

**FOR IMMEDIATE RELEASE**

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Name of God	Meaning	Application	Bible Reference	Comments
<b>Adonai</b>	The Lord My Great Lord	God is the Master and majestic Lord. God is our final authority.	Psalm 6, Isaiah 43:5-6 Genesis 1:26, Habakkuk 3:19	Pronounced ah-doh-AH. Adonai (plural) is derived from the singular Adon (Lord). This term was pronounced in substitution of YHWH (considered too sacred to be uttered).
<b>Elohim</b>	The All-Powerful One Creator	God is the all-powerful creator of the universe. God knows all, creates all, and is everywhere at all times. The plural of "Ei".	Genesis 1:1-3, Deuteronomy 10:17 Psalm 40 (Psalm 137:19)	Pronounced el-oh-HEEM. Plural form of El. This name is usually associated with God in relation to His creation. Some people use the plural word "Elohim" as proof for the Trinity (Genesis 1:26). Elohim is also used to refer to false gods and even human judges. (Psalm 82: 7, John 10:34)
<b>Ei Roi</b>	The God Who Sees Me	There are no circumstances in our lives that escape His heavenly awareness and care. God knows us and our troubles.	Genesis 16:11-14, Psalm 139:7-12	Pronounced ei-ROE. Roger called the Lord by this name because a fountain of water in the wilderness. God knows all of our thoughts and feelings. Jesus knew the thoughts of those around him, demonstrating that he is Ei Roi. (Matthew 22:18, 28:37, 24:34, Luke 5:21-24)
<b>El Shaddai</b>	The All-Sufficient One, The God of the Mountains, God Almighty	God is the all-sufficient source of all of our blessings. God is all-powerful. Our problems are not too big for God to handle.	Genesis 17:1-3, 48:3, 49:25 Genesis 35:11, Psalm 90:2	Pronounced el-shah-DE. Some scholars suggest that Shaddai refers to God's power evident in His judgment. Others suggest that El Shaddai means "God of the Mountains." God refers to himself as "El Shaddai" when he confirms his covenant with Abraham.
<b>Immanuel</b>	God With Us "I AM"	God never changes. His promises never fail. When we are faithless, He is faithful. We need to obey Him.	Isaiah 7:14, 8:8-10 (Matthew 1:23)	Pronounced ih-MAN-oo-el. This name indicates that Jesus is more than man. He is also God. Isaiah said that the child born to the virgin would be called "Immanuel." (Isaiah 7:14, 8:8) He is the radiance of God's glory and the exact representation of His nature. (Hebrews 1:3)
<b>Jehovah</b>	"I AM" The One Who Is The Self-Existent One (YHWH, see comments)	God never changes. His promises never fail. When we are faithless, He is faithful. We need to obey Him.	Exodus 3:14, Exodus 6:2-4 Exodus 34:5-7, Psalm 102	Pronounced juh-HO-veh. A 16th century German translator wrote the name YHWH (YHWH) using the vowels of Adonai. Because the ancient Jewish faith from which he was translating had the vowel of Adonai under the consonants of YHWH, he doing this, he incorrectly came up with the name Jehovah.
<b>Jehovah-Rapha</b>	The Lord Who Heals	God has provided the final cure for spiritual, physical, and emotional sickness in Jesus Christ. God can heal us.	Exodus 15:25-27, Psalm 103:2, Psalm 147:3 (1 Peter 2:24)	Pronounced juh-HO-veh rah-FA. Also known as YHWH-Rapha. Jesus demonstrated that He was Jehovah-Rapha in his healing of the sick, blind, lame, and casting out demons. Jesus also heals His people from sin and unrighteousness. (Ezekiel 5:1-5)
<b>Jehovah-Rohi</b>	The Lord is My Shepherd	The Lord protects, provides, directs, leads, and cares for His people. God tenderly takes care of us as a strong and patient shepherd.	Psalm 23:1-3, Isaiah 40:10 (John 10:14-18; Heb. 13:20; Rev. 7:17)	Pronounced juh-HO-veh roh-ee. Also known as YHWH-Rohi. Jesus is the good shepherd who lay down His life for all people.
<b>Jehovah-Tsidkenu</b>	The Lord Our Righteousness	Jesus is the King who would come from David's line, and of the one who imparts His righteousness to us.	Jer. 23:5, 6, 33:16, Ezekiel 34:26, 27 (2 Corinthians 5:21)	Pronounced juh-HO-veh tsid-kuh-NU. Also known as YHWH-Tsidkenu. All people sin and fall short of God's glory. God freely makes us righteous through faith in Jesus Christ. (Romans 3:22, 23) God promised to send a King who will reign justly and do what is just and right. The people will live in safety. (Jeremiah 23:5, 6)
<b>YHWH</b>	"I AM" The One Who Is The Self-Existent One	God never changes. His promises never fail. When we are faithless, He is faithful.	Exodus 3:14, Malachi 2:16	Pronounced YEH-oh-VEH. (Yehovah) never given in Hebrew. Also called tetragrammaton ("four letters"). Occurs about 6,800 times. Translated "LORD" in English versions of the Bible. Because it became common practice for Jews to say "Adonai" instead of saying the name YHWH.

## Bookstores Can Now Send Out Free Bible e-Charts of the Month

Rose Publishing is helping more than 100 Christian bookstores improve their e-mail marketing efforts, through a new program called "Free Bible e-Charts of the Month." It helps dealers build their own email list and will motivate their customers to open the email advertisements that come from their own local bookstore.

