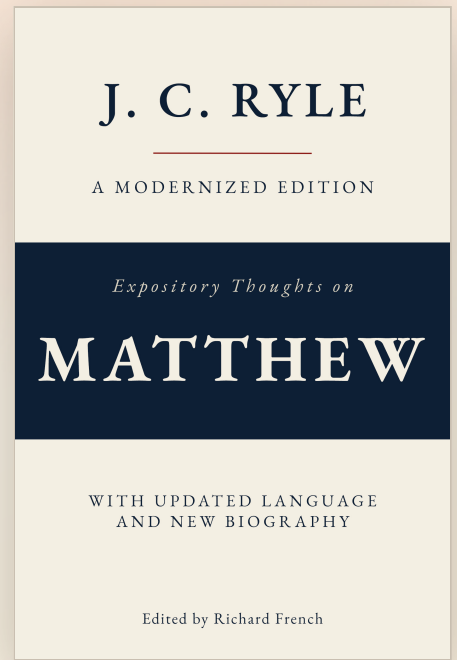




MASTER BOOK REFERENCE

Expository Thoughts On the Gospel Of Matthew

JC Ryle

A manuscript-grounded reference for positioning and listing this title. Every recommendation is derived from the book itself, with chapter citations where relevant.

FRONT MATTER

What this report is

WHAT THIS IS

A manuscript-grounded reference for positioning and listing this title. Every recommendation is derived from the book itself, with chapter citations where relevant.

WHO IT IS FOR

The author publishing this title, and any editor or partner preparing its metadata.

HOW TO USE IT

Make your category and keyword decisions in Section 2. Paste the finalized strings from the Copy-ready page into KDP and IngramSpark. Use the comps in Section 4 for ad targeting and jacket copy. Fields awaiting your decision or live data are collected in “Your Decisions and Data Gaps.”

Generated by Perivane v1.99 (c31a052) on August 1, 2026.

FRONT MATTER

Status legend

LABEL	MEANING	WHAT YOU DO
PROPOSED	A candidate the system generated, awaiting validation against live market data.	Confirm or replace once you have the data.
PROPOSED · UNRESOLVED	A proposed item whose live lookup returned nothing (a comp with no price).	Treat as a placeholder; verify manually.
PENDING CONFIRMATION	A field that needs live market or external data the manuscript cannot supply.	Supply the data, or accept the proposed value.
LEFT TO THE AUTHOR	A decision only you can make. No data resolves it (series name, sequel plans, adaptation).	Decide.
NOT SPECIFIED IN THE MANUSCRIPT	A true absence. The manuscript does not contain this fact.	Add the fact if you have it, or leave as stated.

Contents

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Start here

The decision set, up front. Pulled live from the body below. Make the calls here, find the depth in the sections.

RECOMMENDED KINDLE CATEGORIES

- 1. Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals
- 2. Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Commentaries
- 3. Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament Study > Commentaries

KEYWORD STRINGS

copy-ready in 2C →

- | plain language commentary beginners lay reader
- | sermon on the mount olivet discourse
- | beatitudes
- | second coming judgment heaven hell prophecy
- | atonement grace faith repentance salvation
- | parables kingdom disciples cross resurrection
- | new testament bible study small group guide
- | christian devotional daily readings classic

TOP POSITIONING COMPS

Section 4 →

J. C. Ryle's Expository Thoughts on the Gospels	Matthew Henry's Concise Commentary on the Whole Bible: His Classic Writings. His Study Outlines. Pure and Simple...	The MacArthur Bible Commentary: A Faithful, Focused Commentary on the Whole Bible
J. C. Ryle	Matthew Henry (Super Value Series)	John MacArthur
	Matthew Henry	

1. Publishing Metadata & Authority

The book's identity for catalogs and retailers, plus the author's authority — the credentials, formats, and edition facts every distributor, store, and reader trusts.

HOW TO USE THIS SECTION

Copy these facts into retailer and distributor forms exactly as printed. Anything chipped "left to the author" needs your decision before launch; everything else is settled, so never retype it from memory.

1A BOOK FACTS

FIELD	VALUE
Title	Expository Thoughts On the Gospel Of Matthew
Author	JC Ryle
Publisher	Indie Pen Press
Book type	Non-fiction (biblical)
Publication status	Prepublication
Target audience	Adult
ISBN	Not yet assigned
Kindle ASIN	Not yet assigned
Print ASIN	Not yet assigned
Distribution channels	Amazon, IngramSpark, Direct, Other

1C AUTHOR AUTHORITY

John Charles Ryle (1816–1900) seemed destined for Parliament: an Eton and Oxford man, a champion cricketer, heir to a banking fortune. Then the fortune collapsed, and the ruined heir entered the ministry of the Church of England. He spent thirty-eight years as a country pastor, writing tracts and commentaries so clear that they circulated in the millions, before Prime Minister Disraeli named him the first Bishop of Liverpool in 1880. Charles Spurgeon called him "the best man in the Church of England." His books have never gone out of print.

