

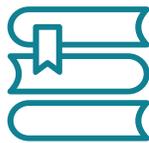


The Readable Bible

The Readable Bible ... A fresh, new way to read the Bible and see things in God's Word you've never seen before – even if you've read the Bible many times!



88% of American homes have a Bible



40% of Americans never read it



62% wish they read the Bible more

The Bible can be a difficult book to read.

That's about to change. The Readable Bible is accurate, inviting, and easy to read.

A BIBLE FOR TODAY

The Readable Bible is Scripture in today's formats, the way it would look if Moses, David, and Paul were sitting at a computer when God spoke to them.

Why Another Translation?

Today's readers struggle with the Bible. Long, complex sentences, old fashioned "holy" words, and page after page of plain paragraphs make for difficult reading. Over the past 50 years, publishers have tackled the problem by moving further and further from the text—from literal translation (KJV, NASB, ESV), to thought-for-thought translation (NIV), to paraphrase (TLB, NLT), to loose paraphrase (The Message, which often leaves the reader with little idea what the biblical text actually says).

The Readable Bible reverses this trend. It presents the literal text, but presents it as

- Cascading text
- Agreements
- Narrative paragraphs
- Census tables
- Outlined law codes
- Numbered steps
- Specification documents
- Assignment tables
- Callouts

and other modern formats. The result is a Bible as accurate as the NASB and ESV, yet as readable as the New Living Translation and The Message. The modern look gives this accurate translation more clarity, and faithfulness to the original text invites deeper engagement. It also enables the Bible newcomer to understand the text.

Should the Bible Be in Modern Formatting?

Throughout history, the Bible has been put into modern formatting to make it easier to read. The original manuscripts had no capitalization and no spaces between words. That has been added. Today's chapter numbering, verse numbering, and paragraphing were developed in AD 1000–1850. While over a dozen new formats have been developed since 1850, none of them has been used to make the Bible easier to read!

If today God told Moses to "list the descendants of Adam and their life spans," Moses would make a table or chart, not write a paragraph. If today God gave Moses the specifications for the tabernacle and its furniture, Moses would draft a specification

document, not write a paragraph. When did you ever read a census in paragraph form? Only in the Bible. Today we always present census data in tables and charts. Have you ever seen a law code without some kind of framework or visual aid to help you understand its structure ... without an outline or bold text? Today's reader expects such aids.

Using modern formats makes it easier for people to read, comprehend, and remember Scripture. When people browse The Readable Bible, instead of being put off by 2,000 pages of plain text, they are invited in by tables, charts, specification documents, drawings, and cascading text.

Modern Formatting

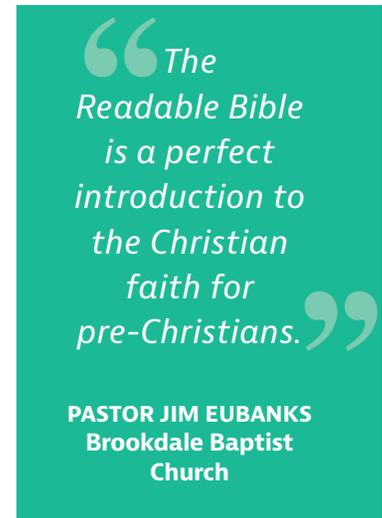
Rather than sentences in paragraphs:

- Genealogies are presented as family trees, and the line of Jesus is highlighted.
- Census numbers are presented in census tables.
- Law code is presented in outline format as in modern law books.
- Poetry and theological passages are presented in cascading text.
- Digressions in the text are separated by callouts so readers can easily see where the digression begins and ends.

Explanatory Notes

Callouts and footnotes:

- Define words that are used in the Bible and not used in secular life (for example, Urim and Thummim).
- Define words that are common, but commonly misunderstood.
- Provide insights into ancient culture and historical context.
- Provide a literal translation whenever a thought-for-thought translation is rendered.



Study Aids

Each book has:

Maps – Movements of individuals, groups, and armies are shown on maps that are keyed to the text and located near the section describing the action.

Glossary – Words which appear in the book three or more times, and are not commonly used in secular conversation, are placed in a glossary.

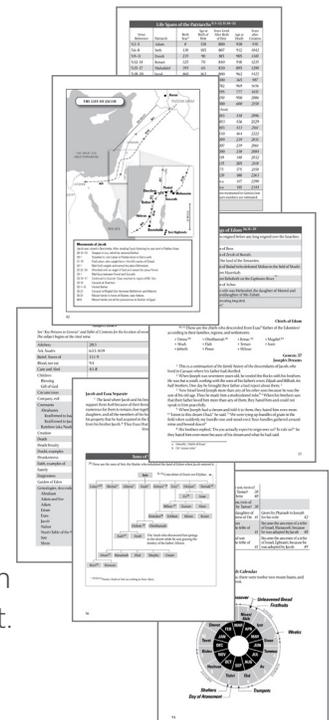
Table of Persons – A table lists everyone in the book, their key relationships, the important events in their lives, and the chapters in which they are mentioned.

Subject Index – A subject index is provided for easier topical study.

