sales Management I	LE Finance, Time, and Work Management	4
4. Health Evangelism I	Health Principles	4
5. Salesmanship II	Basic Christian Salesmanship	<u>16</u>
		30 - 34
<u>Intermediate Level</u>		
1. Prophetic Guidance I	Life and Writings of E.G. White	4
2. Home and Family I	Child Guidance	4
* <i>Human Relations</i>	<i>Principles of Human Relations</i>	
* <i>Communication I</i>	<i>Sales Communication and Story Telling</i>	
3. Sales Management II	Sales Forecasting, Strategies, and Evaluation	8
4. Salesmanship III	Intermediate Salesmanship	<u>18</u>
		30 - 34

*Alternate subjects for Home & Family I

Note: After finishing the Intermediate Level, the LE shall be given a Diploma on Literature Evangelism and may proceed to the Specialization Program to be decided by the division/union. Even undergoing the Specialization Program, the LE shall still be eligible to take the Advanced Level courses.

Advanced Level (Career)

<u>Course Title</u>	<u>Course Description</u>	<u>No. of Hours</u>
First Session		
1. Salesmanship IV	Mastering Objections	14
2. Product Studies I	Product Specialization	4
3. Evangelism II	Evangelism	6
4. Publishing Policies II	Church and Publishing Department Policies	4
5. Adventist History II	SDA History	<u>6</u>
		30 - 34
Second Session		
1. Salesmanship V	Closing Procedures	16
2. Product Studies II	Product Specialization	4
3. Prophetic Guidance II	Spirit of Prophecy	6
4. Stewardship	Stewardship Principles	4
5. Cultural and Religious Studies	Analyzing cultural surroundings	<u>4</u>
		30 - 34
Third Session		
1. Home and Family II	Family Relations	4
2. Health Evangelism II	Health Evangelism	6
3. Philosophy of LM II	Biblical and SOP Concepts of the LM	4
4. Human Relations and Ethics	Human Relations and Christian Ethics	4
5. Local Church Leadership	Local Church functions and responsibilities	4
6. Sales Management III	Sales Strategies and Technology	<u>12</u>
		30 - 34

SPECIALIZATION PROGRAM

I. HEALTH EDUCATOR

<u>Course Title</u>	<u>No. of Hours</u>
A. <u>First Session</u>	
1. Salesmanship – Health Approach I (<i>Strategies on Selling Health Books</i>)	8
2. Adventist Health Philosophy & Mission	8
4. Health Principles (New Start)	8
5. Elective Health Topic (Government)	<u>6</u>
	30
B. <u>Second Session</u>	
1. Salesmanship – Health Approach II	6
2. Natural Health Remedies	8
3. Survey on Major Health Problems (<i>Cancer, Heart Disease, Diabetes, Hypertension</i>)	10
4. Healthy Family	4
5. Elective Health Topic (Government)	<u>4</u>
	32

II. FAMILY COUNSELOR

A. First Session

1. Salesmanship – Family Approach I	6
2. Marriage Relations	10
<i>a. Love, Courtship, and Marriage</i>	
<i>b. Temperaments</i>	
<i>c. Sex Relations</i>	
<i>d. Communication</i>	
<i>e. Meeting Spouses' Needs</i>	
3. Principles of Family Counseling	6
4. Ideal Parenting	6
<i>a. Family Communication</i>	
<i>b. Child Training, Guidance, & Discipline</i>	
<i>c. Drug Prevention</i>	
5. Elective Topic (Retirement Years)	<u>2</u>
	30

B. Second Session

1. Salesmanship – Family Approach II	6
2. Family Values (<i>Spiritual, mental, social, & physical health</i>)	6
3. Family Finance	6
4. Family Issues	6
<i>a. Conflict Resolution</i>	
<i>b. In-Laws</i>	
<i>c. Mid-life Crises</i>	
5. Elective Family Topic (Family Planning) (Government)	<u>4</u>
	30