

A CONSUMER'S GUIDE TO THE MESSAGE®

FREQUENTLY ASKED QUESTIONS

Q- Is *The Message* a translation or a paraphrase?

A- It's both.

- Translation - Eugene Peterson worked directly from the Greek and Hebrew text to do what a translator normally does in converting words, phrases, and meanings from one language to another.
- Paraphrase - Eugene used the idioms, images, and language that people speak every day to translate thought for thought. *The Message* Bible is written in contemporary language, as if speaking to a friend. It reads like a story, making it easier to understand Scripture.

Q- What is the difference between *The Message Numbered Edition* and *The Message//REMIX 2.0*?

A- Both use the same text from *The Message* and both use the unique numbering system special to *The Message*. The verse numbers are placed in the side columns to make *The Message* a reader's Bible. However . . .

- *Numbered Edition* - designed for adults. *The Message Numbered Edition* comes in two sizes—a personal size (5 ½ x 8 ½) and a regular size (6 x 9 ⅜). Bindings come in styles and colors that appeal to a broad audience.
- *REMIX 2.0* - designed for students. Book introductions in *The Message//REMIX 2.0* are rather in depth, giving the students more information, charts, and maps. It is convenient in size (5 ⅜ x 7 ⅞) making it easy to bring to school, to youth group, or on mission trips. Bindings come in modern colors, cover textures, and styles.

Q- Was *The Message* the work of more than one man?

A- Peterson's work was evaluated and confirmed by a committee of 21 exegetical scholars in Old and New Testament languages and theology. This committee included well-known scholars such as Robert Hubbard, Richard Averbeck, Tremper Longman, Richard Pratt Jr., Darrell Bock, and Moises Silva.

Q- What types of customers should I recommend *The Message* to?

A-

- Any customer looking for a Bible they can understand
- Unbelievers and new Christians who may benefit from the everyday language of *The Message*
- Mature believers looking for a fresh understanding of Scripture
- Students and youth pastors
- Parents, since *The Message* is a great family Bible because of its 4th-grade reading level

Q- Should I stop reading my other Bible translations and just read *The Message*?

A- Definitely not. *The Message* is a great companion and study Bible alongside other translations. Since *The Message* is a reading Bible, *The Message* Bible becomes the perfect second Bible.

Q- What's the best product suggestion for someone new to *The Message*?

A- *The Message Numbered Edition Hardback* at only \$29.99 (9781576839164) is a great place for any customer to begin.

QUICK FACTS ABOUT *THE MESSAGE*

- *The Message//REMIX 2.0* has been one of the best-selling Bibles for students since its release in 2003.
- *The Message* is a best-selling paraphrase in the market today (over 15 million units sold).
- There are more than 75 *Message* products to choose from, including devotionals, year Bibles, portions, New Testaments, and full-size Bibles
- The #1 selling *Message* product is *The Message//REMIX 2.0* Wood Hardback Youth Edition Bible (ISBN 9781576834343).
- Rated at a 4th grade reading level.
- Eugene Peterson calls *The Message* "a translation into American" because it uses the most contemporary language that people speak every day at home, on the job, or out on the street.

WHAT PEOPLE ARE SAYING ABOUT *THE MESSAGE*

"There's a translation of Scriptures that this guy Eugene Peterson has undertaken. It has been a great strength to me. He's a poet and a scholar, and he's brought the text back to the tone in which the books were written."

—BONO, lead singer of the music group U2

"The Message catches the logical flow, personal energy, and imaginative overtones of the original."

—J. I. Packer

"The freshest, most dramatic treatment of The Scriptures since The Living Bible."

—Jerry B. Jenkins

"Since being given a copy of The Message, I haven't wanted to put it down."

—Amy Grant

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