

Philadelphia Church of God

WORLD HEADQUARTERS

Gerald R. Flurry
Pastor General

November 3, 2006

Dear brethren and co-workers in Christ,

God continues to swing more exciting doors wide open for His Work! In my last few letters, I have told you about the exciting developments with the public appearance campaigns—then the open door for three of our Herbert W. Armstrong College students to volunteer at the archeological dig in Jerusalem, excavating King David's palace. (The students, by the way, arrived in Jerusalem on October 16 and began digging the next day. We will keep you informed of their progress.)

Now let me tell you about my son's new book, *Raising the Ruins: The Fight to Revive the Legacy of Herbert W. Armstrong*.

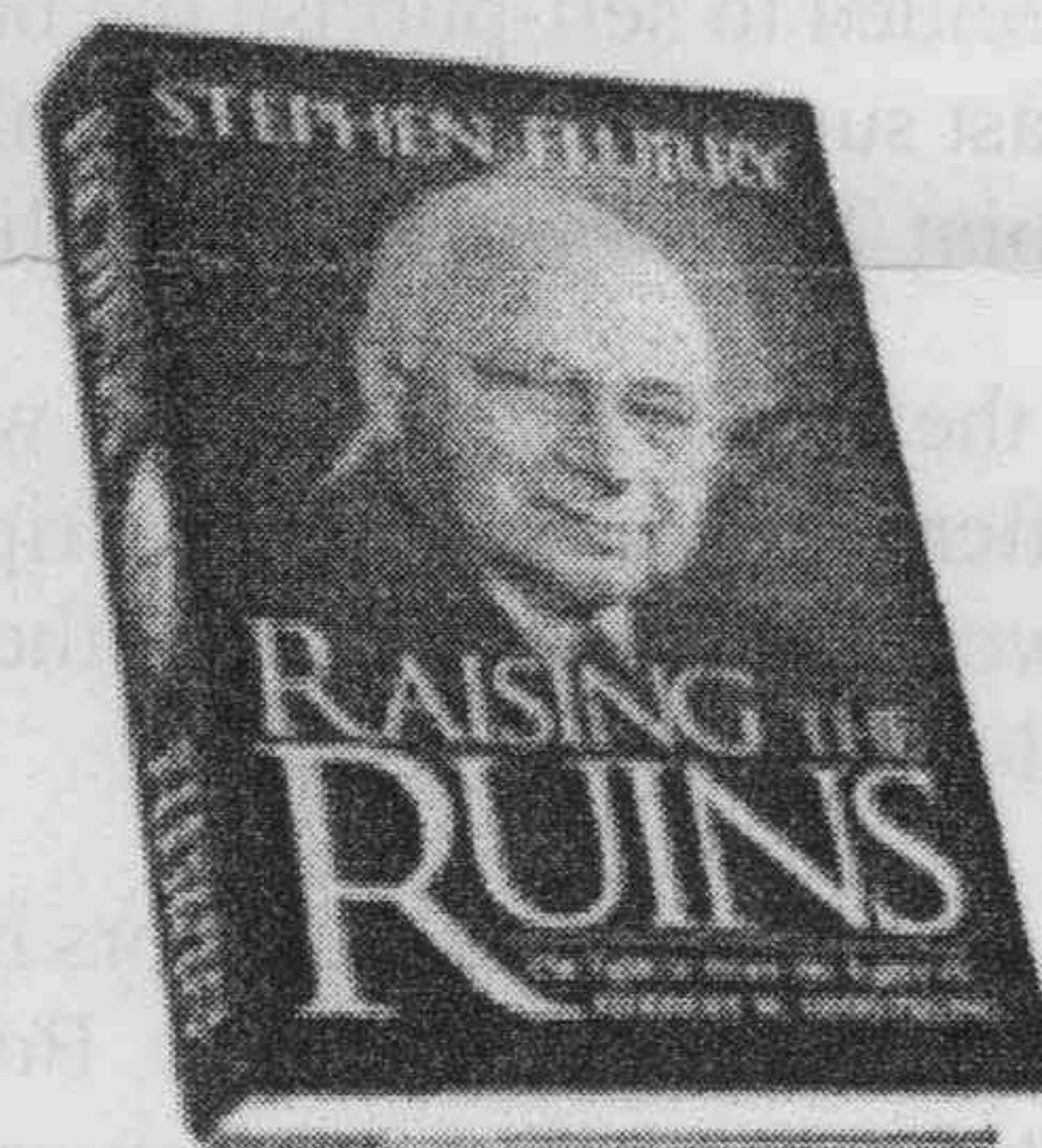
YOU, DEAR BRETHREN AND CO-WORKERS, CAN PLAY A VERY DIRECT AND SIGNIFICANT ROLE IN HELPING US WITH THIS IMPORTANT PROJECT. Let me explain.

