

BIBLE STORY CANVASS

P R E C A N V A S S

MAKE FRIENDS

CREATE NEED

FIND OUT THEIR CONCERNS

Mr. and Mrs. Jones, let me start by showing you some studies that have been done to help you to see why we do this work. It seems like the world is falling apart today, doesn't it? Morals have tumbled down; crime and violence are on a steady increase, and our children are the ones who are trapped. It is going to be much harder for you to raise your children than it was for your parents to raise you. Many people are asking why? So the FBI did some extensive research and they found three problem areas. **FIRST** - television; **SECOND** - bad association; and **THIRD** - the lack of spiritual training. Now there's no right or wrong answer but, Mr. Jones, if you were going to put one first, which one would you pick? (REPLY) "GOOD ANSWER!" Which one would you pick, Mrs. Jones? (REPLY) "GOOD ANSWER!" May I ask you why you chose that? I'll

1. **TELEVISION:** The real concern about TV today is the steady stream of violence and immorality. Leading educators tell us that by the time a child reaches eighteen and graduates from high school, he will spend 22-25,000 hours in front of the television, while he will spend only 12,000 hours in the classroom. You can see why they are calling it the "new teacher" today. Unfortunately, what it is teaching is

2. **ASSOCIATION/PEER PRESSURE:** The parents of these children never imagined they would see their child using marijuana or crack. It is usually not a stranger but a close friend that influences them.
PERSONAL EXPERIENCE:

3. **THE LACK OF SPIRITUAL TRAINING:** It was very interesting to me that a non-Christian organization like the FBI would pick this but they found that children who are trained spiritually and morally do better. Even though they might not continue to go to church, they were still better citizens. And notice where the emphasis is put--in the home! **CHURCH IS IMPORTANT, BUT IT'S JUST**

We want to teach our children about the Bible. But most adults tell us that they find parts of the Bible hard to read and hard to understand. So how do I explain it to my child? This is why the BIBLE STORIES were created. They are easy to read and easy to understand.

CANVASS

FEATURE BENEFIT

BRIDGE TO BIBLE STORY COVERS

When you have seen the **BIBLE STORIES** in the doctor's office, have you had a chance to see how they read? (Open BS Covers) I could not bring all of the books with me, so I brought all the covers. The first six deal with the Old Testament and the last four deal with the New Testament. There are 411 stories. If you read one story a day and two on Sunday, you will read your entire Bible through in one year. This is the oldest and most complete set on the market today. After you have read all ten volumes, your child will know the Bible.

Volume 1: Mr. and Mrs. Jones, this is the first volume--the one we display in the doctor's office. Let me share some reasons why they are so popular.

LASTING INVESTMENT:

The first reason is the books themselves. They are made with a Dupont Mylar cover. We call them "*peanut butter and jelly*" proof. They are double-hinged and double-stitched with nylon stitching every eight pages.

BENEFIT: Your set will last a lifetime for your children and your grandchildren.

ARTWORK:

Vol. 1, pg.

13 The second reason is because of the pictures. We are told that children learn ten times faster by seeing than they do by hearing. You will notice as we go through this volume that what is being said is always being pictured on the same pages.

BENEFIT: This will help your children to learn the Bible faster.

CREATION VS EVOLUTION:

Volume one has devoted the first ten chapters to the story of creation. This is because our children are not being taught creation in school today--only evolution.

BENEFIT: (Use tie down!) True education begins and ends in the home!

BREAK ICE - HELP TO RELAX**Vol. 1, pg. 47**

The crowning act of creation was Adam himself. But, Mr. Jones, Adam was lonely, wasn't he? So God created Eve. Isn't this a beautiful picture? Mrs. Jones, the other day a little girl was looking at this and she said, "She's pretty, but my Mommy is prettier!" (Use tie down!) It just shows how children look up to their parents.

BRIDGE: *(VERY IMPORTANT! DO NOT OMIT!)*

FROM THIS POINT ON, I WANT TO SHARE WITH YOU THE MOST IMPORTANT PART OF OUR BOOKS, AND THAT IS THAT EACH AND EVERY STORY BRINGS OUT A SPIRITUAL AND MORAL LESSON.

CHARACTER BUILDING LESSON:**Vol. 1, pg. 67**

I am sure you have never had any problems with disobedience in your home, have you? (Response) What better story to use than the disobedience of Adam and Eve where it all started. For instance, you'll read this many times to your children. (Let them read or you read.) "Willing obedience is a never-failing test of love. If we really love Father and Mother, we will gladly obey them."

BENEFIT: (Use tie down! i.e. Isn't that the kind of obedience you want from your children--out of love not fear.)

