

Footnotes: A. 1984 numbers are the current estimates of sales; B. Bar two represents an approximation of sales to individual Urantians or Societies who are either acting as book distributors or giving away books; C. 1983 sales numbers include at least 1000 books bought for safekeeping in case of a world disaster. D. The straight line is a mathematical regression analysis showing the sales trend from the Brotherhood to distributors and stores.

Observations on the facts: A. Our book store sales have dropped dramatically in the 1980's. B. Urantians are taking the problem of book sales into their own hands and becoming book distributors. Approx. 3.8% of book sales in 1976 were through Urantians selling books. Approx. 30% of 1984 sales were through Urantians selling books. This trend is alarming because a central sales function should be much more effective and efficient than a decentralized sales function. Is it healthy to turn believers and Societies into salesmen? C. Giveaway books were .003% of sales in 1976, they represented 4.6% in 1984.

Solutions to the problems:

A. Admit we have a problem and start correcting it.

B. Lower the price of The URANTIA Book from the current bookstore price of \$34.00 to a new price of \$19.95 while making books available to Societies for \$12.95. This action should be implemented immediately. The URANTIA Book costs \$8.50 to publish, the remaining \$25.50 goes to the URANTIA Foundation, the URANTIA Brotherhood, distributors and bookstores. The current pricing structure of the book is similar to most publishing companies' policies. The Brotherhood and Foundation are taking fair profit from the sales of the book. The question is whether we should be covering expenses and making any profit from new readers. I don't think we should.

It has been proven in retail business that the greatest inhibitor to new people trying an unknown product, book or service is the initial purchasing price. The Bible is available for \$4.95, yet The URANTIA Book costs \$34.00. The high price turns away marginally interested readers. It takes committed readers to pay the high price. It

has been debated whether we want marginally interested people buying the Book. I say we do. A somewhat interested reader today could become totally committed two years from now.

We should conduct a nationwide fund raiser to subsidize the cost of the Book. Since the Brotherhood has \$350,000 of net worth and the Foundation has over \$1.2 million in unencumbered net worth, they should meet the movement halfway in paying for the price decrease for the first three years. After that, both organizations would have to cover the costs. I don't think it is financially advisable for the Foundation or Brotherhood to now pay because of obligations to translations, normal expenses and increased outreach opportunities. The approximate cost to reader/believers based on an average of the last five years of sales would be \$31,162 per year for three years (conservative calculations were used—revenue loss would equal \$9.00 per book based on 1980-1984 sales average of 6925 books per year.) If there are 5,000 active readers, that would be an individual contribution of \$6.25 per year. The Foundation and Brotherhood would have an expenses of \$31,162 per year.

C. Increase The URANTIA Book distribution from our approximate current level of 15% distribution in U.S./Canadian hardback bookstores to 80% of the bookstores. This alone could double or triple sales. 58% of all books are sold to people who go into stores not planning to buy the book they actually purchase. This buying pattern is called impulse purchasing and is one good reason to have the book available. If we don't have the book on the shelf, how are the angels going to lead people to it?

D. Apply basic marketing and sales techniques in serving bookstores with The URANTIA Book. We should continually write and call book distributors and bookstores, reminding them where and how to order the Revelation. A common comment from bookstore operators is that the book is hard to buy. We should make buying The URANTIA Book the easiest task any store operator has. Service should be our motto and we should be the best servers the world has.

We should hire a dedicated Urantia salesperson to make distributor and book chain account calls. This individual would be