As I have written before, God allowed our lawsuit with the Worldwide Church of God to last for six grueling years because He wanted us to obtain as much information as possible for a book about their treacherous betrayal of Mr. Armstrong's legacy. Besides obtaining Mr. Armstrong's literature, we gained access to thousands of internal documents—letters, reports, bulletins, interoffice memos, board minutes, e-mails, interviews, books, magazines, newspapers, sermons, announcements, transcripts, financial disclosures, contracts, surveys, spreadsheets and statistics. We received multiple thousands of pages of sworn testimony in affidavits, declarations and depositions.

When the litigation ended in early 2003, the WCG wanted us to sign a settlement contract requiring us to return or destroy all the documents we had obtained through discovery and other means.

They didn't want to be exposed.

We didn't accept their "return of produced documents" clause and told them we were prepared to resume litigation. The WCG then quickly reconsidered and eliminated the paragraph from the settlement contract. Now we have *more* literature available as a result of our legal struggle—not only *Mystery of the Ages* and the other 18 works, but also *Raising the Ruins*. In other words, *20 works!*



Raising the Ruins draws on all the material we obtained in the court battle to expose what happened to the Worldwide Church of God after Mr. Armstrong died. It also tells the story of how the WCG fought so hard to bury Mr. Armstrong's writings forever, and how we fought to keep them alive—and won.

I strongly believe THIS BOOK NEEDS TO BE READ BY EVERY MEMBER OF GOD'S CHURCH, EVERY LAODICEAN, AND EVEN THE WORLD.

Several biblical prophecies show that the WCG must be EXPOSED. God says it will happen. Please order a free copy of my booklet on *Habakkuk* if you don't already have one. It contains the dramatic revelation about why God wanted us to go through that court battle, and shows how God knew all along that we would prevail as long as we remained faithful.

My son's book is an important part of that prophesied *exposure*. Everyone who was ever associated with Mr. Armstrong's work deserves to know the truth. We want to get this book into as many hands as possible.

Some of you might remember the special attention and care Mr. Armstrong originally gave to the quality and production of *Mystery of the Ages* in 1985. As most of our co-workers know, he wanted that book to reach the largest audience possible. In order to reach beyond the Church's primary audience, Mr. Armstrong contracted with a publishing house in New York in order to get the hardback version of the book distributed in bookstores for \$12.95. According to *The Worldwide News*, this presented the book "to an audience that possibly would not read or treat seriously literature received free of charge" (August 5, 1985).

The church also sent 1,000 advance copies, along with press kits, to reviewers all across America. One positive review appeared in the *Library Journal*, which paved the way for the book to land in more than 5,000 libraries in North America. The church spent \$400,000 to advertise the book—the largest advertising campaign ever for any church literature. They placed full-page ads in 27 major newspapers, including the *Wall Street Journal*, *USA Today* and *The Saturday Evening Post*. Ads also appeared in *Newsweek* and several other magazines and journals.

The WCG's *Behind the Work* video in 1985 noted, "Every effort is being made to make *Mystery of the Ages* available to the widest possible audience."

From the beginning, the preparation and production of my son's book was done with the goal of making the book available in bookstores in order to reach the widest possible audience. So we used Mr. Armstrong's strategy for distributing *Mystery of the Ages* as our guide. *Raising the Ruins* is the biggest book we have ever produced—more than 400 pages and about 135,000 words (*Mystery of the Ages* has 106,000 words). It also represents the highest level of quality we've ever put into the production of a book. We felt like it had to be this way in order for publishers, distributors and retailers to take the book seriously.

We decided to self-publish the book initially so we could fully control its content and appearance. As we were finishing it this past summer, we contacted three distributors to see if they would be interested in taking on the project: Greenleaf, Midpoint Trade Books and Publishers Group West.

From the beginning, Greenleaf was very helpful. Being the smallest of the bunch, it seemed most interested in the book. But after receiving the manuscript in August, its interest seemed to subside. When we pressed Greenleaf's staff about why they were dragging their feet, they told us they had concerns about the book causing further litigation between us and the Worldwide Church of God.

Since the other two distributors hadn't contacted us at all, we decided to contact a couple of the big publishers—Simon & Schuster and Random House. Both of their representatives told us they didn't accept unsolicited manuscripts. To contract with them, you had to have an established reputation, a publicist, and so on.

However, one of the representatives at Random House referred us to a former colleague of his in New York, the president at Midpoint. So we called him on September 15 and mentioned the Random House referral. He asked about the project, and after hearing a brief synopsis, said it was interesting. He was even familiar with Mr. Armstrong. "I think we might be interested in helping you," he said. He then asked for a copy of the manuscript.

"Well, we already sent you a copy of the manuscript," our representative told him. "It was sent to someone named Laurie."

"Oh! She's my secretary," he replied. He set the phone down and walked outside his door—and there on the corner of his secretary's desk was a copy of *Raising the Ruins*. It had been sitting there for three weeks.

The following week, on September 20, he called to say they wanted to distribute *Raising the Ruins*. We contracted with Midpoint a few days later, on September 25.