SIMPLICITY:**Vol. 1, pg. 106**

One thing you will enjoy about the BIBLE STORIES is that you will always be learning something new--for example, cubits. I could never figure out the size of anything in the Bible because I did not know what a cubit was. Mr. Maxwell took the time to put cubits into feet. For example, the ark was approximately 515 feet long, 86 feet wide and 52 feet high. That's longer than a football field, and about half as wide!

BENEFIT: See how the BIBLE STORIES make everything simple?

CHARACTER BUILDING LESSON:**Vol. 1, pg. 110**

This is one of the children's favorite stories--Noah and the ark. There is a good moral brought out here. The so called "dumb" animals listened to God and went into the ark, while man put off the decision until it was too late and this is the tragic result. (TURN PAGE) This picture shows the danger of putting off a spiritual decision that should be made today.

BENEFIT: (point to little girl) It's important for our children to see us as their parents making good, spiritual decisions. **Wouldn't you agree?** (To the canvasser--reader question)

BRIDGE:

Mr. and Mrs. Jones, I'm not only going to show you the first volume but also the tenth. Let me assure you that each of the stories in the middle are just as good, such as, Joseph, Moses, Samson, David and Goliath, Queen Esther, and on through the life of Jesus. (POINT TO PICTURES, USE NAMES)

INDEXES:**Vol. 10, pg. 211**

One of the reasons we share the last volume is because it shows you how easy it is to use the **BIBLE STORIES**. All 411 stories are listed where they are found in the volumes and in the Bible in two different indexes. Index two is the Bible men and women, and the next index is the great Bible teaching and character building lessons of the Bible. (This one we call the parent-saver.) It helps you to answer the questions that children are always asking. Like: "Dad, what's an angel? or Mom, how fast does an angel fly?" There are nine stories on angels. It is also excellent for character building. For instance, there are ten stories on disobedience. One story on the folly of cheating, and there are three stories on the penalty for grumbling and complaining.

PERSONAL EXPERIENCE or (Mr. Jones, my wife loves to read these to me.)

BENEFIT: Find the story you need when you need it.

CHARACTER BUILDING LESSON:**Vol. 10, pg. 85**

Another reason I like to share Volume 10 with you is because it deals with the Apostles. They were men of true character. They would rather die than do anything wrong. Once your child has read these stories, they will consider it an honor to say "no" to wrong. These Bible characters will become their heroes.

PRE-CLOSE

Vol. 10, pg. 146

Isn't this a beautiful picture of the Second Coming, Mr. and Mrs. Jones? Of course, it is only one artist's concept, but the reason I do this work is because **I want to see you and your family there.** (Can compare with picture on p. 186.)

Vol. 10, pg 178 - 179

To help prepare your child for this day we have developed more than 200 stories that will bring your child to a point of decision. (Turn page) We call them mini-altar calls. This story is taken from Revelation 3:20. Mr. and Mrs. Jones, just take a moment and read this from here to here. (Or read to customer.) Isn't that well done? This will help your child to make a decision for Jesus. You see, Mr. and Mrs. Jones, it is features like these altar calls, the lessons, and the pictures in every story that make these **BIBLE STORIES** the best and most used **BIBLE STORIES** available today.

IF YOU HAD THIS SET OF BOOKS IN YOUR HOME, WOULD YOU USE THEM?

BRIDGE TO BIBLE REFERENCE LIBRARY:

We never leave mothers and fathers out, so along with the **BIBLE STORIES** (Open BRL cover), we have developed the **LAYMAN'S BIBLE REFERENCE LIBRARY**. The first four volumes cover the Old Testament, the next six cover the New Testament and the last two are our study volumes. You can purchase them all, but we always include at least one of our adult books with our children's material, as a bonus book. Let me quickly show you the three most popular ones.

Option 1

BIBLE READINGS FOR THE HOME is our question and answer book. It has 300 topics with 4,000 questions. Say you have a question on faith--look it up and there will be a list of questions most asked on that topic. Each question is answered directly from the Bible, and not from man's opinion.

BENEFIT: When you need to find an answer from the Bible, this book will help.

Option 2

TRIUMPH OF GOD'S LOVE covers the last 2,000 years of church history showing how Bible prophecies have been fulfilling. It starts with the destruction of Jerusalem which happened exactly as Jesus foretold in Matthew 24. Then it takes you through the early Christian struggle for freedom down to today with the role America plays in current world events and prophecy. You'll read chapters on spiritualism and the occult, and it helps answer those thought-provoking questions like "What is the mark of the beast?" and "Who is the antichrist?" Then it reaches a thrilling climax with the soon return of Christ.

