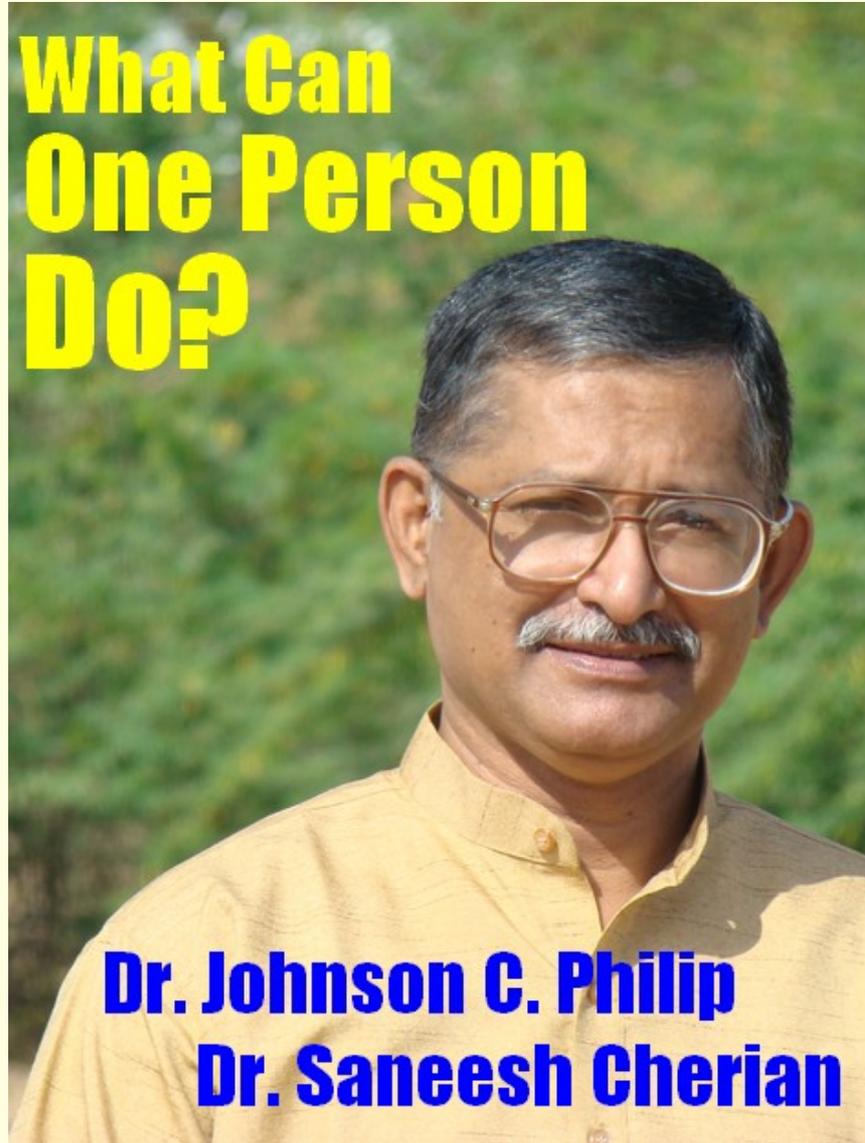


What Can One Person Do?



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What Can One Person Do

Dr. Johnson C. Philip

Dr. Saneesh Cherian

Even the most uninitiated Christians realizes that the Christian life is a battle, and also that there are plenty of casualties around from this battle. They also realize that every child of God is part of the battle whether one wishes to participate or not. All this taken as a whole often looks like a bleak picture to them.

Since one does not usually see an organized and visible spiritual battle except during periods of revival – which, sadly, eludes all of us because they are rare -- almost every Christian during any period of church history finds himself left alone to battle the forces of evil. Often there is little encouragement from the Christian community, except during brief periods of revival. This is not an encouraging picture in any way because the forces of evil are strong and united while most of the time the committed believer has to stand all alone to face the enemy.

