

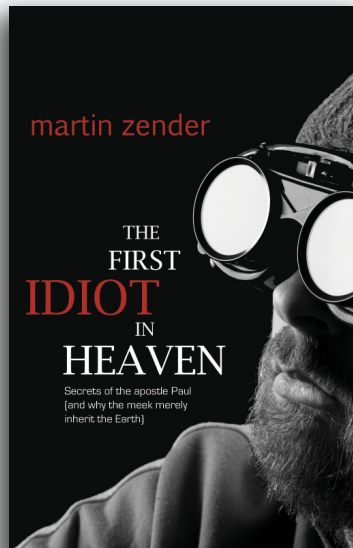


# ZWTF

SUNDAY, MARCH 25, 2012 Zapping-you Whenever Thoughts Flow

## About the Book Cover & Title

We needed the front cover of the book to be a “grabber.” Half the battle of attracting readers is getting people to pick up the book. Try not to over-analyze! It doesn’t matter if the apostle Paul never wore welding glasses or a sweat jacket. This is impressionist, rather than literalist, art; we have three seconds to impress readers; three seconds to snag and reel them in from across the room.



I bought the rights to this photo when the title of the book was still, *God’s Radical*. I searched for, “man with beard,” and this was approximately the 50th photo that came up. I searched quickly because I needed a “gut grab.” I wanted my right brain (intuitive; looks at wholes) rather than my left brain (analytical; looks at parts) to make this critical decision. I knew that if I had to ask myself, *I wonder if this works*—it didn’t. When I saw this photo, I thought, *Yes*. I didn’t realize why until later.

Paul was a visionary. He saw the world as no one else saw it. Jesus Christ blinded him with truth. “To live is Christ,” this man said, and he lived life with singular pur-

pose: to see and know Christ. The world became dead to him; his passions lay beyond our pale.

### Title

About six weeks ago, God showed me the pitfalls of *God’s Radical*. The titles of my other books describe the book. For instance: *Flawed by Design*, and *How to Be Free From Sin While Smoking a Cigarette*. The title *God’s Radical* was snappy—but what was it about? If someone heard only the title, would he or she want to know more?

### Subtitle

The original subtitle was, “Secrets of the apostle Paul, and why we can’t live like Jesus.” A friend said, “That may not attract Christians, because they *want* to live like Jesus.” That made me ask myself, “What do people really want in life?” Answer: People want the most for the least amount of effort. Their ultimate goal is heaven, so I thought, “Okay.” I don’t have to invent something for these people. I actually *have* a message that gives people the most (heaven) for the least (they can be sinning idiots). After all, in Paul’s evangel, God justifies sinners, not law-keepers or moral performers. The next juicy rub was: According to what the terrestrial-bound Jesus taught (the gospel of the Circumcision), law-keepers and moral performers stay on Earth (“the meek shall inherit the Earth”—Matthew 5:5). Ha! So the Christians who think that imitating Jesus will get them to heaven, will instead (assuming they can actually imitate Jesus) wind up on Earth. (Thus the subtitle, “why the meek merely inherit the Earth.”) If you want to stay on Earth, wrestle with law. If you want to go to heaven, give up on yourself and embrace the gospel for sinners and idiots.

Which gospel would *you* pick? ■