BENEFIT: This book has helped thousands to better understand and believe that God is Love. (Last Page)

THE DESIRE OF AGES is our most famous book. (SHOW BOOK) It takes Matthew, Mark, Luke, and John and puts them into chapter form, giving the Bible text at the beginning of each chapter. The Library of Congress says that out of their 10,000 volumes on the life of Christ, this is the one people like to read the most.

FEATURE:

DA pg. 623

The last chapters of this book, from the Garden of Gethsemane on, will touch your heart. It says that on that night Jesus sweat "great drops of blood" as He made that final decision to die for us. Jesus might have remained at the Father's side. But He voluntarily chose to die the death we deserved to bring life to the perishing.

DA pg. 675

Every time I read this chapter on Calvary, I'm touched that Christ's sacrifice was for the world. It involved every sinner that had lived or should live till the end of time. And if we are lost at last, it won't be because we didn't do enough for God to save us, but because we deliberately would not receive the salvation He had already given us.

BENEFIT: This book will change your life as you come to understand and appreciate more deeply what Christ did for us on Calvary.

REVIEW:

Mr. and Mrs. Jones, remember, this is a bonus book. Along with any of our children's material, you always get one of the adult books.

DECISION MAKING QUESTION:

Mr. Jones, WHICH ONE WOULD INTEREST YOU THE MOST--the one on the life of Christ, the one on Revelation or the question and answer book? That's a good choice. (CONFIRM ANSWER.)

Mrs. Jones, WHICH ONE WOULD INTEREST YOU THE MOST--the one on the life of Christ, the one on Revelation or the question and answer book? That's a good choice. (CONFIRM ANSWER.)

CLOSE

Are there any questions, Mr. and Mrs. Jones? Have I explained everything well enough? Good! Then just let me quickly share with you how you can purchase our material.

1. PAYMENT PLAN:

We have three plans. Cash, 90 days same-as-cash, or our Christian Budget Plan where you make a small deposit today and so much a month. Whichever plan you choose, your books arrive in just two to three weeks by Federal Express.

2. COMPARE:

Mr. and Mrs. Jones, have you ever priced books before? You can see that these are top quality. In fact, we are compared with encyclopedias. If you went out today and purchased a set of World Books, they would start at \$700-\$800; with Child Craft, they are over \$1,200 and that teaches your children evolution.

Then, there's the Cadillac editions like Encyclopedia Britannica which start at \$1,600 and goes as high as \$9,000.

Encyclopedias are important, but the problem is they get outdated in five to six years. The nice thing about our material is that it never gets outdated because the Bible never changes.

3A. GIVE PRICE: (CLOSE FOR HOME LIBRARY)

Secondly, they don't cost nearly as much. All 22 volumes of **THE BIBLE STORIES** and **BIBLE REFERENCE LIBRARY** run only _____ a month or _____. Many families like to purchase all the books, but some like to purchase one set at a time. Let me break it down for you. The **BIBLE STORIES**, with your choice of an adult book, is only _____ a month, or _____. The **BIBLE REFERENCE LIBRARY** is only _____ a month or _____.

3B. GIVE PRICE: (CLOSE FOR CHILDREN'S LIBRARY)

Secondly, they don't cost nearly as much. All 22 volumes of the **BIBLE STORIES**, **BEDTIME STORIES**, and **MY BIBLE FRIENDS**, and your choice of one of the adult books runs only _____ a month or _____. Many families like to purchase all the volumes, but some buy one set at a time. Let me break it down for you. The **BIBLE STORIES** with your choice of an adult book is only _____ a month, or _____. The **BEDTIME STORIES** and **MY BIBLE FRIENDS**, with your choice from the adult set is just _____ a month, or _____. Of course, the **BEDTIME STORIES** or **MY BIBLE FRIENDS** can be purchased separately.

4. RE-CLOSE:

Mr. and Mrs. Jones, I want to share two things with you, in closing: First, out of everything that you have ever purchased for your child, this is one thing that God will always pay for. Now, I don't mean He will rain down a check outside but if He provided for your home, car, food; He will always provide for your children's spiritual needs.

Secondly, *Proverbs 22:6* tells us, "*Train up a child in the way he should go and when he is old, he will not depart from it.*" This is the beauty of our materials--they help you do just that. Parents have found that investing in the Bible Stories is like an insurance plan that helps prevent their children from being involved in the problems young people face today.

5. ASK FOR ORDER:

- A. Which of the sets are you most interested in? (WAIT FOR REPLY)
- B. Mr. and Mrs. Jones, which payment plan would you normally use for this kind of purchase--cash, 90 days, monthly?. (WAIT FOR REPLY)
- C. How would you like to make your payment today? (WAIT FOR REPLY)