



Called to Minister

The subway is the best way to get to the office without being caught up in the gridlock of Seoul's traffic. Our work starts at 9:00, but we usually gather as a staff team at 8:40 to share some thoughts from the Bible. Our staff members have private devotions at home but are encouraged to share their reflections at the office. To be honest, sometimes it feels like a routine, but we have also powerfully experienced God's guidance and His presence during these sharing times.

I started the Blessed People Publishing Com-



Park Jong Hyung's home is filled with books, evidence of his love for literature.

pany in December 1999. I had a vision for literature ministry for a long time. God finally led me to start my own business after He had trained me in this field for nearly 10 years.

God called us to this work, and we see him blessing our efforts.

In the beginning it was

hard. The business went through the most difficult time when the whole country was under the IMF economic restructur-

ing process. We survived only by faith. Though we have a short history and Blessed People Publishing is still a small company, we can say that we have earned the trust of our Korean

readers. This is not our own doing—it would be impossible without the Holy Spirit's help.

However, we are still limited financially and we have a small staff. When other publishers can release three or four titles per month, we are still publishing only about six per year. Another reason why we publish fewer titles is so that we can hold ourselves to a higher standard. As a ministry, we want to produce books to meet the highest professional quality. Why should we publish Christian books that have lower standards of quality than those offered by secular publishers?

Frankly, we are sometimes tempted to release books in haste, for the sake of creating better cash flow. But God helps us resist this temptation. Now we are more convinced than ever that we should not produce poor-quality books about our Lord.

Of course, because of our passion for books, we would like to publish books on all kinds of sub-

jects. But, as a small publishing house, we cannot cover too many areas.

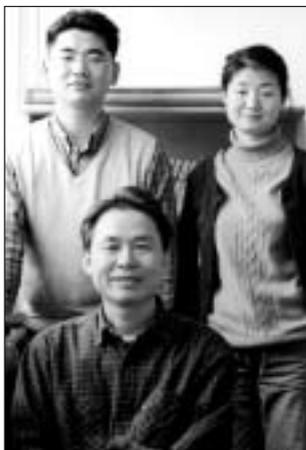
The main subject of our titles is Christian living and related topics on discipleship. Our books should help our readers live as the Lord's disciples. I believe that discipleship includes spirituality, prayer, and all related disciplines. I dare say that our spirituality should be practical and testify to our being the Lord's disciples in real life.

Running a literature ministry is not just like managing any other manufacturing company. It takes much spiritual concentration and inspiration. It is hard to work in this field without God's calling and gifts, but the results and fruits of literature ministry transcend expectations and imaginations. A book can change many peoples' minds. We hear from many readers for whom our books have become their guidance and milestones. Such testimonies move me deeply and make me thank God for the calling to literature ministry.

Park Jong Hyung, founder of Blessed People Publishing in Seoul, South Korea, talked to Hosung Maeng of Korea Christian Book Service (www.kcbs.co.kr), about his passion: books.

Through Publishing

However, running a publishing business in Korea is a challenge. There are many practical problems—small market, lack of prominent local authors and devoted editors, limited finances, and so on. But since God called us to this work, we



"We are still a small company," says Blessed People's founder.

continue no matter what the environment surrounding us is. And we see him bless our efforts. *Just Like Jesus*, by Max Lucado, has sold 60,000 copies. *The Divine Conspiracy*, by Dallas Willard, is at 15,000 copies. Four

titles by Henry Nouwen are steady sellers. We are getting good responses from our readers for *A Shadow of the Almighty*, by Elisabeth Eliot, and *Side by Side*. These books can transform even average Christians to God's faithful disciples.

When we do not have a pressing deadline, we usually leave our offices at 6:00 pm and join the throngs of people headed for the subway. As I walk through the crowds I think of my ultimate wish—to publish books that communicate the gospel of Jesus Christ to thousands of my fellow Koreans.

Personally, I believe that nothing is more powerful than literature ministry. ❖



Blessed People Publishing's Park Jong Hyung has a passion for publishing quality books for Korean Christians.