

Delivering Truth in a Satanic World

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This is Satan's world. In this world Satan is the invisible force influencing humans to perform evil acts. In addition, Satan is the father of lies. He *hates* truth. However, *you* are a truth seeker. You have labored to find truth. God has revealed truth to you. Now that you have truth, how do you *deliver* this to other human beings? How do you deliver truth in a Satanic world?

God's World?

Some people believe that this present world is God's world. A consequence of this belief is the additional belief that God is responsible and therefore can be blamed for what happens in His world.

Little five-year-old Timmy heard the music from the approaching ice cream truck on his street. Timmy knew the sound meant that the truck, with many ice cream goodies, would soon be there. To meet the truck Timmy ran into the street. Timmy did not see an automobile approaching from the opposite direction. Timmy ran into the path of the auto and was killed. Why did God let little Timmy die?

Near the end of World War II, US Army Air Corps B-29 bombers bombed wood residential homes in the Tokyo area of Japan. The US dropped napalm (jellied gasoline) bombs. The bombing resulted in a huge firestorm which killed hundreds of thousands of civilian people, mostly women and children, since most able men were away, involved in the war effort. More people died in the Tokyo fire bombings than the combined total of those killed in both the Hiroshima and Nagasaki atomic bombs. Why did God let all those innocent women and children die?

In the early 20th century, a world-wide influenza epidemic struck Earth. Between 25 million and 50 million people perished in quick, violent deaths. Unfortunately, most of those killed were neither elderly nor sickly; most were healthy young people, in the first thirty-five years of life. Why did God let these people die?

If one believes that this is God's world, then surely the innumerable mindless, spineless, tasteless, horrific, bizarre, unequal, unfair, unjust, rude and crude acts which have occurred on Earth in the last 6,000 years pose an irreconcilable dilemma.

Satan's World

One of the greatest confrontations in the history of Earth was the temptation of Jesus Christ by Satan the Devil. This historic battle is described in Matthew 4 and Luke 4. Consider this part of the temptation:

“Then the devil led him up and showed him in an instant all of the kingdoms of the world. And the devil said to him, ‘To you I will give their glory and all this authority; for it has been given over to me, and I give it to anyone I please. If you, then will worship me, it will all be yours.’”

(Luke 4:5-7 *NRSV*)

Note that in other parts of the temptation when Satan said something which was not true, Jesus immediately corrected him. However, Jesus did *not* contradict what Satan said in Luke 4:5-7. Jesus completely *accepted* Satan's statement and did not contradict it. Satan's statement is true. All of the kingdoms of the world have been given to Satan. Satan has been and is free to give those kingdoms to anyone he pleases.

Satan is "the prince of the power of the air." He constantly influences people to sin: "Wherein in time past ye walked according to the course of this world, according to the prince of the power of the air, the spirit that now worketh in the children of disobedience:" (Ephesians 2:2 *KJV*)

A major cause of all the problems on Earth is people willing to listen to Satan's filthy lies. Listening to Satan started with Eve in the Garden of Eden and has continued unabated to this day.

Satan is "the god of this world." He blinds the minds of human beings: "In their case the god of this world has blinded the minds of the unbelievers, to keep them from seeing the light of the gospel..." II Corinthians 4:4 *NRSV*)

Satan's Activities and Nature

Satan has deceived the whole world. This is one of the most startling statements in the Bible:

"The great dragon was thrown down, that ancient serpent, who is called the Devil and Satan, the deceiver of the whole world -- he was thrown down to the earth, and his angels were thrown down with him." (Revelation 12:9 *NRSV*)

The Bible does not say that Satan has deceived 50%, 75%, 90%, or even 95% of the world: Satan has deceived the *whole* world. The implications of this Bible verse are staggering. The whole world includes history, education, science & technology, commerce & industry, governments, the arts, and the social order. Did Satan give religion a pass? The fact that many people believe this is God's world is a *proof* that Satan has deceived the whole world. Remember, this statement was made about 96 AD, when the book of Revelation was completed.

