

## Purpose

Publishing is hectic and pressure-filled. Most of us got into Christian publishing for noble reasons, but many days those reasons are hard to remember. The pressure is constant—pressure from customers, from writers, from bosses' expectations, from stacks of work screaming to get done, and that incessant pressure from the bottom line. By the time we finally get one success, we are already late for the next one.

Most of us entered Christian publishing out of a desire to feed hungry souls. But we end up scrambling to feed a hungry publishing program...or at least that's the way it feels. We want to do the right thing, but it's difficult to maintain direction. So many forces are pushing for slight course corrections. Those changes come one at a time and seem small and necessary. But before long, we've forgotten where we were going.

That's why I'm offering these reflections. It's a labor of love. Over my 34+ years in the business I've been both a publisher and a writer. I'm been with a large company and a tiny one. I've been an insider looking out and an outsider looking in. I've been through good times and tough times. I've been a success and a failure.

My desire is not to criticize you nor to take shots at you from some ivory tower. I'm just bringing you a few scripturally-based thoughts on the ministry of Christian publishing. My prayer—and my calling—is to remind you of truths that are absolutely vital—vital for you to accomplish the purposes God pressed on your heart back in the beginning. I hope these truths encourage you, challenge you, prod you, and refocus you. I want to help you “fix your eyes on Jesus” (Hebrews 12:2), for only His blessing will bring lasting fruit from our stumbling efforts.

Hymn: [We Fix Our Eyes on Jesus Christ](#)

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