

The Real Preaching is Selling Books

BY: MAHESH RAJA

Dec 11, UK (SUN) — Srila Prabhupada Letter to Bali-mardana, September 30, 1972:

"Regarding the question you have raised about traveling sankirtana parties and selling of books, yes, we want money. So that is the real preaching, selling books. Who can speak better than the books? At least whoever buys, he will look over. If you have to sell books, do it by hook or by crook. The real preaching is selling books. You should know the tactic how to sell without irritating. **What your lecture will do for three minutes, but if he reads one page his life may be turned.** We don't want to irritate anyone, however. If he goes away by your aggressive tactics, then you are nonsense and it is your failure. Neither you could sell a book, neither he would remain. But if he buys a book that is the real successful preaching. That is the certificate of my Guru Maharaja, if someone, brahmacari, would sell a one paise magazine, if one of our brahmacaris would go and sell a few copies, he would be very very glad and say "Oh, you are so nice!"

So distribution of literature is our real preaching. Now if you cannot handle the matter nicely, that is your fault. But the success of your preaching will be substantiated by how many books are sold. Anything you want to sell, you have to a little canvass, so he gives some money for the service of Krsna. That is his good luck and he gets the chance to read some transcendental knowledge. But if you only irritate and he goes away, that is your less intelligence.

The fact is that we have to adopt the same tactics as ordinary salesmen adopt, but the difference is we do it for the satisfaction of Krsna, they do it for sense gratification. Actually we have experienced that sometimes out of sentiment someone gives to ISKCON and then laments and wants it back, but that does not mean we should give it back. Our policy is that his money which would have been used for purchasing cigarettes, liquor, sex literature, meat, will give him the opportunity to gradually become purified. So if by tactics we save that money from being spent on cigarette packets, that is good. If we can take some money and give some literature, that is a good service. So far irritation is concerned, a child is also irritated when he is given instructions, but that does not mean that we should stop. Invite them in our feast, that is a better indication.

So if the sankirtana parties in Satsvarupa's zone are irritating the public for selling so many books, that is one thing, but by their selling books they are doing the greatest service. **What your one hour of preaching will do, they will hear and go away, but if they have one book at home, they will read, their friends will read, and something solid work is done.** So the art is to sell many many books and not to irritate the public, so you may instruct all the others how to do this successfully. **That is sannyasa. That is GBC.** There are so many places to go, so why there should be business competition sankirtana parties in New York? This problem should be adjusted between the GBC men."

Srila Prabhupada Letter to Brahmananda, November 3, 1972:

"Yes, that is a good proposal, **print many many books in African language and distribute widely, that is real preaching work.** If you sell a book to someone, that is better than your speaking to them--**what will your three minutes' preaching do? But if they read a book it may turn their life.** Go on preaching, that is the highest perfection of activity, and do not worry for anything, Krishna is so much appreciative of this preaching work that He will give you every facility, as much as you have ambition."

Srila Prabhupada Letter to Bhagavan, November 5, 1972:

"One thing is, if that printer is so cheap, why not print all our European books there? Anyway, print books, distribute profusely, and that will be the best preaching work. What will your three minutes' preaching do?--but if they buy one book, it may turn their life. So make this your important task, to print our books in French language and other languages, and distribute widely, and that will please my Guru Maharaja. Never mind it takes little time to make progress, our process is slow but sure, and we are confident that if we continue in this way we shall go one day back to home, back to God head."

So? Are there ANY ISKCON "gurus" doing real preaching on a **daily** basis?