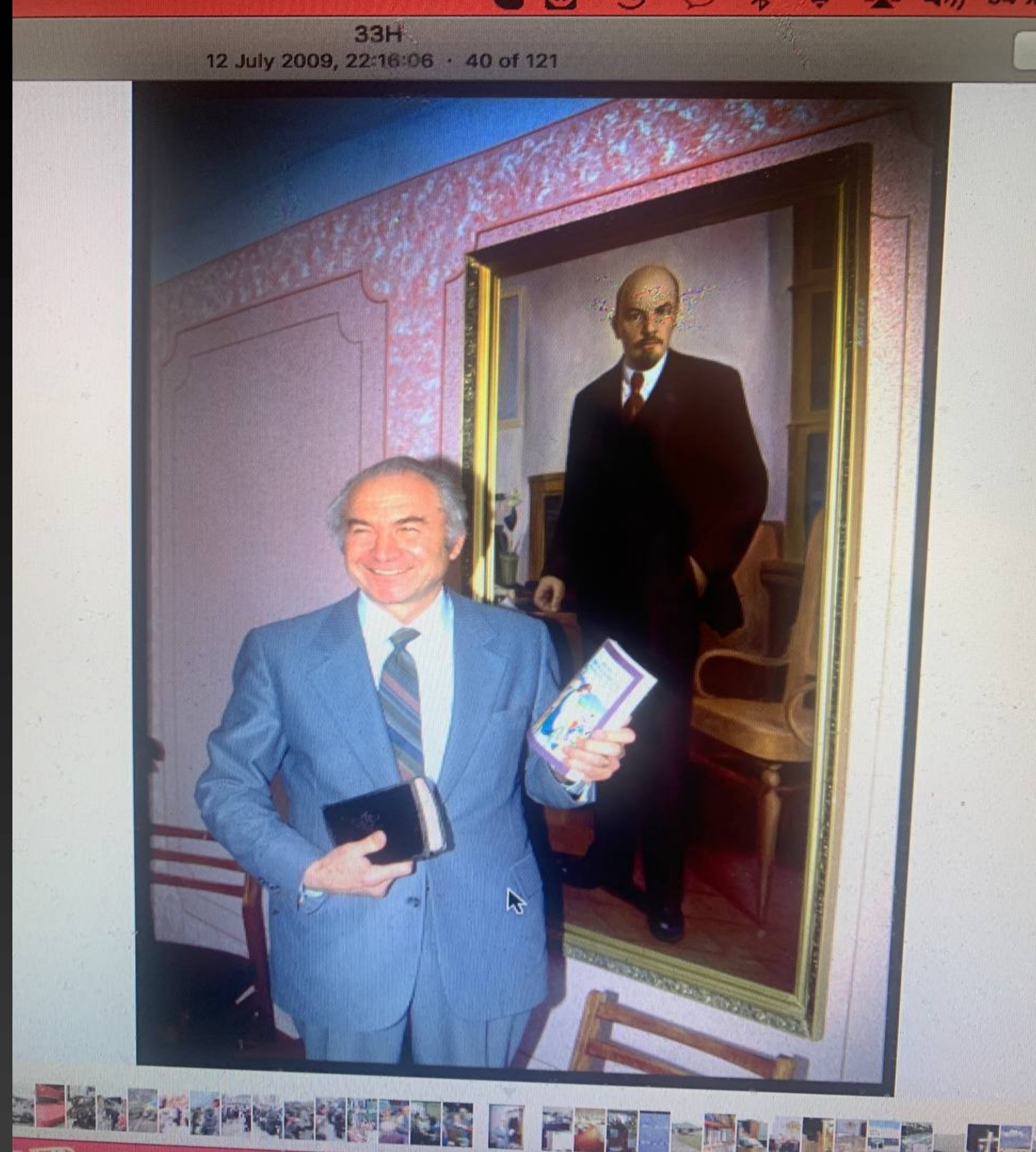


Distribution

Origin story: Evangelism & Smuggling

- Baptist pastor (Prairie)
- Bible smuggling and printing
 - Preaching Red Square
 - Still working!!!



BLF Éditions

Serving the French-speaking world

(300 million people, 5th)

- 15+ team- 20 titles/year
- A Publisher, a distributor, a blog, 2 online shops & an online school
- Strong growth for 5 years and now 2 tougher years



Is distribution evil?

Why did the reformation spread?

Ideas?

Technology?

Capitalism?



Values check

OK with Messy?

OK with Money?

OK with Mistakes?

DEL Editions

Distribution in 2019...