Jesus Christ, when he was on Earth, described Satan's nature:

"Ye are of your father the devil, and the lusts of your father ye will do. He was a murderer from the beginning, and abode not in the truth, because there is no truth in him. When he speaketh a lie, he speaketh of his own: for he is a liar, and the father of it." (John 8:44 *KJV*)

Jesus said that Satan's two major roles are being (1) a murderer, and (2) a liar. Satan is the greatest enemy of truth.

Satan Blocks Truth

Satan inspires human beings to block truth wherever it is spoken, written, or broadcast. (I call those human beings working for Satan "Satan's Servants" (SS) or the "Devil's Dupes" (DD).) The Old Testament is filled with numerous accounts of Satan blocking truth.

For every one of God's prophets, Satan has had many of his own prophets:

"Then Elijah said to the people, 'I, even I only, am left a prophet of the LORD; but Baal's prophets number four hundred fifty.'" (I Kings 18:22 *NRSV*)

Men often called God's prophets liars:

“Azariah son of Hoshai and Johanan son of Kareah and all the other insolent men said to Jeremiah, ‘You are telling a lie. The LORD our God did not send you to say, “Do not go to Egypt to settle there”;’” (Jeremiah 43:2 *NRSV*)

In the New Testament, when God’s servants preached truth, Satan sent his servants to stop the spread of the truth.

Israelites (mostly Jews) said that Jesus had a demon:

“The Jews answered him, ‘Are we not right in saying that you are a Samaritan and have a demon?’” (John 8:48 *NRSV*)

Satan tried to block Paul and Barnabas, when they preached truth:

“But the Jews incited the devout women of high standing and the leading men of the city, and stirred up persecution against Paul and Barnabas, and drove them out of their region.” (Acts 13:50 *NRSV*)

“But the unbelieving Jews stirred up the Gentiles and poisoned their minds against the brothers.” (Acts 14:2 *NRSV*)

Situation Today

Nothing has changed since the Garden of Eden. Satan is still the unseen ruler of this world, and he still hates truth.

Let’s say that you want to deliver truth in Satan’s world. Let’s assume that you have a book, containing Bible truth, that you want to deliver to the people, to spread God’s truth. What should you do?

Key to Spreading God’s Truth

The key to spreading God’s truth is found in two Bible verses (which are parallel accounts of the same statement from Christ).

“From the days of John the baptist until now the kingdom of heaven has suffered violence [margin: *Or has been coming violently*], and the violent take it by force.” (Matthew 11:12 *NRSV*)

“The law and the prophets were in effect until John came; since then the good news of the kingdom of God is proclaimed, and everyone tries to enter it by force.” (Luke 16:16 *NRSV*)

Two points of truth are in these verses. First, the main message from God to man changed from the Old Covenant (law and the prophets) to the New Covenant (Kingdom of God). This change occurred at the beginning of John the Baptist’s ministry. Second, successful New Covenant participants will enter the Kingdom of God by force.

I want to concentrate on the second point. Forceful people have drive and are proactive. Couch potatoes will not enter the Kingdom of God! Forceful people will make it. In order to deliver God’s truth in a Satanic world we must be forceful, aggressive, proactive.

In addition, we must follow this instruction from Christ:

“See, I am sending you out like sheep into the midst of wolves; so be wise as serpents and innocent as doves.” (Matthew 10:16 *NRSV*)

We want to be forceful, but not like a bull in a China shop.

Creating a Book

I will be specific. Therefore I am going to use the example of my book, *Learn What the Bible Really Says -- Fast!*

The book you write about Bible truth must be complete and correct. Have you ever read a book about God and the Bible and found errors -- not just typographical errors, but also conceptual errors? I have, and when this happens it detracts from the reputation of the author in my mind. My book was a ten-year project. The last thing I wanted to do was write a book about God and the Bible with either conceptual or typographical errors. During the ten-year creation period I asked God in prayer to show me errors in my book. One day, while reading an issue of the *Bible Archaeology Journal*, I noticed an ad from a Century One Bookstore in South Pasadena, California. One of the books listed for sale was *The Trinity: Christianity's Self-Inflicted Wound*. The authors were Charles Hunting and Anthony Buzzard: both names I recognized while working full-time for Ambassador College in Pasadena for ten years (1964-1974). I ordered the book immediately.

