

they could purchase the book at FNAC.

For success in getting Christian books into general markets, Pirola recommends creating mutually beneficial partnerships. "This helps your relationship with the bookstore and gives you more opportunity to sell your books to them."

Bold bookselling

"Don't be afraid to enter secular book fairs," states Pirola. "Embrace the opportunity to be different." How different? As different as black and white!

In Portugal there is an annual fantasy book fair. It lasts a full month. "I talked to the planners," says Pirola. "All the tents at the event were black, and I asked if I could have a white one. They said yes, and my tent stood out among the rest." Pirola sold her books and reached out to many people.

"Most Christian publishers would be afraid to have a booth at such a show for fear other Christians would be offended," she says. "But, where else are you going to find the lost? Are we ministers or booksellers?"

Christian publishers all around the world face small markets with small language populations, low literacy rates, low income levels, or low evangelical populations. Betânia Pirola is convinced that a professional service approach opens doors for Christians to enter the secular market with a positive message. ▽

Publishing & Prayer

Charles E. Z. Ngowi (ngowielisamia@yahoo.com) shares the Word in Tanzania.

Tanzania Evangelical Literature Ministry (TELM) was established in 1985 to bridge the gap that was left by the Evangelical Literature Fellowship of East Africa (ELFEA), which folded as the result of the war between Tanzania and Uganda, the closure of the border between Tanzania and Kenya, and the subsequent collapse of the East African Community in 1977.

Several members of ELFEA met at Dodoma, the capital city. They sought to continue disseminating Christian literature in Swahili.

Since then, TELM has changed to become an organizing agent for ministries and individuals to spread the Word of God in Tanzania.

In the country's 2002 census, the population was over 36 million people. More than half are youths and teens. Most know how to read, but the majority are unable to afford reading materials.

TELM organizes training and acts as a forum to bring together all stakeholders in the book industry, namely authors, publishers, booksellers and distributors.

While TELM works to create public awareness about God in society through the dissemination of the Scrip-

tures, its members publish books, booklets, leaflets, videos and audio cassettes. TELM is best known for its use of gospel tracts as the effective tool of evangelism.

TELM would like to do more to reach Tanzanians, but it has scarce financial resources. The organization is now funded by voluntary contributions and annual membership fees.

"At all times," says Charles Ngowi, chairman of TELM, "we must base our service on prayer." Through

God's help, the organization has forged ahead.

"Distributing Scriptures without prayer is like planting seeds without tilling—but God can perform miracles because of our prayers," adds Ngowi.

"People are waiting to hear the Word of God," he adds. "Those of us who can provide them with the right soul food, to save them and make them spiritually strong, have a responsibility to do so. Our tracts are like bread to feed the hungry." ▽

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