Fighting a lonely battle against a whole army is no joke, and the first question that comes even to the most motivated person is, "What can one person do". One's inadequacy immediately becomes apparent, but what does not dawn upon them is the substantial contributions which individuals have made -- and continue to make -- in the spiritual battlefield.

Human history has many times taken entirely different direction from what everyone expected it to take because of what many individuals did. Every Christian should therefore become an active warrior and activist for the Lord with the realization that 'alone' does not automatically mean helpless, powerless, or useless for causes that are spiritual (and also for those social causes that have a direct bearing upon spirituals).

I remember the story of a man who was going around the beach after a high tide was over. The tide brought with it hundreds of thousands of starfish, and left all of them stranded on the sand when the water receded. Starfish cannot swim or move on land and, once stranded, death is the only destiny. However, this individual was moving swiftly on the beach, picking up every starfish he could, and was tossing them back into the water. A bystander finally asked him why he was doing such a futile thing, seeing he could make no change for the hundreds of thousands stranded starfish.

He kept throwing them, and along with that he said, "What I do makes no difference for the hundreds of thousands which are still stranded, but it definitely makes a difference for this one", and threw that one into the sea and kept on doing the same to the next one, and the next one. The efforts of an individual seems hopeless against the tide, but they can definitely make a change, if one looks at them from the right perspective. What is more, constructive work and battling the forces of evil by an individual gradually results in great impact first through the power of cumulation, and second through the power of synergy.

Here is the first secret: Unknown to most people, when a person keeps doing something for a long time, even if it is in small but regular bits, the total result surpasses his investment and expectations by many degrees of order. This is the secret of the cumulative deposits in banks. If a person keeps depositing a modest amount of money in banks for the 35 to 40 years that he is gainfully employed, the amount he gets at the end is so large that it gives him a comfortable retired living in spite of inflation. (Many do not do this because they do not know the secret of cumulation). In the same way, if an individual is committed to a task, and if he faithfully keeps working on it for year after year, the cumulative result after a few decades will be mind-boggling. Many individuals have attained seemingly impossible goals using the power of cumulation, and the same is open to you also -- if you are willing to persist.

Here is the second secret: When several persons work on the same project or task, often the total result is more than the simple arithmetic sum of what each individual contributes. This phenomenon is known as synergy. Though a dedicated person might have to work alone for some time, an individual openly and passionately devoted to a task would soon find others getting convinced of the same mission. It might not happen for a long time, but as he keeps working some will begin to join. Initially this will be a slow process, but after some time the pace will accelerate and many will join him. In this way almost every individual warrior or crusader eventually gives rise to a formal or informal team, all of whom are dedicated to the same goal. On crossing a certain threshold, this teamwork would immediately kick in synergy, and the result would far exceed

his expectations when he was working as an individual. Though almost any individual dedicated to a goal might feel that he is fighting a losing battle, eventually the power of cumulation and synergy will result in unbelievable results if he persists long enough.

When a very massive crisis hits humanity often the initiative to help the victims is taken by individuals. Initially individual doctors volunteer during outbreaks of epidemics. Gradually others join them and a great many lives are saved. During earthquakes it is individual volunteers who often start the rescue, rather than waiting to form a large committee or rescue team. This work by individuals attracts the attention of others to the need and they also jump into it, and eventually a large voluntary force (formal or informal) develops. During fires it is individual firefighters who jump out of the van and take the lead.

Eventually everyone in the team joins them. Though eventually a large number of helpers are needed, almost all lifesaving action in crisis situations is initiated by highly self-motivated individuals. If these individuals hesitate, and if they keep asking what an individual can do for such a massive problem, each time the answer would be: an individual can do nothing. If they fall prey to that advice, they would never jump into the work of rescue. If the motivated individual thinks in a defeatist manner, then every spectator on the scene of emergency will remain just that -- a spectator who hopes that someone would do something, because as an individual he cannot do anything. And the crisis would only become worse where rescue by individuals becomes more difficult. In spite of this possibility,

problems are solved most of the time because of those individuals who, instead of asking what can an individual do, plunge into the battle with only one question in mind -- what ought I to do in this situation.