2. Genre, Category & Classification

HOW TO USE THIS SECTION

Work this section when you set the book up on KDP and IngramSpark: choose from the recommended categories, paste the keyword boxes from the Copy-ready appendix, then come back after launch and compare your real rank against the bands printed here. Before you paste a category, check it sits inside your declared interpretive lane; a mis-laned category mis-shelves the book theologically.

2A Trade subject codes

These are the codes that classify the book everywhere except Amazon. IngramSpark, Barnes & Noble, Google Play Books, Apple Books, Kobo, and library systems read them to shelve and surface the title. **BISAC** is the North American trade standard; **THEMA** is its international counterpart. Amazon ignores both and runs its own browse tree (see 2B), so these codes govern discovery across the rest of the market.

2A BISAC CODES

CODE	SUBJECT	RATIONALE
REL006800	RELIGION / Biblical Commentary / New Testament / Jesus, the Gospels & Acts	Verse-by-verse running commentary on the Gospel of Matthew (Chapter 1 to Chapter 28) using Ryle's ~12-verse passage method; exact BISAC home for a Gospel commentary, in declared lane.
REL006070	RELIGION / Biblical Commentary / New Testament / General	Broader NT commentary fallback preserving the commentary identity where the Gospels leaf is not carried; in-lane.
REL012020	RELIGION / Christian Living / Devotional	Ryle designed the expositions for family prayers, sickroom and private devotion (3D, 8A); each passage ends in conscience-directed application; captures devotional reader without a doctrinal label.
REL006700	RELIGION / Biblical Studies / Bible Study Guides	A companion study workbook with discussion questions and family reading plan is built alongside this edition (11A); supports small-group/study-use discovery.
REL006710	RELIGION / Biblical Studies / New Testament / Jesus, the Gospels & Acts	Alternate NT/Gospels studies shelf for the same content where studies are filed apart from commentaries; in-lane.

2B THEMA CODES

CODE	SUBJECT	RATIONALE
QRVC	Criticism and exegesis of sacred texts	Criticism and exegesis of sacred texts is the closest THEMA match for a verse-by-verse Gospel exposition; maps to the commentary BISAC family.
QRMF13	New Testaments	New Testaments anchors the work to the Gospel of Matthew for international/IngramSpark routing
QRMB31	Anglican and Episcopalian Churches	Reflects Ryle's declared Anglican-evangelical tradition ('Thirty-nine Articles, Preface'); supplementary, not a doctrinal-system assertion.
QRMF19	Bible readings, selections and meditations	Bible readings, selections and meditations supports the family/private devotional-reading use complementing the exegesis code.

2B Amazon browse categories

Amazon does not use BISAC or THEMA; it runs its own browse tree, and the book lives in three of them at once: Kindle, print, and Audible, each with its own competition. These are the placements we recommend, with the market data behind each so the call is evidence-led rather than a guess.

How to read these categories. Each category shows the overall Best Sellers Rank of the book currently at #1 and the book at #10. Lower BSR means more sales. The **#10 figure is your entry bar**, how strong a book needs to be to break into the visible top; the weaker that book (higher BSR number), the easier the category is to crack. The **#1 figure is the ceiling**: what it takes to own the category. A wide gap means a top-heavy category (reachable lower ranks even when #1 is locked up); a narrow gap means the whole top is tightly contested. Compare against your own book's BSR (Section 1).

100% of top sellers across the sampled categories are from named publishers; Kindle Unlimited share is unavailable from the data source.

KINDLE CATEGORIES (KINDLE BROWSE TREE)

★ RECOMMENDED

Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals

~5,363 sales/mo across the top 30

flat

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 2,671 · #10 entry bar: 14,177

Est. sales/day to hold: #1 ~42/day · #10 ~10/day

★ **RECOMMENDED** **Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Commentaries**

~**4,153** sales/mo across the top 30 **flat**

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 6,268 · #10 entry bar: 43,820
Est. sales/day to hold: #1 ~20/day · #10 ~5/day

★ **RECOMMENDED** **Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament Study > Commentaries**

~**609** sales/mo across the top 30 **flat**

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 13,384 · #10 entry bar: 38,042
Est. sales/day to hold: #1 ~11/day · #10 ~6/day

OPTIONAL **Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament Study > Jesus, the Gospels & Acts**

~**5,943** sales/mo across the top 30 **flat**

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 4,868 · #10 entry bar: 44,703
Est. sales/day to hold: #1 ~25/day · #10 ~5/day

OPTIONAL **Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Bible Study > Guides**

