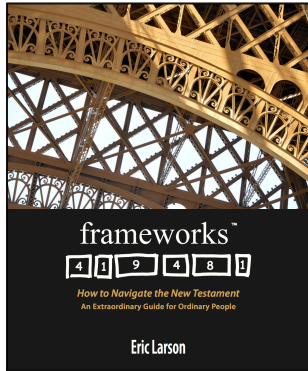


# Press Release



## FRAMEWORKS: HOW TO NAVIGATE THE NEW TESTAMENT An Extraordinary Guide for Ordinary People

(Frameworks Resources, 2012)

By Eric Larson

Softcover: 372 pages

Price: \$27.00

Release Date: June 2012

ISBN-13: 978-0615633121

For review copies,  
contact Emily Varner

**“Let’s hope we are all, at one level or another, ‘ordinary people.’ What a gift for church folks who long to understand something of, as Barth called it, this ‘strange new world of the Bible.’**

***Frameworks* frees the reader to peruse and discover.”**

**-Dr. Leron Heath,  
A.W. Tozer Theological  
Seminary**

**ACADEMIC PS**  
Fostering Connections for Faithful Scholarship

## Bible Teacher Offers “Extraordinary Guide for Ordinary People”

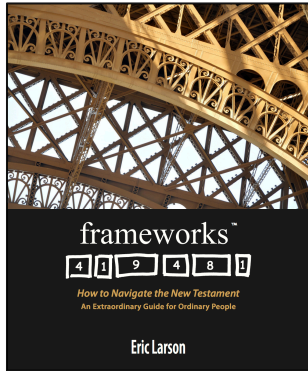
When former Silicon Valley executive Eric Larson began pouring his thirty years experience teaching in churches into an eight-week New Testament course, little did he know that six years later, “Building Your Bible Skills: New Testament” would evolve into the resource you now hold in your hands. The response of average, everyday Christians confirmed over and over again that his uncluttered approach empowers people to read the Bible for themselves. The enthusiasm of Larson’s students—in the first course and the many that followed as he improved the material—demanded that a new resource be made available to a wider audience.

The goal of *frameworks* is simple: help people grow in love for God because they have been equipped to understand the Bible. This focus spills out into a basics-only entrée to the New Testament, addressing ten key questions about each New Testament book, including the theme and purpose of the book, as well as unique elements, further study, and applicable insights for today. The open, clean design of the interior presents material with graphic aids that include lists, graphs, simplified maps, pithy text, and arresting images. Larson collaborated with local graphic designer Bridget Whitaker in selecting the book’s over 125 four-color images, digitizing hand-drawn materials from his courses, and even placing the text in ways that draw readers into the exciting possibilities for learning about the New Testament.

While solid scholarship is one element of the book—Larson was a lay pastor for ten years and has been a lifetime reader of scholarly works about the Bible—the main concern of *frameworks* is reader empowerment. The “less is more” feel gives learners the freedom to pursue the topics that most interest them, rather than overwhelming readers by how much there is to learn. Truly, *frameworks* provides just the right structure on which to hang a lifetime of new Bible study skills, background information, and application.

**Eric Larson** holds an MBA in Marketing from UCLA, where he encountered the Jesus People movement and began to grow in his passion to learn about the Bible. Larson has spent most of his adult life as a business executive while serving in various teaching and leadership positions in his local church. His work brought him to the Midwest for about fifteen years, and later to California again, where he continued his business career in high tech companies in the Silicon Valley. In 2005, he left the tech industry to pursue a full-time commitment to teaching the Bible. In 2010, Larson began his own publishing company, Frameworks Resources, and *frameworks: How to Navigate the New Testament* is the company’s inaugural publication.

# Praise



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## **Praise for Frameworks: How to Navigate the New Testament An Extraordinary Guide for Ordinary People**

“As a Bible teacher, a student of God’s Word and as a visual learner, I highly recommend Frameworks. Frameworks facilitates a unique way to understand the New Testament and to put the individual books into their larger contexts for a holistic understanding of the New Testament.”

- Robbie Pruitt, high school Bible teacher in Haiti

“This book is a handy guide, an outstanding roadmap, and a barrel of possibilities. Eric’s joy in sharing what the New Testament has to offer combined with his no-nonsense style make this a pleasure to read (and re-read!).”

- Wendy Swantek, mother of two young boys and church lay leader

“Eric Larson’s *frameworks: How to Navigate the New Testament* fills a niche that is really needed in today’s Biblically illiterate Church—a bottom step. Too many Christian books assume a working knowledge of the Bible that is missing in much of their audience. Larson’s book works to bridge that gap. It’s a visually appealing title, full of color and black-and-white photography and modern typography.”

– Kevin Stern, Manager, Dallas Theological Seminary Book Center

“[Eric Larson] wants to help you grow in your love for God through a deeper understanding of what you’re reading in the New Testament. *Frameworks: How to Navigate the New Testament* is well-suited for personal study, small groups and even a larger classroom setting. Most readers will be able to complete each chapter in under thirty minutes, making it accessible even to those to whom reading for long stints is a struggle.”

– Shaun Tabatt, BibleGeekGoneWild.com and Cross-Focused Media

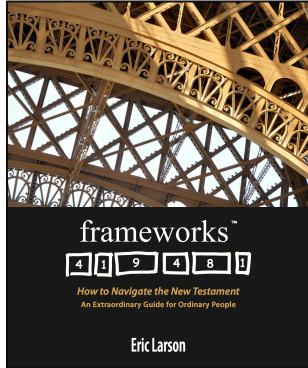
“The book was a pure joy to read, and never felt like a chore. I don’t know how many times I’ve read through the New Testament, and have used study bibles with introductions, maps, footnotes and even commentary articles, but Frameworks has given me a much more solid foundation for understanding each individual book.”