Once a month the bookstore sends out a "Free Bible e-Charts of the Month" link to its customers via email. When the customers click the link, they go to a webpage where they can download the free Bible e-Chart. People enjoy these e-charts and look forward to opening the store's emails. They tell others about the free Bible e-Charts and encourage them to contact the store and sign up for their own "Free Bible e-Charts of the Month." The "Free Bible e-Charts of the Month" also increase awareness of the products that the bookstore carries and shows related products that might interest them.

### Benefits

- Increases awareness of the store.
- Increases positive response to the store's name and email advertising
- Increases product awareness
- Increases sales

### **No Cost to Participate**

- No cost to the bookstore
- No cost to the bookstore's customer
- No postage cost — these free Bible e-charts are all downloaded from a secure server via the Internet
- No cost for bookstore customers to print out for their friends.
- No privacy issues. The bookstore sends out a link. The customer clicks the link and goes to the download page. They click the download button and receive the e-chart. No one asks for personal information, not even an e-mail address. No confidential information is collected.
- No links or contact information back to Rose Publishing.

### **What are the e-Charts?**

e-Charts are:

- 8.5" x 11" full-color PDF Bible e-Charts with dozens of facts at a glance.
- Readable on any computer that has Adobe Acrobat Reader. Nearly all computers already have this free PDF-reader program installed.
- A small sample (usually 10-20%) of one of Rose Publishing's full-length products on the same topic.
- Viral marketing for the bookstore. Because the link expires after the end of the month, people act quickly to download it and to tell others.

### **Will this stop customers from buying Rose products from a bookstore?**

No, it actually does the opposite. It increases awareness that Rose products exist and are attractive and valuable. Each free e-chart contains about 10%-20% of a full-length Rose pamphlet. It also shows other products the customer might like.

### **What will my customers get when they click the link?**

They will get a 3-page PDF: a title page that states the customer has permission to print up to 10 copies for friends. Page 2 is the free Bible e-Chart itself. Page 3 includes photos and information about other products of interest.

### **How does a bookstore start the "Free Bible e-Charts of the Month." program?**

Sign up at [www.FreeBibleCharts.com](http://www.FreeBibleCharts.com) This is a free service. Once you are approved, you may start and stop any time. Allow 2 business days. This offer is available to Christian organizations only.

### **Copy and paste three items into the store's next email (Rose provides items #1-3):**

1. JPG of the e-chart. All you have to do is copy and paste it into the email. (See sample below.)
2. Link
3. Description of eChart

4. [Store adds this below the description] Invite your friends and family to get their own Free Bible eCharts from     [bookstore name]    . Sign up at:  
\_\_\_\_\_
5. Any special offers the store wants to offer on the products promoted in the eChart.

There is a different e-chart each month. We host the download (the link comes to a generic page) so you don't have to use a webmaster or slow down your own website. Your customer will not see any Rose contact information on the website. The domain name is FreeBibleCharts.com. The e-chart is not hosted on the Rose Publishing site. We do not collect any private information about your customers.

### **Frequently Asked Questions - FAQs**

#### **Can my bookstore put the download e-chart file on my own server?**

No, this is copyrighted material. We need to be able to keep it up to date with current products that are in stock.

#### **Is there any fee to the bookstore or the bookstore customer?**

No.

#### **How does this grow my business?**

Your customers look forward to receiving a free gift from you each month, just for opening the store's email. They print out the charts for their friends and introduce others to your bookstore. The friends come to your website or sign up sheet at the cash wrap and sign up for their own "**Free Bible e-Charts of the Month.**" Your email list grows "virally," by word of mouth. Customers also learn about products they want to buy.

#### **What if my customer wants to buy a Rose Publishing product?**

They buy Rose products from you. You can give a discount, if you like. It is up to you. You may offer a special in the email. There are no links in these e-charts back to Rose Publishing.

#### **What are the "Free Bible e-Charts of the Month" topics?**

**This list was changed for 2011, so these are not necessarily the right topics.**

- January – Names of God
- February – 1 Corinthians 13
- March – Evidence for the Resurrection
- April – Fruit of the Spirit
- May – Bible Time Line: Genesis
- June – Reasons to Forgive
- July – Feasts of the Bible
- August – Ten Commandments
- September – Armor of God

- October – “Then and Now” Bible Maps
- November – Trinity
- December – Names of Jesus

**Can the store pick any chart to start with?**

No, the link is active for the chart listed above and only during the month shown.

**What’s the catch?**

There is no catch and no cost. Rose Publishing benefits by spreading awareness of its Bible products.

**How do I sign up?**

Go to [www.FreeBibleCharts.com](http://www.FreeBibleCharts.com) and follow the simple directions. You will be asked if your bookstore agrees with our Statement of Faith. The approval process may take 2-3 business days.

**What does the bookstore send via email?**

The bookstore adds this announcement at the top or bottom of their email (see sample announcement). Store should add sign-up instructions (Ex.: “Sign up at the store” or “Sign up on the store’s website,” or “Email store to sign up”)

**—SAMPLE ANNOUNCEMENT—**

**FREE BIBLE eCHART FOR JANUARY - 10 NAMES OF GOD**



Our store wants to give you a free gift: Ten Names of God. This beautiful 8.5 x 11 inch chart of 10 Names of God from Scripture will enrich your worship. Includes names such as Adonai, Elohim, Jehovah-Rapha, and more, each with the meaning and significance. Click on the image to download this PDF. It will be gone soon. Invite your friends to sign up for this free new service. [Click to download now!](#)

**Click to Download**

**What will my customer see when they click the link?**

Go ahead and click the link above. Or enter this URL into your browser:

<http://freebiblecharts.com/2010/05/names-of-god-2/>

(This is a sample page so that you can download a copy of Names of God.)

**Questions?**

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