Table of Contents – All the headings are organized in a Table of Contents so readers can easily locate information.

Familiar Verses Listing – Familiar verses are provided in the back of the book with their address so readers can locate them quickly and then read them in their context.

Illustrations – Illustrations enhance understanding (e.g., the temple and its furniture, Nehemiah’s wall).



EDITIONS

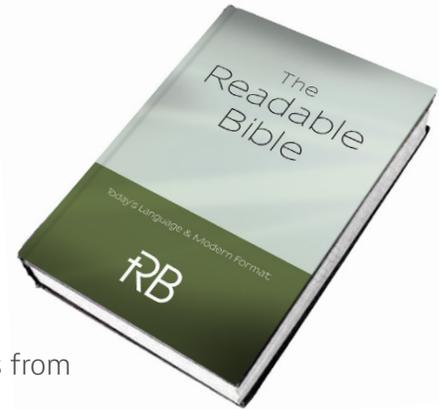
How Will It Be Sold?

The Readable Bible will be available in three formats.

Complete Bible

The first release will be a standard 6" x 9" Bible available in two editions:

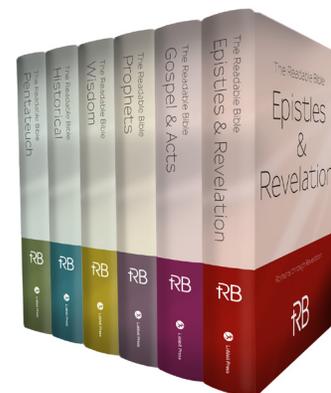
- Annotated Bible – with over 10,000 notes providing background information, cross-references, alternate and literal translations.
- Reader's Bible – with footnotes limited to those that provide background information, definitions of words not used in secular conversation, and definitions of words whose biblical meaning differs from secular usage.



6 Volume Set

This set will be for people who want to read the Bible as any other book. It will be a "Reader's Bible" as above, but with fewer section headings and without verse numbers. The six volumes will be:

- Pentateuch (Genesis – Deuteronomy)
- Historical Books (Joshua – Esther)
- Wisdom Writings (Job – Song of Solomon)
- Israel's Prophets (Isaiah – Malachi)
- Jesus and His Apostles (Matthew – Acts)
- The Epistles (Romans – Revelation)



23 Book Set

As The Readable Bible has been developed, proofs of each book have been printed as trade paperbacks. This was done to (1) provide the developers with another format to proof and (2) to see how the modern formats affected the look and feel of Scripture. We have been surprised to discover that all our readers have liked having the individual books of the Bible. And many have expressed a desire to use them for Bible studies. The Gospel of John and I Peter are being used for Navigator Bible studies in the Kansas City area now, and James is being used in a church Bible study in Florida. We may make every book available separately, perhaps providing the smallest as pamphlets and/or free .PDF files.



Note: All product images are facsimiles. Book titles, cover designs, release dates and schedule are still under consideration and subject to change.

BUSINESS PLAN

What's the Business Plan?

The Readable Bible will come to market in four steps.

Crowdproofing

We have invited committed Christians—pastors, professors, publishing professionals, and ministry leaders—to join our “Development Team.” First, they will read prepublication proofs of Genesis, Psalms, and Matthew. This is not only as a check of our 33 step editing and proofing process, but to introduce The Readable Bible to a limited audience and develop a core that will promote our Kickstarter campaign. Over ninety people joined the team in July.

Social Media Buzz

This summer we will launch our Facebook page to create some buzz and to build relationships with potential customers and product champions. And we will launch our website. At first it will be focused on obtaining email addresses. When the Kickstarter campaign begins, the website will focus on driving people to the Kickstarter landing page. After the campaign, it will focus on generating sales. After we launch the website, we will begin making PR releases.

Kickstarter Campaign

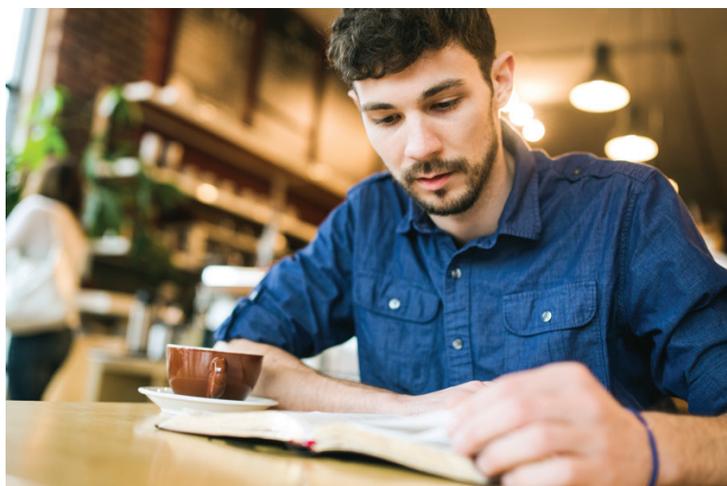
In fall 2017 we plan to launch a 30-day Kickstarter campaign to fund completion of the project. We will offer the New Testament & Psalms (delivery in spring 2018) and The Readable Bible Founder's Edition (delivery in spring 2020) as “rewards.” Both editions will have a high quality cover and lay-flat binding. We will also offer opportunities to sponsor Bible verses, books, etc. The campaign will be supported by our crowdproofers. Our goal is to raise \$125,000 to complete the project.