Bookstores were sacred



DEI Editions

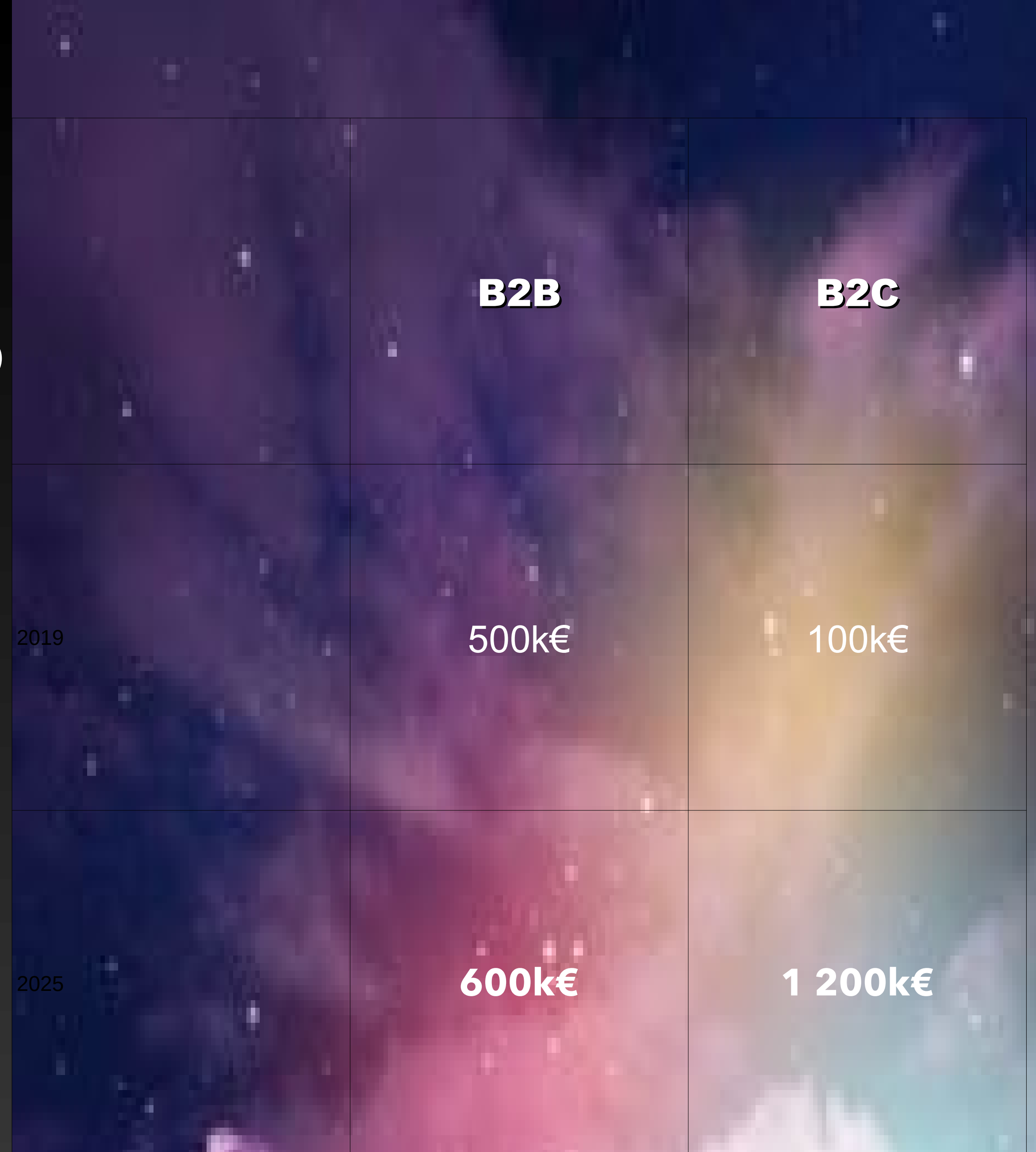
Distribution in 2019

Bookstores were sacred



Distribution in 2025

Bookstores were sacred



Distribution in 2025

Lesson 1: Don't put all your eggs in one basket

Lesson 2: You are the best salesmen, not the professionals

	B2B	B2C
2019	500k€	100k€
2025	600k€	1,100k€

How did we?

Many editorial changes...

Many emailings and social media posts...+

Free distribution!!

Audio, ebooks and book-launches

Church tables

Publishing website vs. Best online bookstore?

Online training?

All price points: second hand, pocket editions, collector, bundles

Nurturing local authors

Intro

- Why is it hard?
- Why is it worth it?
- How you can do it?

Why is it hard?

I. Why is it hard?

1. Because we love John Piper!
2. It's hard because our love for excellent English books, places the bar high for native authors.
3. It's hard because publishing a native work is much more expensive than translating English author.
4. It's more expensive because your native author is usually less know in our region compared to these great names.
5. Increased theological risk

Why is it worth it?

II. Why is it worth it?

1. Part of our ministry goal: local leaders and 2 Tim 2.2
2. Better communication opportunities
3. Larger personal network
4. Local experience
5. Better bonuses for book launch
6. You write the contracts and own the rights

How can you do it?

III. How can you do it?

1. Lower the bar
2. Blogging
3. Chapters
4. Small books « the best book to start with » vs « the best book ever »
5. A writers retreat (1000€/per head)

Conclusion

- Why is it hard?
- Why is it worth it?
- How you can do it?

Panel Guests