While reading this book I underlined many sentences, a practice I perform only for books of very special interest. I made an amazing discovery: I was *wrong* about the Trinity. I had followed Herbert W. Armstrong's belief: There are two Gods. These Gods are God the Father and God the Son. I call this belief "the Duopoly." Buzzard and Hunting, using Scripture, showed me that I was *wrong*. Therefore I went through my book text (on the computer) and corrected all erroneous statements. In addition, I added two chapters: "Jesus Christ" and "The Trinity."

In writing a book you should have a "marketing target": a mental image of exactly for whom this book is intended. All of your writing should aim for this marketing target. Your marketing target would never be "everyone": "Everyone" means "no one." The marketing target for my book is "the Bible truth seeker."

In creating a book it is important to follow standards defined by the book industry. For example, a book should have an International Standard Book Number or ISBN. A book should have a bar code on the cover. (Most bookstores will not accept a book without a barcode.) You should hire professional book editors. Choose a book printer known for its quality work, not low prices. After the book is printed, it should be copyrighted by the Library of Congress.

At all times remember that the book you are writing represents the Bible and God. All book creation decisions should reflect this high standard.

Consider the cover design of your book. If "You can't judge a book by its cover," then why do publishers spend millions of dollars on book cover design? The answer is that potential book buyers *do* judge a book by its cover. Covers represent a substantial part of the potential book buyer's purchasing decision. Therefore you should hire an experienced, professional book cover designer. It is OK to look good. If you were purchasing a used automobile and had to choose between a beat-up, dull looking one and a shiny, new looking one, which would you choose? At Christ's crucifixion the Roman soldiers discovered that Christ's robe was a single woven garment: of the highest quality. Christ clothed his body in the finest garments of his age, not cast-off, Salvation Army store rags. Clothe your book in an above-first-class cover.

Selling a Book

You now have your book. It is correct, complete, and of the highest quality. Now, how do you sell it?

Selling a book is not as easy as it seems. In 2004 about 200,000 new book titles were published. (Only about half contained ISBNs.) This is an average of 22 new book titles every hour, 24/7. Ever wonder why most bookstores do not care if you spill Coke,

food, bubble gum, or peanut butter on their books? It is because book stores do *not* own the books they sell. The book industry is the only retail trade in which the seller does not own the stock. Most new book titles go to bookstores from publishers for three months; if not sold they are returned to the publisher. Those publishers must pay freight both ways and receive *no* income for their books. In the case of unsold books the bookstore pays nothing!

Another problem in the book industry: More book titles are published each year, yet the number of Americans who read books decreases each year! Did you know that one-half of all new books, because they are unsold, are destroyed: crushed into paper pulp (reprocessed into recycled paper)?

Rules in the publishing industry recommend that the retail price of a book be set at 8-10 times the printing price. Therefore my book should be selling at \$40 to \$50. However, I set the price at \$23.95. Why? Because I decided to by-pass the book industry's wholesalers and distributors. Most book stores purchase books at 40% discount off cover price through wholesalers and distributors; the books are returnable if not sold. I offer book stores 50% discount off cover price; the books are non-returnable. Most book stores don't like these terms; therefore, I find other ways to sell my book.

Testimonials

One required item in the selling of books is testimonials. Potential book buyers want to know, "What do others think about this book?" Testimonials are *not* needed to sell many items. For example, who cares what Fred says about the new Ford? A potential auto buyer can go to a local Ford dealership and actually test drive a new Ford. What Fred thinks is irrelevant.

I sent about 100 gift books to people I regard as Bible experts. I desired and received a number of written testimonials of my book. I needed these testimonials for the press kits I would send.

Press Kits

I needed free publicity for my book. How do I get it? I sent out 33 press kits (23 were hand-delivered; 10 were mailed). Press kits were sent to newspapers, radio and TV stations. Did you realize that newspapers obtain about 85% of their published content from news releases? The news release is the key item of a press kit.

Imagine this newspaper headline: "ABC Corp. is building a new manufacturing plant just outside Atlanta." How did the newspaper find out about this news? Did the newspaper send reporters driving around the county to determine the builder and purpose of each new building? No. ABC Corp. sent a news release to all newspapers in the area. The newspaper, having received the ABC Corp. news release, published this information as an article in their newspaper. The sending and receiving of news releases is how most newspapers receive most of their news. A major source of national news is wire services. Unlike paid advertising, news releases cost almost nothing. Unlike paid advertising, news release information is more readily believed by readers because it comes from a newspaper in the form of an article, not from an advertising agency in the form of an ad from ABC Corp.