Product Launch

Sales of individual Bible books will begin in late 2017. We will release one or two books six times a year. In spring 2018, our Kickstarter supporters will receive The Readable Bible New Testament and Psalms. By year end, we expect to be selling some New Testament books and the books of the Pentateuch. The Readable Bible will be available in all bookstores through Ingram Content Group, on our websites, and on Amazon.

“ I use
The Readable Bible
Psalms for my
sermon preparation.
The format makes
the flow of thought
much easier to
discern. ”

PASTOR STEVE SCHOOF
Marco Island
Presbyterian Church



Rod's Story

One day in 2008, I was standing in an airport bookstore looking for a book to read. I asked myself, *Why am I looking for something to read when I have a Bible in my briefcase?* The answer came quickly: *The Bible is hard to read. It can be so frustrating, and often I don't understand what I'm reading.* And I thought, *You're a seminary graduate, a pastor, a Bible teacher! Why is it so hard to read?*

I walked over to the how-to book section and started browsing. I noticed that the books presented information in formats that made it easy to understand. On the airplane I wondered, *What would the Bible look like if God spoke to Moses, David, and Paul today?* I went through the Bible and identified over two-dozen categories of information, all presented in paragraph form. Now I had a new mission—create a translation that presents the original text and uses modern formatting to make it clear and easy to grasp.



ROD LAUGHLIN

Our Team

Rod Laughlin became a Christian when he was 28 years old. Desiring to know more about the Bible, he earned a Master of Divinity from Southwestern Baptist Theological Seminary. He then served as pastor of two growing churches. His primary work for the past eight years has been developing The Readable Bible, working as its translator/formatter and CEO.

Clyde Adams, an independent graphic designer, has a B.S. Degree in Visual Design from Auburn University. He has 38 years of experience as a graphic artist in corporate and freelance work. Clyde does our graphic design, book design, and layout.

Lisa Parnell has 30 years experience in the production side of books, newspapers and marketing pieces, 15 of them as an editorial project manager. She manages a team of three copyeditors and four proofreaders.

Brendan Kennedy & Jerad File help Rod translate. Brendan has an M.A. in Biblical languages and Ph.D. in Old Testament from Midwestern Baptist Theological Seminary. Jerad has a Master's Degree in Biblical and

Theological studies from Southern Baptist Seminary, and a Master of Theology Degree with an emphasis on Systematic Theology from Southwestern Baptist Theological Seminary. His work has included intensive studies in Hebrew and Greek.

Susan Tough has a Master's Degree in Religion from Trinity Evangelical Divinity School. She has handled website, digital marketing, and social media responsibilities at Awana. She is setting up our website and handling our social media communication (which is just about to begin).

Aimee Minnich is a founder of the Impact Foundation, facilitating charitable investments in ministry enterprises and other impact companies. She was formerly president and general counsel of National Christian Foundation – Heartland. Aimee is the author of *The Profitable Charity*.

Mike Loomis is a publishing and marketing veteran who has developed many books and Bible study curricula. He's been a branding and marketing consultant for the GLO Bible, The Message, and many other projects for bestselling Christian authors.

When Will It Be Ready?

- Spring 2018 New Testament & Psalms
- Summer 2018. Pentateuch
- Fall 2018. Wisdom Books
- Spring 2019 Major Prophets
- Summer 2019. Minor Prophets
- Fall 2019 Historical Books
- Spring 2020 Complete Bible

This is a relatively short release schedule. It is common for new Bible translations to be released over a period of years (e.g., NIV – five years, Living Bible – nine years, The Message – nine years).

How Is It Being funded?

New Bible translations typically have budgets of a million dollars or more. The Readable Bible’s primary work (translation, design, and typesetting) is being done as a labor of love by Rod Laughlin and Clyde Adams. And, since (1) the organization operates as a virtual business with paid team members from around the country working on a contract basis, and (2) hundreds of volunteer workers are assisting, The Readable Bible is expected to be completed for under \$250,000.

Rod and Becky Laughlin provided funding from 2009 through 2015. In 2016 the Impact Foundation (www.ImpactFoundation.org) became the project’s fiscal partner. Donations to the foundation supported the work through late 2017. We anticipate launching a Kickstarter project in late October 2017 to fund the remaining three years of work.

The foundation and Rod Laughlin have formed Liddell Press Inc. (named in honor of Eric Liddell, the martyred missionary to China) to publish The Readable Bible. Liddell Press profits will be used for Bible Translation and Christian ministry.

The Impact Foundation

The Impact Foundation (www.ImpactFoundation.org) is organized for and operating exclusively for exempt purposes within the meaning of Internal Revenue Code §501(c)(3). The IRS has granted the foundation tax exempt status. For more information on the foundation, contact Aimee Minnich (email: aimee@impactfoundation.org; telephone: 913-297-1804).