Midpoint will handle all the sales and distribution of *Raising the Ruins* to bookstores and online retailers all over the world, including Amazon.com, B. Dalton, Barnes and Noble, Borders, Overstock.com, and Waldenbooks, to name a few. That doesn't mean our book will land on bookshelves now that we have a distributor. *But it is possible*. And Midpoint believes in the book! Because of the millions and millions of people who were at one time familiar with Mr. Armstrong's work, Midpoint believes there is a sizeable audience out there that might be interested in *Raising the Ruins*. They intend to do everything they can to convince bookstores to buy the book.

HERE IS HOW YOU CAN HELP.

As members and co-workers supporting the greatest work on Earth, we can play a significant role in creating a **STRONG CONSUMER DEMAND** for the book. For that reason, for the time being, we will not distribute *Raising the Ruins* to all of our supporters free of charge, as we do with all of our other literature. Instead, we are asking for your help as we promote and advertise the book in hopes that it will gain entrance into bookstores so as to give the title **MORE VISIBILITY**.

In reaching the widest audience possible with *Mystery of the Ages*, Mr. Armstrong had little trouble getting the book shelf space in bookstores. He was one of the most popular religious personalities of his day and had authored several books before *Mystery* came along. He also benefited from the WCG's powerful mass media machine when promoting the book.

We do not have those same luxuries—at least not yet. But what we do have out there—scattered across the four corners of the Earth—is a mass audience that was at one time well familiar with Mr. Armstrong's ministry. And they just might be intrigued by the cover of *Raising the Ruins*.

We also have a faithful membership committed to reaching the largest audience possible with God's message. And we have multiple online services today that can help place smaller, self-published works on equal footing with the big-name projects. For example, by the end of the third week in October, our first print-run of 15,000 books wasn't yet finished. Even still, Amazon made it possible for customers to pre-order the book for a heavily discounted price of only \$11.97 (this price might increase slightly after the book is available for full release). Once our supporters figured this out, the orders poured in. On Sunday, October 22, our Amazon rating peaked at #73. That's right—for most of that day, *Raising the Ruins* was rated in Amazon's top 100!

The next day, our printer shipped the 15,000 books, sending half of the books to Midpoint and the other half to our mail processing center here in Edmond. On the day Midpoint received its 7,500 books, October 25, Amazon processed an order for 5,000 of them. In a matter of hours, two thirds of the inventory at Midpoint was gone! According to our Midpoint representative, Amazon reported more than 1,000 backorders for the book.

The following week, on Monday, October 30, Midpoint received another order for 600 books from Baker and Taylor Books and Ingram Book Company. These two companies supply most of the major retailers. So by the time this co-worker letter arrives in your mailbox, even if *Raising the Ruins* is not actually in your local bookstore, you should be able to call the store and order a copy, or else order it online from Amazon or another online retailer.

So we are off to a strong start! As you receive this letter, we are working on a large spread for the next issue of the *Trumpet*, which should arrive in mailboxes around the middle of December. We also intend to plug the book several times on *The Key of David*. Besides that, I have approved a \$32,000 advertising campaign at the start of next year. And we are already busy putting together press kits for journalists and reviewers, in hopes that the book might receive some free publicity.

We are developing a few other strategies to promote the book as well. The end goal, once again, is to create enough *online* consumer demand in hopes that it will lead to a wider release in bookstores sometime next year.

Since the book's retail price is \$19.95, some may wonder why we don't encourage our supporters to order the book directly from the Church, so all proceeds go toward the Work. The reason is that we are pursuing a plan with a wider audience in mind. A higher rating on Amazon, for instance, increases our chances of getting the book into bookstores.

Besides that, for each book that is sold, approximately \$7 does make it back to the Church. And since each book costs about \$3 to produce, around \$4 per book will go toward this greatest work on Earth.

So as mentioned, for now we do not intend to offer *Raising the Ruins* for free, except the serialization now running in the *Trumpet*. (For some chapters, this will be a slightly abridged version.) But after the book has its run in bookstores, we are tentatively planning for a paperback version later, which will probably be made available for free, like all of our other literature. Since we self-published the book, we retain full control of how it is to be distributed.

ONE WAY OR ANOTHER, THE MESSAGE WILL GO OUT. God will see to that!

Dear brethren and co-workers in Christ, I urge each one of you to read this book. I know you will find it to be a fascinating, stimulating read. If you *can* afford to buy it, please do so, because this will help create the demand that will increase the odds for the book to hit bookstore shelves.

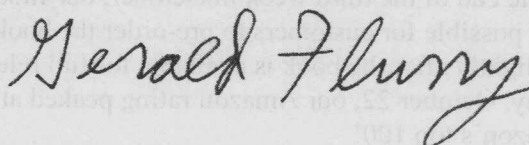
I also ask that you pray God would open doors for this message to reach the widest audience possible. Pray that word about the book would spread; that media outlets will pick up on this dramatic story and want to report on it, drawing attention to the book; that our advertising campaign will be successful.

We all have our part to play in God's Work!

God always blesses us as our hearts are in His Work. Our challenge is always to elevate our minds beyond our limited physical circumstances and see the spiritual reality—to realize what a towering role we play in God's master plan. There are so few of us to do this gigantic Work of God.

This truly is a team effort. Thank God for the opportunity!

With love, in Jesus's name,



Gerald Flurry