A typical book press kit contains these items: (1) news release, (2) gift copy of the book, (3) contents page (shows listing of chapters titles), (4) testimonials, (5) questions and answers (how and why the book was created, etc.), (6) book facts (author, publisher

names, no. pages, size, binding, ISBN, price, how to purchase, etc.), (7) author biography, (8) author portrait (usually color and wallet size), and (9) a small gift (ball-point pen, office gadget, etc.). The small gift says, "Thank you for taking the time to read my press kit."

In our modern computer-driven internet age, the internet is a major vehicle for telling people about your book. Your website should contain the same items as your press kit (except for the small gift). My website is www.kelleybiblebooks.com. I made a deal with my webmaster who created this website. Instead of paying him a straight fee, he receives, instead, a certain amount of money for every book sold. In this manner the webmaster is motivated to create book sales. If book sales make out like a bandit, then we both become rich. If the book flops, then I do not lose my shirt.

Some (actually only a few) of the recipients of your press kits will decide to write an article, or do a radio or TV interview of you and your book. However, these few articles and/or interviews are like nuggets of pure gold! First, by writing an article or conducting an interview, it shows that the newspaper or WXYZ *recognizes* your book. Even if the newspaper or radio/TV station creates a negative article or interview, the act is still a *bonus* for your book. In your next promotional item you can state: "Publicized by WXYZ!" (Maybe WXYZ said nasty things about your book; however, they still publicized it!)

The *Dayton Daily News*, a Dayton, Ohio, regional newspaper reaching about 800,000 people, published an article on my book. I have made hundreds of copies of this article and use it as a sales tool.

Become a One-Person Selling Machine

If you have authored a published book, you need to become a one-person selling machine. Tell everyone about your book. Always have with you: article copies, a book sample, and a box of books in your auto trunk. Hand out copies of the article on your book (which has your website address). People like to meet a real author. I hand out articles to bank tellers and to people I meet in post office lines. For example, I take my automobiles to a local auto service business. I sold a book to one of their mechanics; during another visit I sold a book to another customer. I attended a local chamber of commerce meeting. I showed my new book, then offered a "special price" for chamber members only. I sold two books at that meeting. I have sold a number of books at gun and knife shows. I usually sell them for cash or checks. However, I have traded books for swords and fishing knife sets. I have known the management of a local appliance store for years (and been a good customer). When shopping there recently the manager asked, "How is your book doing?" I immediately sold him a book. I attended a memorial service for an uncle (who died at age 95); after the service the presiding minister purchased my book. Personal selling requires judgment and tact: You want to tell your story; however, you do not want to be "pushy" and turn people off.

Talk Radio Shows

One of my press kits was sent to a radio talk show agent in Las Vegas. I do not remember how I met him, but it was back in 1999. In 1999, I sent him a copy of the 1999 edition. When the new edition was published in 2005, I sent him a press kit. He loved it and recommended me to a number of radio station owners across the country (to whom I also sent press kits). So far I have been interviewed (via long distance telephone) on different stations (am, fm, internet) in these cities: Albany, Oregon, Las Cruces, New Mexico, Fayetteville, Arkansas, and Salisbury, Maryland. Some stations are live only;

others are live and internet. On the internet stations, interviews are recorded. Listeners can down-load and record any or all of the interviews at any time. The interviews can then be re-played many times. Interviews are either one or two hours in length. I pay my Las Vegas agent a fee for each interview. My website and 800 telephone number are announced frequently during the interviews. So far I have 38 hours of talk radio time. Listeners call my 800 telephone no. and order books. Payment is made via credit card. Some book orders (an order form is on the website) come via mail with checks or cash.

One Last Reminder

We have only a certain amount of time to deliver Bible truth to others. Satan's one-world government is coming; when completely in place, truth flow will be greatly reduced. As Jesus said:

“We must work the works of him who sent me while it is day; night is coming when no one can work.” (John 9:4 *NRSV*)

Jesus had a limited amount of time. We each have a limited amount of time.