The same is the case in the battle of ideas that is the main topic of this writing. Every Christian is part of a spiritual and moral battle, and there is a strong temptation to quit due to the feeling that an individual can do nothing to bring the multitude on the other side to their knees. However, such an approach only results in defeat because one is asking the wrong question. What the individual Christian should ask is not how he as an individual can change the whole world, but rather what all he as an individual can contribute on this side of the battle. Never should he get into the Elijah complex of I alone am left. On the contrary, he should always remember that though he is only one individual, he is not alone. As he plays his part faithfully, making contributions as a concerned individual, the Lord will see to it that the power of cumulation and synergy kicks in.

Of course, as the individual keeps doing what he ought to do, he can ask a couple of questions to enhance the power of cumulation and synergy. Instead of asking how he can change the whole world, he should ask "what all can I do in this given situation". When one analyzes the problem and possible contribution from this angle, he would realize that he can make a lot of contributions. For example, consider the problem of defense of Christianity in the face of mounting opposition. An individual Christian can train himself in the art of apologetics and launch a counter attack. He can identify people interested

in such defense and can train them. Gradually the power of cumulation and increasing synergy will result in a defense that he could never have imagined when he started the counterattack.

Once there is some progress, this person can begin asking other questions to complement his work. For example, "how can I make others understand the need for counterattack" and "how can I motivate others to join me in this work". He should not expect the whole world to understand his vision, nor should he expect everyone within his circle to be motivated. On the contrary, he should understand that all battles -- especially all the battles for good and for the Christian faith -- are always understood, and fought for, by a minority. The cumulation, synergy, and God's blessing will see to it that the counterattack by a seeming minority succeeds. However, before a person can make a difference, he needs to do several things right. Just taking a blind plunge into any or every fight will not result in victory. He must take stock first of several things.

Taking Stock: Every crusader should first carefully examine and evaluate the idea (or ideas), doctrine, or school of thought which he wishes to defend and propagate. For example, a Christian might feel that he needs to aggressively defend Biblical Creationism in the face of mounting victories for evolution in the education system. Or he might decide that he needs to defend unchanging moral values and standards in the face of an increasing demand for flexible moral standards. There can be numerous Bible-based or Christian issues for which one might feel like fighting. At the same time, many

ideas that initially look like serious issues would on such analysis be exposed to be seasonal fads that need to be ignored. Once a person identifies the key issue, or issues for which he feels he should fight, he should ask the next question.

The next question would decide whether one should take the plunge or not. The question is, "is the issue I identified for my crusade a useful and good idea. Will it make a substantial contribution to the spiritual welfare of others. Or is it simply a popular idea which is actually neither vital nor something established as true". For example, today we hear a lot of warnings about climate and global warming. Numerous organizations have jumped on to the bandwagon to fight against global warming. However, an examination of the data (especially the data produced by those who dissent, or those whose interest is purely scientific and not commercial or political) will immediately reveal that global-warming is not an established fact. It will also show that many are propagating this idea so as to boost new business ventures, or to bring in more money for research. Thus it will become clear that here one does not have an issue for which a Christian should invest his time, money, and resources. The example of the fizzled out Y2K will make it more clear.

