



Choose the works that will help you fulfill God's calling to provide the resources most needed in your country. by David Mehlis



Choose Translations Carefully

Translations have been one of the most effective means for our brothers and sisters in developing countries to achieve self-sufficiency. What are the acquisitions criteria for translations? Here are some considerations.

Mission. Publish the books that best fit your particular mission. Pray about your decisions. Seek feedback from God and from others before committing resources to a particular product or series, and then move forward to publish words that bring life and healing to your readers.

Cultural fit. We in the U.S. have a tendency to act first and think later. In the West we want results. We tend to have a fix-it mentality, geared toward short-term solutions. Action is a very high priority for us. In some other cultures, action is not as important. They give priority to time for thought, patience, consideration, and relationship building. Such cultural differences may mean that in some areas your readers may be better served with translations of titles published in neighboring countries.

Many believe that prosperity is a sign of God's blessing. However, the Church has often prospered most with no prosperity and even under persecution. Has the Church in the West done so well? Some say the U.S. church is a mile wide and an inch deep. Translations of this year's top 50 CBA best-sellers may not be what will most effectively minister to your readers.

Sales success. Every publisher wants bestsellers. Sales figures do matter, but money is not the primary measure of our success. Our first priority as publishers is whether a particular

title helps us fulfill the calling that God has given us. Those are the books that stand the test of time, build a publisher's backlist, and bring revenue in the long-term.

Transcendence. Cook has found that our international partners are not necessarily looking for the newest titles, or the ones with greatest sales on U.S. soil. They want books solidly founded on God's Word, because those are the titles that will transcend language, culture, and other barriers.

Mutual benefit. Publishers seek the greatest returns they can get from the sale or purchase of rights, but trust is a big factor too. If someone promised he could sell 35,000 copies of a co-edition, but did not deliver the anticipated results, perhaps the publisher would sell the translation to the person who can sell 25,000. If that second publisher is successful, he or she will be the first choice the next time that publisher wants to sell rights in that language. Look for co-editions and foreign rights opportunities with publishers where you share similar risk and opportunity.

Long-term partnerships. Begin with the publishers whose products are geared to the same kinds of audiences you want to reach. A shared vision is more likely to bring long-term relationships and success.

God has called Cook to create and disseminate communications materials that help Christians live as Jesus' disciples by emphasizing love for God and for one another. God has called our brothers and sisters in Christian publishing around the world to serve a specific mandate in reaching those in their nations as well. Together, we can provide the Christian resources and tools that this world so desperately needs. ▽

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InterLit

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