

responsible for store promotions, mailings, service calls and other associated sales needs.

E. Redo the dust jacket of The URANTIA Book so it is appealing. Since impulse purchasing accounts for the majority of book sales, the dustcover is our best communicator once someone sees the book in a store. The current cover is esoteric and needs immediate improvement. Good packaging works.

F. Increase the distribution of The URANTIA Book in all English and French speaking countries outside the United States and Canada. There is opportunity now for worldwide distribution.

G. Continue our program of providing The URANTIA Book to libraries worldwide.

H. Encourage the development of high quality written study aids for understanding The URANTIA Book. Our service to new readers and our presence in bookstores would be greatly improved if more secondary literature about The URANTIA Book and its superlative teachings were available. Secondary documents increase the credibility of the primary literature.

The most valuable study aid we have is the Concordex by Clyde Bedell. This tool is unavailable in most bookstores. The Concordex ought to be on every bookstore shelf that has The URANTIA Book.

I. The URANTIA Book needs to be translated into the major languages of the world. Once the Spanish translation is complete, we will have an English, French and Spanish translations. So as not to Westernize the Revelation, the next languages for translation should be Japanese, Mandarin Chinese or Hindi.

The expenditures of resources on translations should go slowly. We should take the translations we have and get them into distribution. There is no virtue in filling closets with new translations if we don't have bookstore and library distribution with our current translations. New translations cost at least \$350,000 apiece. A good salesperson would cost \$40,000 a year. Hire the salesperson first, build demand and sales, then do the next translation.

Objective Three: Spread the glad tidings of the New Revelation of the Gospel of Jesus worldwide.

The URANTIA Book unequivocally says that the teachings of Jesus will liberate the world. It says that a new vision of Jesus, unencumbered with 1900 years of Christian dogma and tradition, is needed. It teaches that we need the new Revelation of the Gospel of Jesus.

Consider a few excerpts from the book: "He (Jesus) knew what was in the heart of man, and had his teachings been left as he presented them, ... all nations and all religions of the world would speedily have embraced the gospel of the kingdom." (P. 1670) "Of all human knowledge, that which is of greatest value is to know the religious life of Jesus and how he lived it." (P. 2090) "Modern culture must become spiritually baptized with a new Revelation of Jesus' life and illuminated with a new understanding of his gospel of eternal salvation." (P. 2084) "The great hope of Urantia lies in the possibility of a new Revelation of Jesus with a new and enlarged presentation of his saving message which would spiritually unite in loving service the numerous families of his present-day believers." (P. 2086) "The common people heard Jesus gladly, and they will again respond to the presentation of his sincere human life consecrated religious motivation if such truths shall again be proclaimed to the world." (P. 2090)

How we share the master's teachings is both an organizational and individual effort. Whether it is in the quiet of a home or presented at a comparative religion class in a University, the gospel of Jesus must be lived and shared.

Some ideas on sharing

1. Do our best to live as the Master wants us to live. 2. Prepare simple brochures that explain The URANTIA Book's teachings of Jesus. 3. Prepare pamphlets on how living the teachings of Jesus has changed people's lives. 4. Develop simple slide presentations that portray the teachings to different audiences. Example: The teachings of Jesus and the modern thinker; The teachings of Jesus for the unchurched believer (the majority of religious seekers don't go to church); The URANTIA Book and the Teachings of Jesus; The URANTIA Book and the Christians; Such presentations could be