In the 1990s many people discovered a bug in the computer operating systems used at that time. They found that the bug would make computers to go haywire the day dates on computers changed to 1 January 2000. This was labeled Y2K to denote Year 2000 (kilo = 1000). A large movement built up worldwide to prepare for Y2K. Special software and products were quickly hatched up by crafty business people. A large

number of Christians also jumped on to the bandwagon. They all were looking for doom on 1 January 2001. However, a few Christian and secular thinkers took an opposite stand. They analyzed all the parameters -- software-related parameters and also the assumptions of the Y2K movement that was picking up momentum -- and deduced that it was basically a fad, a slogan, and not a real threat. They refused to pool their resources and energies for the Y2K cause, were decried by others for their seeming apathy, but turned out to be the ones who has the last laugh. Y2K turned out to be more of a slogan than reality. It was something not worth a crusade, or even worth an emergency preparation. All potential crusaders should therefore run their ideas through a checklist all the problems they identify for a crusade, lest they end up investing their energies to defend a problem that does not really exist.

Once a seeming problem turns out to be truly a serious issue, and once it is clear that a fight is vital, the Christian should still ask some more questions. He should ask, "how will my crusade benefit me and others. On the other hand, will it hurt me and others if I do not launch this crusade". For example, the pro-abortion lobby keeps portraying the embryo as a blob of tissues whereas right from the moment of conception an embryo is a unique person, and within few weeks it even has discernible organs and a human shape. Most people do not see an aborted baby and therefore they blindly believe the blob-story and consider abortion as a procedure similar to removing a mass of tissues in tonsillectomy.

If the younger generation is not educated in this matter, then gradually they will overlook the fact that an embryo is a living

being, and will start taking abortion in a casual manner, whereas termination of human life is to be taken most seriously by a Christian. Unless every generation is educated in this matter, there is danger not only of callousness to murder, but also of the danger eventually it would creep into our Christian families when our children would resort to abortion and label it as a simple cleaning. I am based in India as I write this material. The abortion lobby is very powerful in this country, and makes its billions every year. There are very few anti-abortion movements. As a consequence the abortion lobby has succeeded in portraying abortion as a routine cleaning of the uterus, and the word "cleaning of the uterus" has become a common synonym here for abortion. The fact that it is a murder and not mere "cleaning". Worse, it is a very cruel form of murder (where the victim writhes in pain as it is torn limb by limb, bled, and killed) is totally ignored by people. All because of propaganda. Thus not working against it can hurt everyone and the topic looks worthy of a crusade.

If the objective assessment of a number of potential subjects does not give a positing result, then one should better drop those subjects. There is no use fighting for causes that would not make a substantial difference to all, or for causes that are based only upon the fads and fashions of the times. But if one finds that all answers are positive for some of the topics being considered, or alternately if one can sift and sort and find a topic which meets all these criteria, then one should launch into a one-man crusade or activism devoted to that topic. This needs to be done in a sensible manner and with a full knowledge of what is what.

What To Do Next: One should proceed by taking an inventory of one's goals and aims. For example, one should decide whether one wants to be a mere recipient in the market of ideas. Does one want to live as a passive recipient like a sponge, or does one want to continue as a knowledgeable spectator (which would be no better than an unmoved stone of no use to others) or as an active participant who fights for establishing and promoting the right ideas. Of course any activist would want to fight, but thinking along these lines and clarifying one's stand to oneself is always necessary and is the first thing to be done. It helps one to identify what others are, what one is, and also to expect differences in response to the issue at hand. One should also realize that anyone who identifies one or more issues, and who wishes to take a stand for his convictions would have to pay a cost -- a cost depending upon the gravity of the issue, the ethos of the society, and the ferocity of the enemy. One should count this cost from all angles and jump into the battle only if one is willing to pay the cost. Of course, costs are involved even if one decides not to jump into the battle, and one should always calculate that cost also -- the cost of inactivity and non-involvement. For example, what would happen to our families and children if we allow the secular society to go ahead with its propaganda that man is only an animal and that he is to be treated only as an animal.

