



Digital Publishing: Perils and Possibilities

Digital publishing is creating real challenges for Christian publishers, but it's also creating opportunities.

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These things are not unrelated. The technology driving digital publishing is the same technology driving easier access to a wide range of entertainment media.

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Let's be honest... watching is easier than reading. We're getting lazier.

But this doesn't mean we've lost the battle. Technology is also creating opportunities for Christian publishing.

Compelling and challenging content still holds value. We just have to work to make it appealing.

Here are some ideas and suggestions for leveraging digital publishing in the Christian space...

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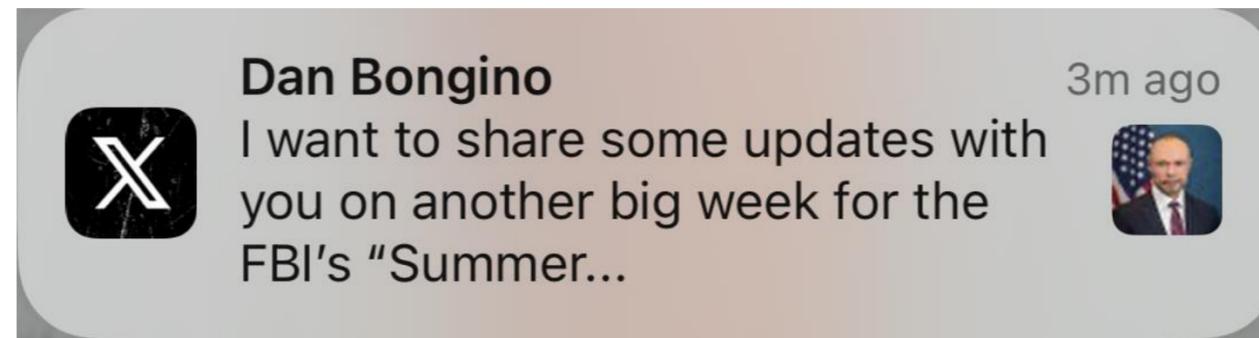
This isn't just about HOW you speak, but the quality of your research and arguments.

Know your point and be
able to summarize it
quickly and compellingly.

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You don't have much time to "hook" someone... Probably under three seconds.

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YOU need to understand your point as well as its relevance and importance. If you can't articulate your point quickly, something is wrong.

Lead with social media.

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Be familiar with the different platforms and be comfortable with more than one.

Learn how to package
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Virtually all biblical stories were told
orally before they were written
down.

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Packaging content as a story will help it connect with a larger range of readers.

Explore and engage with
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Yes, recognize the need to make
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Multi-sensory experiences with
content is a good thing in any
context.

This is demanding work, but it combines the value of good content with the attraction of self-directed entertainment.

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Some platforms to consider are...

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- Twine

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- Google Slides

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Search for...

“Creating Interactive Stories”

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You still need compelling content. Simply repackaging poor content will not take you very far.

Good, challenging content CAN be entertaining. Don't be afraid of that.

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Just remember that "Content is king." Start with content, then consider packaging.

Final thoughts...

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- Be patient.

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- Content is still king.
- Be prepared to work.
- Be patient.
- Don't be afraid of condensed content.



Thanks for
participating!