



Doulos Christou Press



7 October 2002

Dear Friend,

I am very excited to tell you about the new publishing business that I am in the process of launching. This business will be called Doulos Christou Press, and will publish books focused on the general theme of radical Christian discipleship. Enclosed with this letter is a business plan that describes the company in detail. Our tentative publication schedule is as follows:

- Book #1: (Pentecost 2003)** Selected writings of the early Church with commentary for today
- Book #2: (Thanksgiving 2003)** Book by Kevin Rains on planting simple churches
- Book #3: (Early 2004)** Tertullian's *Apology* and *On the Crown (De Corona)*, in one volume

I am pleased to offer you the opportunity to join me in the launch of this business. There are several ways in which you can participate. First, you can pray for us. Secondly, you can participate financially in the launch by either purchasing a subscription or pre-ordering a limited edition of our first book. Your pre-order or purchase of a subscription will enable me to purchase the equipment and supplies that I need to launch this business. The specifics of the subscriptions and pre-orders are spelled out in the enclosed business plan. Subscriptions make wonderful Christmas gifts for friends, family, or even better, for your church, school or public library. If you order a gift subscription before December 7, 2002, we will send a card to the recipient notifying them of the gift. The subscriptions and pre-orders will be available through January 1, 2003. If you are not able to contribute right now, you will have an opportunity later to purchase the regular edition of the first book.

Any questions can be directed to me via the contact information listed below. Grace and shalom to you in the name of Christ Jesus, our Lord!

Gratefully,

Christopher Smith

Please return this form and any donations before 1 January 2003.

Mail to: *Doulos Christou Press* • c/o Christopher Smith • 1629 E. Lexington Ave • Indianapolis, IN 46203

Donations can be made via check or money order made out to Christopher Smith or online, via PayPal, to:
douloschristoupress@yahoo.com

I commit to praying for Doulos Christou Press.

I will support Doulos Christou Press financially.

Total amount of donation: _____

Please sign me up for :

- A standard subscription (min. donation \$100)
- A lifetime subscription (min. donation \$300)
- Pre-ordering Book #1 Ltd. edition (min. donation \$20)
- A gift for the following people/libraries:

Name: _____

Address: _____

Email: _____

Standard sub. Lifetime sub. Pre-order | Standard sub. Lifetime sub. Pre-order | Standard sub. Lifetime sub. Pre-order

Name: _____ Name: _____ Name: _____

Address: _____ Address: _____ Address: _____



Business Startup Plan

Contact info:

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The vision for Doulos Christou Press is to be a small independent press publishing books on topics related to the general theme of radical Christian discipleship. We understand radical Christian discipleship literally as a faith that actively and intentionally remembers its roots (“radical” comes from the Latin word “*radix*” meaning root). Thus, history will be a primary – but not exclusive – theme of our press, and particularly the history of the earliest followers of Jesus, as well as the history of groups that looked to the earliest Church as a paradigm for the Christian community. Radical Christian discipleship, as we understand it, is characterized by both a socially prophetic, counter-cultural stance – embodied by communities committed to following the example of Jesus in the midst of the world’s culture of death – and a radical re-examination of what it means to be a community of Christ’s followers. There is a great need today for such radical views of the Church. As modernist/traditionalist views of the Church crumble and as the fad of post-modern relevancy fizzles out, many church leaders are searching to guide their communities into deeper experiences of Christian faith. We believe that the stories of the earliest Christians will serve to fill this need, if congregations are willing to carefully examine these stories and allow themselves to be formed by them.

Our name, Doulos Christou, is a NT Greek phrase meaning "Christ's slave." Paul uses this phrase on a number of occasions to describe himself (Rom 1:1, Phil 1:1, Col 4:7, etc.). As Robert Banks notes in Paul’s Idea of Community (p. 50), the meaning of "doulos christou" primarily lies, not in the status of our relationship to Christ, but in our relationship to the Church -- i.e., we are sons and daughters of Christ who have been called to a deep, slave-like, service of our brothers and sisters. Thus, our reasons for choosing this image are twofold. First, it paints a clear picture of our allegiance. We are Christ's and Christ's alone, and as a result we are committed to being distinctively Christian. Secondly, we have committed ourselves to serving the family of God, a commitment that both defines both our role (slave) and our audience (the Church).