Move to the next stage by identifying people and groups that can be reached most easily. It is wise to invest energy where the results would be maximum, lest discouragement set in before one is able to attain anything. With this in mind, every

activist should identify and work first among people who are receptive to the idea that he presents (even if they are not sympathetic to begin with). Persist with this group, and soon some will see the light. Keep working and more people will be convinced. The principle of cumulation as well as synergy work here. Once there is some success, the activist should start looking for media that are receptive -- even if not totally supportive -- to the idea.

Enlist Help Of The Media: We live in a generation saturated by the media, and planting articles, stories, or interviews in the right kind of media can result in influencing a large number of people. This might look difficult at first, but each one of us does have avenues in the media, but most of us do not know that or realize that. Look of small-circulation magazines, local newspapers, church bulletins, or anything that needs articles. Work your way up one step at a time. Just persist.

Try to avoid monotony, and try to present your key idea in a variety of ways, in a variety of media, using a variety of approaches. Persist, and soon the number of people who support the idea, and the number of media that are willing to support the idea will cross a threshold, and then there will be no turning back. This might happen in two years in some cases, but it might take twenty in other cases. It all depends upon the topic on which you are working. One should be willing to wait for one's time and should not leave the field if success does not come fast. The right approach surely guarantees success, but not necessarily an accelerated time-frame for success, because the actual time needed depends on numerous factors beyond one's control.

Every activist should pay special attention to the emerging electronic media because for the first time mass-communication is becoming economically affordable. Internet, electronic bulletins, and blogs (weblogs) have a very wide possible reach and it is a good idea to build up a system of electronic communication. Though they are cheap, they require time and commitment to build up and one should be willing to wait for the results to show. Once it begins to reach a critical mass of people, then things begin to move faster.

Internet and blogging has become a powerful self-published medium which is totally in your control. Start one or two blogs (probably one for Christians and one for non Christians) and start writing. Keep your posts small but make them regular. Interact with other blogs so that writers of those blogs visit your site. Eventually some of them will promote you. Learn web-promotion techniques which are not very difficult. Persist and you will eventually have many readers and followers.

Using the media includes more activities than publishing in a magazine or on the net. You can give lectures on the subject of your activism, or in any field in which you can gain popularity. This popularity for lectures can be used from time to time to get a hearing on topics of one's crusade. Similarly, if you have expertise in any area, then you can write articles in that field and then use your acquaintance to publish articles related to your crusade. You can start egroups, websites, weblogs, etc. (More details are given towards the end of this write-up). Keep your eyes open for opportunities, and you will find that sky is the limit for opportunities and openings -- if one keeps the eyes open.

Why Some Movements Become Popular

Many crusaders notice with discouragement that the way a movement becomes popular does not always depend upon how vital the topic or issue is. This discourages many because the vital topic for which they are fighting at times does not get a tenth of the attention it needs while trivial issues grab the attention of the masses and electrify them. There are several reasons for this, and knowing them can often make a difference and bring a dormant movement out into full focus.

Every activist should understand that even if a given theology, doctrine, principle, or issue is vital for people or society, they will take interest in it only if it has an IMMEDIATE and PRACTICAL application. An activist understands the fundamental issues involved, but people do not. He understands the long-term implications, but people do not. What is more, most people find it difficult to commit themselves to long-term goals. That is why 80% of students in any education system need to be prodded through a system of carrot and stick to make them study. Only about 20% students will have any self-motivation, even in the best school and the most ideal environment.

More so if the long-term proposal brought by you is not fashionable, against the prevailing philosophy, inconvenient or costly in terms of time, money, commitment or even if it requires abstaining from something. Indulgence is the name of the game today, and immediate gratification with no thought of future has become the prevailing ethos worldwide. Many

activist forget the two factors mentioned above (immediate need, practical need) and try to win over an audience only on the basis of ideology or principles which are right but which the public is not able to perceive. This is where a large number of battles are lost. Not because the cause was wrong, but because the cause was not explained in the idiom which the masses understood. The urgency and immediacy was not made obvious to people. Others with trivial issues get rabid support from people and won them over easily because they were able to project the issues in the right manner.