– Brian Holland, LogosWorldviewBlog.com

“Let’s hope we are all, at one level or another, ‘ordinary people.’ What a gift for church folks who long to understand something of, as Barth called it, this ‘strange new world of the Bible.’ *Frameworks* frees the reader to peruse and discover.”

– Dr. Leron Heath, A.W. Tozer Theological Seminary

# Author Q&A



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330.461.9277

**ACADEMICPS**  
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## Q&A with *frameworks* author Eric Larson

*Tell us about your journey from technology executive to entrepreneurial Bible teacher and author.*

**Larson:** In 2004, I began to grow quite weary of the same old, same old Silicon Valley work life routine. I had already invested thirty-four years into a business career and was fine financially. Over the next year, Jesus kept bothering me to quit my job and teach the Bible full-time. “Hey Eric,” he would seem to say, “How long do you intend to continue wasting your life staring at a computer screen all day long, hmm?”

On one Monday morning in August 2005, during my one-hour commute to work, as I prayed earnestly about this situation in the car, I challenged the Lord to make his desire perfectly clear. “Lord Jesus, if you want me to quit my job, you’ve got to show me!”

Without the least bit of hesitation, Jesus said, “You’re on!” That week, the large project I was working on began to fall apart before my eyes. Huge issues arose, dedicated team members started flaking out, and, for the first time in my business career, I got into a full-fledged shouting match with my boss, who was a good friend. By Friday, the situation had become so intolerable that I gave my two-week notice and quit. Jesus smiled, and I haven’t looked back since.

*What was the path to deciding to publish frameworks independently?*

**Larson:** Being an amateur writer and having a friend who had authored thirty books through national publishers, I knew enough about how established publishing houses work to know that I would have to give up both editorial and design control of any book project I would pursue with them. As far as I was concerned, that was a non-starter. I simply had to control both.

So in early 2010, I decided to form my own publishing company and do it myself. I located and engaged a professional editor, an experienced graphic designer, and a high-quality commercial printer and off we went. Two and a half years later, I emerged from my cave, and *frameworks* was born.

*The book has a very fresh, open design for an NT intro. What made you decide on this?*

**Larson:** As a business executive who had suffered through hundreds of painfully packed PowerPoint presentations over the years, I had become a firm believer of the value of a “less is more” approach to presenting information to people. And having an interest in graphic design, I had developed a working understanding of how to lay out material on a page so it would be attractive and communicate clearly.

*You have made numerous difficult decisions about NOT including material typical for introductions, to empower readers to go back to the text with their own resources and feel confident in their own abilities to read and understand. What were some of the most difficult things to exclude?*

**Larson:** Since we started with the design premise that less is more, in addition to creating lots of refreshing white space, I decided to include only the material that I deemed most critical to form a solid foundation for understanding while piquing the readers interest to investigate things further on their own.

All the way through the book project I tried my best to walk in the shoes of my readers—ordinary people—regarding the words that I chose to describe biblical and spiritual things. Way too often, introductions and surveys are written by scholars and Bible teachers who throw around five-syllable theological terms with abandon without the least concern that most of their readers don't have a clue what these words mean or why they're important. They assume (and usually wrongly) that these terms are universally understood by everyone who picks up their books, which often is not the case.

This took the form of ten simple questions that my classroom experience told me were most important to newer Bible readers. The list appears in the book more than once. Everything else became expendable.

*I love the book's endorsements. Tell us about them.*

**Larson:** The tagline of *frameworks'* title is How to Navigate the New Testament – an Extraordinary Guide for Ordinary People. Since this book is written for ordinary people (in their language), I wanted them to be adequately represented in the book's endorsements. My objective was to select endorsements from as broad a cross-section of the Christian community as possible from the perspectives of age, gender, social, and economic status.

A number of of the endorsements came from people who had attended my classes. The rest came from friends, colleagues and other folks who had followed my work and had reviewed early versions of the book.

*You've already done a local release of frameworks. How did that go? What else do you have planned?*

**Larson:** Frameworks was officially launched on June 23 at an event we held at my home church, Cornerstone Fellowship in Livermore, CA. Through well-orchestrated pre-event advertising and promotion, and with a wonderfully engaging on stage interview at each weekend worship service, we were able to effectively communicate the benefits of using the book as a Bible Guide and companion in a number of contexts. The response was phenomenal. Over five hundred people picked up copies of frameworks that weekend, and another two hundred copies have sold at Cornerstone since.

We have also held a few similar events at other Bay Area churches with outstanding results. In the first eight weeks of the book's life, nearly fifteen hundred copies have found their way into hungry Christians' hands. We plan to develop "biblical literacy" events at many other churches during the next few years.

*What other publications were especially helpful in putting frameworks together?*

**Larson:** On the biblical side, I relied heavily on thorough, well respected introductions and Bible surveys from folks like Merrill Tenney and Donald Guthrie and from a large number of solid Bible commentaries.

On the layout side, we were greatly influenced, both from content and look and feel perspectives, by *Presentation Zen Design*, a book on design principles written by Garr Reynolds. We also used the communication ideas presented by Chip and Dan Heath in their book, *Made to Stick* to make our New Testament book themes "sticky."

Finally, last year, my wife, Bonnie, and I were in a cheese shop at Pikes Market in Seattle when I spied a book whose cover had an attractive, soft, matte finish that I fell in love with. I bought a copy of *Laura Werlin's Cheese Essentials* so that our cover could have the same inviting textural qualities. (The knowledge of all things cheese was also an unexpected bonus.)

*Are you going to make a frameworks book for the OT?*

**Larson:** Yes, Lord willing. I have already developed some of the material for the book from the "Building Your Bible Skills: Old Testament" class that I teach.