My experience with the Kingdom Now organization has shown me that there is a lack of independent, ecumenical presses that publish books related to radical Christianity – as defined above. Our desire to be both independent and ecumenical stems from our radical Christian focus. We desire independence because we recognize the potential threat that Corporate agendas might pose to our counter-cultural mission, and we desire to be ecumenical because we believe that one often-overlooked facet of being a community of Christ’s followers is a willingness to bear witness to the unity of Christ’s body by working together across denominational boundaries.

Initially, the business structure of Doulos Christou Press will be a sole proprietorship operated by Christopher Smith with no paid employees. I will launch this business as a part-time, home-based endeavor, while maintaining a full-time job. Ideally, the success of this business will allow me to transition out of my full-time corporate job and into full-time pursuit of this publishing ministry. My intent is to take on as little debt as possible at the outset (see the fundraising plan described below), and to use the profits from the sales of the press’s first book to ensure that I have sufficient equipment to continue publishing efficiently and to fund a publicity drive promoting Doulos Christou Press.



State of the Publishing Industry

Opportunities in the publishing industry have become increasingly bleak over the last decade. Mergers and buyouts have drastically reduced the options for aspiring authors, and particularly for authors with counter-cultural points of view. The “Christian” markets are not immune to the present consolidations. In fact, many of the major “Christian” publishers are owned and controlled by secular publishing houses. The publishing markets, even the “Christian” ones, are increasingly being driven by greed, creating an environment that is hostile to authors and that cares little about Truth or quality. Now is the perfect time for launching an adamantly independent publishing house, whose business practice, as well as the content of their books, bears witness to the life and work of Jesus Christ. Doulos Christou Press desires to be that publishing house. We aim to provide high quality books, to respect and serve our authors, and to print books that are not afraid to boldly proclaim the counter-cultural gospel of Jesus Christ.

Our Products

Initially, the books we produce will be hand-stitched, hand-glued softcover books. Stitched softcover books are very rare today and a stitched binding is a much higher quality binding than one that is simply glued. Our books will be printed on high quality 28 pound, acid free paper. They also will feature a glossy cover, printed in color with original commissioned artwork. In the future, if demand would dictate that we mass-produce books, we hope to do a simultaneous limited edition run of handmade books. We also are interested in the prospect of reviving the broadside*, as a form of counter-cultural literature. In the future, we might also expand our product line to include hardcover books.

Marketing Plan

There are several levels of audiences that we will target as markets. The broadest level is the Church: anyone who claims to be a follower of Jesus. The next audience level is those people within the Church who are not merely nominal Christians, but those who take the teachings of Jesus seriously and are interested in being transformed into the image of Christ and growing as servants of Christ’s Kingdom on Earth. Our third, final and most specific audience is those Christians committed to or interested in a lifestyle of radical discipleship. This audience will include (but is not limited to) those in the Anabaptist, Monastic, Quaker or Catholic Worker traditions, those Christians who are part of the “house church movement,” intentional Christian communities, and ecumenical groups committed to radical discipleship (e.g., the Ekklesia Project, Kingdom Now, et al). Recent trends indicate that at least the latter two of these audiences have been increasing in size over the last ten years. One vision that we have for the future is to launch an imprint that will publish books and other materials aimed at engaging and challenging secular “radicals” with the counter-cultural gospel of Jesus.

Initially, our books will be marketed with a grassroots approach: i.e., by word of mouth and via the Internet to groups interested in radical discipleship. To this end, we will launch a website (*douloschristou.com*) from which customers can purchase our books. Additionally, our books will be available through half.com and eventually through Amazon.com as well. We also plan to use field reps to sell our books at conferences and other markets in which our target audiences gather. After we have published two or three titles (approximately one year), we hope to enlist a distribution service to make our books available to our targeted audiences on a broader scale. Our books will be sold at a competitive price, particularly given their quality. Initially, books bought directly from the publisher will be offered at discounted prices.

* A broadside is publication that is published on one side of a single sheet of (over-sized) paper, and is a form of graphic art that combines visual imagery with textual content. This form, common in the early modern era, was revived by Detroit’s Broadside Press in the late 1960’s, who used it to publish the works of up-and-coming black poets.