Most issues can easily be projected in the contemporary idiom and aspirations. Some of these issues would require more than average work. But before an activist can do this, he needs to think about what the contemporary idiom and aspirations are and in what manner he can restate the ideas in that manner to win people. If he succeeds in doing that, he will get a hearing. If he fails to do that, he can expect apathy and rejection even if he fights for the most vital issue of immediate consequence.

The greatest example I can cite is the worldwide victory of the Communist movement in the twentieth century. Communism came to power in China and Russia not because of mass appeal or mass support, but because of the right strategy of a small group of people. However, once these countries came to power, their ideologists and communicators stated the principles of communism so effectively in the common lore of people (as well as in the common jargon of the intellectuals) that they won a large number of countries, thinkers, and people over to communism.

As a consequence, though communism is being abandoned or modified in the countries from which this philosophy originated, unmodified classical communist ideology continues to rule the society in a large part of the world through sociology, economics, language, fine arts, media and journalism into which they embedded themselves during their heyday. They were exceedingly successful in integrating their ideology with everyday human aspiration -- so much so that today it is almost impossible to root it out from their thoughts. Even when communism fails in the countries of its origin, these outsiders continue to be blindly loyal to the discredited system. Integration is at the root of this success.

The communists succeeded by casting their philosophy in images that would evoke immediate response of the contemporary society. They used stories, articles, poetry, fine arts, drama, and eventually even the education system for this purpose. Of course, no individual activist has the kind of financial backing that the present-day communist movement has, but then his target is a smaller group of people and such outlay of funds is not needed. What is more, almost all the methods they used for winning over people are available to the Christian activist, and these methods can be used even without much funds -- especially because of the economy of modern electronic media.

I already mentioned articles. Though most freelance writers are not able to make much money, they can easily get printed everywhere if they are not after money. Numerous publications and periodicals run non-profit in every language, and editors are always looking for quality articles that are free. In fact

there is such a shortage of quality articles that a lot of them are forced to publish just anything that is sent to them, whether good or bad. They just do not have the money or bargain power (due to lack of funds) to source better material. This offers a great opportunity to the activist who can supply a stream of quality articles without demanding money and can thus become indispensable for those magazines, periodicals, and other publications. When a writer attains such a status, he can easily slip in, or even openly convey, any message related to his crusade in his writings. Every activist should make full use of this possibility. He should establish himself first, and then use the media for conveying his cherished ideas.

Two sections of every periodical get read most. These are the "Letter To The Editor" section and the "Your Questions Answered" section. People are always interested in what others of their ilk have to say, thus the attraction to the Letters column. People are always interested in reading about problems and suggested answers as often it meets some of their deep seated needs with possible answers. Thus it is a good idea to write letters to periodicals to propagate and defend your ideas. Letters get published fast, and they get read widely. The only care to take is to use courteous language, and to present the idea in creative ways. A creative way of presentation is needed both to imprint the message and also to not seem like doing empty propaganda. Getting to answer questions is a very powerful method to spread ideas. Thus one should keep looking for such opportunities, and should jump at the opportunity if offered one. It is also a good idea to suggest to a familiar editor that he start such a column with an offer of help from your side. Often this can land one in a

powerful position to influence others.

All societies have small-circulation social magazines that carry a lot of short stories and reports. One should read these to get a feel for the contemporary idiom, and also the ways in which people use stories and topical articles to propagate their point of view. This should then be adapted by the Christian communicator to influence people with the right message. Stories have always had an attraction for all kinds of people and they are a powerful medium through which people's perception and aspirations can be influenced. Christians should try to use this medium with the same efficacy. Their importance of influence has not dwindled in spite of the explosion of modern media.

[Adopt New Approaches](#)

Computers and the Internet have brought in many things that are classified as "disruptive technologies". They have turned upside down the way people used to work and think. They have also turned upside down the way people used to work or express themselves. For example, for thousands of years people have been very conscious of "copyrights" and therefore what they wrote or produced was strictly controlled by them. Nobody had the right to reproduce them. People did not resent copyrights. They were willing to shell out money if they wanted to buy a book.

The arrival of easy photocopying started to change this trend, and overpriced books started getting copied more than sold. However, the era of Internet totally disrupted it all. People go

to the net today to get information "free" and if someone is not willing to offer information freely in his specialty, the interested surfer can often find ten other websites willing to give out that information free. Thus the idea of information that is available freely has established itself firmly among young educated and computer-savvy people. This has not in any way stopped the production of copyrighted commercial sale of publications either in print media or through the net, but it has changed the balance of power over control and dissemination of information. Several movements are active on the net to promote free software, open access journals, GFDL copyright, and Creative Commons copyright. All of them emphasize "easy availability" of open and free information. Christian communicators should adapt to this changing trend, and should be willing to release in public many of their writings so people can copy and reuse them easily, freely, and without fear. My own writings are a good example, as explained below.

From 1990 onwards I wrote a large number of manuscripts on "The Concept and Tools of Apologetics". These appeared in the English and Malayalam languages print publications and sold several thousand copies between 1990 and 2006 (16 years). However, in March 2007 I released all of them in the form of Ebooks under Creative Commons copyright. This means that anyone can download and distribute them free of cost. This also means that they can use unedited copies for their own ministries without further permission from me or payment to me. Numerous individuals around the world started downloading them for distribution to their churches, students, and friends. Within one month of releasing them for free download, more than 1000 copies were being downloaded

every day. (I have no idea on the number of people to whom they are distributed, but surely the number is very large). Today more than 360,000 copies are downloaded every year, which means that just in one year they reach more hands than they reached in 17 years when this info was copyright-controlled.

The numbers will only increase, but even if they do not, more than 360,000 copies of my Ebooks on apologetics are downloaded every year. Imagine the impact they create each day, and imagine their cumulative impact in, say, ten years from today. What is more, this wide distribution only motivated me to write more actively and aggressively, and I aim to release one ebook (10 to 15 A4 pages) every week as long as I can. Just imagine what would happen if I am able to sustain this level of work for just ten years! Several things should be obvious from this. First, new technologies are a great help to the activist communicator. Second, persistence pays. For me the spectacular distribution came only in the FOURTH decade of my activism. That was a long time to wait for, but once it came the distribution jumped up to hundreds of thousands per year and I was compensated for all these long years of waiting. Third, now that I have reached such levels of distribution, I no longer need to create a market for my ideas or readers -- for the Ebooks that I produce. Four decades of work has now made me free to concentrate more on producing rather than on distributing. If I can just sustain production of material for next ten years, I am sure that more than my initial goal shall be met. Persistence and strategy has paid me more than what I ever dreamed of, and you can be the next to attain the same mass-following.

Activists in the twenty-first century should be willing to freely distribute their writings to a wide circle of people. There should be no thought of making money through activism, because activism and profiteering cannot go together -- at least till you reach wide distribution. If an article or book is meant for influencing others, it should be distributed free in the present culture where net-savvy young and educated people have become used to getting information free and freely.

Distribute written material free and freely, and encourage your readers to send copies of your articles or Ebooks as email attachments to their friends. Encourage them to post these on their websites. Encourage them also to print them, photocopy them, and distribute to as wide a circle as possible. Allowing others to freely copy one's work is part of the emerging "disruptive" technologies that can radically transform the society, and since this kind of thinking is going to prevail we need to fully utilize it.