Doulos Christou Press



Approximate Startup Costs:

Laser Printer	\$ 600
Paper Cutter	\$ 100
Supplies to Make Book Presses	\$ 150
Purchase of ISBN numbers	\$ 225
Fees for business startup	<u>\$ 75</u>
	\$1150

Approximate Supply Costs for First Printing (1000 copies) of First Book :

Printing of Glossy, Color Covers	\$ 600
Paper (28#, for Laser Printer)	\$ 200
Stitching and Gluing Supplies	\$ 50
Commissioned Cover Art	\$ 500
Copyright Registration / Barcode Creation / Misc. Costs	<u>\$ 150</u>
	\$1500

Fundraising Plan

Startup funds will be raised through two distinct means:

A) Press Subscriptions:

We will offer two types of Subscriptions to our press. The first type is our **standard subscription**. For a donation of at least \$100, the subscriber will receive one copy of each of the first ten titles that are printed by Doulos Christou Press. The books that the subscribers will receive will be special, limited edition volumes, which will retail to the general public for no less than \$25 each. We expect that the duration of this subscription will be somewhere between three and five years. In the unfortunate event that Doulos Christou Press would fold prior to printing ten titles, we guarantee that the subscribers will get at least five books and limited press runs will be done to ensure that subscribers get these guaranteed books.

The second type of subscription is our **lifetime subscription**. For a donation of at least \$300, the subscriber will receive one copy of every title ever printed by Doulos Christou Press. (When we say “lifetime,” we are referring to the lifetime of the press, not the subscriber. Thus, lifetime subscriptions are transferable upon the request of the subscriber). The books that the subscribers will receive will be special, limited edition volumes, which will retail to the general public for no less than \$25 each. We also intend to treat our lifetime subscribers to special perks, which might include prints of cover art, and/or limited edition books. In the unfortunate event that Doulos Christou Press would fold prior to printing ten titles, we guarantee that the subscribers will get at least five books and limited press runs will be done to ensure that subscribers get these guaranteed books. In that case, we also will refund \$30 per book for each title less than ten that the lifetime subscriber does not receive. (If we only print nine titles, the lifetime subscriber will receive \$30, if only eight, \$60, etc.)

B) Discounted Limited Editions of our first book:

Our second means for raising our startup funds will be through allowing customers to pre-order special, limited editions of our first book for \$20. (These books will later be made available to the general public for \$25).

If our fundraised income exceeds the above startup budget, the additional funds will be used to upgrade to better models of the publishing equipment (particularly the printer and the paper cutter), to purchase a larger block of ISBN’s, to help offset the supply costs of the initial book run, or to provide an advance for the author of our second book.



Publication Plan

The first book slated for publication by Doulos Christou Press is a collection of writings from the Church's Pre-Constantine era. This book will be aimed at a general Christian audience and will include commentary relating each historical writing to today's Church. We hope that this book will be available by Pentecost 2003. Our second book is tentatively slated to be written by Kevin Rains of Vineyard Central (Cincinnati, OH) on the topic of planting simple churches (i.e., housechurches). Our hope is to publish this book around Thanksgiving 2003. Our third book (early 2004) is slated to be single volume containing two complete works of Tertullian, *Apology* and *On the Crown (De Corona)*. We have several young and unpublished writers from whom we are considering soliciting manuscripts for subsequent volumes, with the hope of releasing our fourth title in mid-2004. There also are a number of public domain works that we would love to reprint. These works include Leo Tolstoy's *The Kingdom of God is Within You* – which has long been out-of-print and is exceedingly difficult to locate – and a new volume of Tolstoy's political essays. We also hope eventually to publish a new translation (with commentary) of the *Didache*, an early Church writing. Our plan is to annually increase the number of titles that we publish over the next five years: two in 2003, three in 2004, and four in both 2005 and 2006.

Timeline of Our Publication Plan:

Autumn 2002:	Fundraising / Purchase equipment
December 2002:	Commission cover art
Jan./Feb. 2003:	Finish, edit and layout manuscript
March 2003:	Begin production
Pentecost 2003:	Pre-orders and subscriptions shipped and book available for sale.
August 2003:	Begin editing and layout of second book
September 2003:	Begin production of second book
Thanksgiving 2003:	Book #2 available for sale. Pre-orders and subscriptions shipped.
March 2004:	Book #3 becomes available.