Finally, this is what I have to say. Be persuaded by your goal. Be committed to it, and make it a long-term commitment -- preferably, a life-time commitment. Use the best possible strategy and persist. Keep assessing your goal and your work and keep tuning it. Eventually you will see a breakthrough. Do not be content. Keep working, and eventually a time will come when cumulation and synergy will start paying for your investment. That is the moment when you should think of consolidating your work. As far as I am concerned, I am able to see the results of cumulation and synergy -- after four decades of investment -- in my work. It is not time yet for me to

consolidate, for I am in a field (Christian apologetics) where there is no final victory for me or defeat for the opposing forces till Christ comes. It is an ongoing battle, so instead of consolidating my work I have decided to consolidate my efforts and focus on wide distribution of my written material -- using the power of technology and the interest of people in my work. This ebook is part of that work!

[Addendum: How to use electronic media for influencing people and impacting the society](#)

Websites and Electronic Bulletins have become the two most powerful electronic media in the twentieth century to reach and impact people. Registering a website has become very cheap and getting space is also inexpensive. What is more, additional server-space can always be purchased at very economical rates. Some companies even offer unlimited space for your website. With such a facility a person can have as much space as he needs at as economical rate as possible. Nobody ever needs that much space, and almost nobody uses even the minimum server-space that they take on rent.

Within websites, the popular phenomenon these days is Blogging. A Blog or a Weblog is a website where one posts on a regular basis and where people have the freedom to post their responses and comments. Blogs on subjects of immediate interests to people attract thousands of visitors per day, and thus a strategically placed blog can eventually touch a large number of people every day. The cumulative results are unbelievable.

Electronic groups are the second method. An E-group is basically a voluntary collection of people who are willing to receive emails around a given subject -- such as creationism, or alleviating hunger in the developing world. A single email sent to the group reaches everyone within a few seconds. This means that if one able to attract 5000 people join his group, it is as good or better than writing regularly in a newspaper. As I write this Ebook, I have an Egroup made up of tens of thousands of people who are willing to get emails from me. Thus each time I release an Ebook, I send information to this group first. Multiple thousands of copies are downloaded within the first 24 hours and tens of thousands thereafter.

People do not join egroups for fun. So putting together an egroup is a lot of hard work. One needs to focus on themes which are of immediate concern for the target group. Once you start a group, you should regularly give out information that is very useful and of immediate help to people in this group. Persist, and the group will keep growing. I a member of groups that have only 500 members, but I am also a member of groups that have as many as 125,000 members. The size to which the group will grow depends upon numerous facts that one has to understand master. That is the tougher part, but then numerous free articles and courses are available that will freely teach you the art of building up a mailing list. The easier part is to send messages. Just write a captivating email, send that single email to a designated email provided by your Egroup, and within a minute everyone in the group gets it, even if there are hundreds of thousands in the group.

Yahoo and Google (groups.yahoo.com, groups.google.com) both offer free facility to host Egroups. Both of them insert some advertisement to recover their costs, so one should be sure that one can tolerate this. There are also free Christian egroups, and the one most popular as I write this is www.WeLoveGod.Org. This group does not insert any advertisements. By the time you read this there might be many other Christian groups that offer the same facility.

These are just pointers to the use of websites and egroups for activism. There is much more to these, which can be found in my more exhaustive writings on that subject.

Summary

Radical thinkers, in every sphere of life, ranging from theology up to physics, have captivated human minds through their persuasive words. This has caused much damage and very few are able to think in right manner once influenced by such groups. Christian communicators need to recover the lost ground. It is possible to do it, and you as an individual can do much. Get involved today itself!

About The Authors



Dr. Saneesh Cherian is a published writer, with numerous books and articles in English and Malayalam languages. His Systematic Theology in the Malayalam language was the first such work in India. He is the Founder and President Logos Divinity School known widely for quality distance programs in theology and divinity. <http://www.LogosTheology.Com>

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Dr. Johnson C. Philip is an internationally published writer with technical (physics, electronics, information technology, communication) and spiritual (theology, apologetics, counseling) books and articles. His works have appeared in Malayalam, Hindi, English, Chinese and numerous other languages.

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About This Ebook

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