~**955** sales/mo across the top 30 **flat**

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 3,928 · #10 entry bar: 28,680
Est. sales/day to hold: #1 ~30/day · #10 ~7/day

PRINT CATEGORIES (PRINT BROWSE TREE)

★ **RECOMMENDED** **Books > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals**

~**282,870** sales/mo across the top 30 **flat**

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 54 · #10 entry bar: 632
Est. sales/day to hold: #1 ~457/day · #10 ~102/day

★ **RECOMMENDED** Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament > Commentaries

~**33,054** sales/mo across the top 30 flat

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 451 · #10 entry bar: 9,103
Est. sales/day to hold: #1 ~170/day · #10 ~14/day

★ **RECOMMENDED** Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Commentaries

~**11,210** sales/mo across the top 30 flat

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 1,105 · #10 entry bar: 8,143
Est. sales/day to hold: #1 ~68/day · #10 ~16/day

OPTIONAL Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Bible Study > Guides

~**7,525** sales/mo across the top 30 flat

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 480 · #10 entry bar: 1,562
Est. sales/day to hold: #1 ~166/day · #10 ~53/day

OPTIONAL Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament > Bible Study > Jesus, the Gospels & Acts

~**5,492** sales/mo across the top 30 flat

COMPETITIVENESS BAND (OVERALL BSR AT CATEGORY RANK 1 / 10)

#1 ceiling: 515 · #10 entry bar: 5,286
Est. sales/day to hold: #1 ~162/day · #10 ~22/day

Estimated sales per day come from a rank-to-sales curve calibrated against verified sales and market data, seasonally adjusted for the current month; BSR counts KU borrows as sales. These read the rank at the time of analysis, so treat them as a snapshot of pace, not a measured total.

2C Amazon keyword boxes

KDP gives you seven backend keyword boxes (up to 50 characters each) that shoppers never see but Amazon's search engine uses to match your book to queries. Unlike categories, they are free text, so the craft is phrasing them the way readers actually search. We fill all seven by role.

BOX	ROLE	KEYWORD PHRASE	CHARS	WHY
1	Targeted-descriptive CONVERTER	plain language commentary beginners lay reader	46	High-intent, low-competition: names the modernized non-scholarly method and reader · <i>modernized edition, persona 1/4</i>
2	Targeted-descriptive CONVERTER	sermon on the mount olivet discourse beatitudes	47	The named high-search blocks of Matthew buyers look for · <i>ch-5-7, ch-24</i>
3	Genre / topic-rich REACH	second coming judgment heaven hell prophecy	43	High-interest in-lane doctrine block, unsensational · <i>ch-24, ch-25, ch-18</i>
4	Genre / topic-rich REACH	atonement grace faith repentance salvation	42	Core Gospel doctrines the book presses; broad reach · <i>ch-26, ch-27, ch-20</i>
5	Genre / topic-rich REACH	parables kingdom disciples cross resurrection	45	Kingdom parables plus Passion and empty-tomb vocabulary · <i>ch-13, ch-27, ch-28</i>
6	Category-anchoring LOCKS CATEGORY	new testament bible study small group guide	43	Anchors NT study / Bible Study Guides and small-group use
7	Category-anchoring LOCKS CATEGORY	christian devotional daily readings classic	43	Anchors Devotionals; classic signals the Ryle reprint

FOR INGRAMSPARK: ONE SEMICOLON FIELD

A distinct set from the KDP boxes above: broader trade / library / retail discovery terms, complementary to your BISAC and THEMA codes. Paste the whole line into IngramSpark's single Keywords field.

verse by verse commentary; gospel of matthew; j.c. ryle classic; reformed evangelical commentary; family devotions; small group bible study; discussion questions; new believer discipleship; second coming of christ; sermon on the mount; modernized classic edition; accessible commentary for laypeople

Market coverage note: all winnability, comp, and competition figures in this report describe the Amazon marketplace only. A material share of commentary sales runs through channels this data cannot see (Christian retail, Bible-software ecosystems, church and ministry bulk); read these numbers as an Amazon-subset signal, not a whole-market signal.

2E RECOMMENDED AMAZON BROWSE CATEGORIES

Estimated sales per day come from a rank-to-sales curve calibrated against verified sales and market data, seasonally adjusted for the current month; BSR counts KU borrows as sales. These read the rank at the time of analysis, so treat them as a snapshot of pace, not a measured total.

Kindle

CATEGORY	MONTHLY VOLUME	TREND	EST. SALES/DAY TO #1	EST. SALES/DAY TO #10
Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals	~5,363	flat	~42/day	~10/day
Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Commentaries	~4,153	flat	~20/day	~5/day
Kindle Store > Kindle eBooks > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament Study > Commentaries	~609	flat	~11/day	~6/day

Print

CATEGORY	MONTHLY VOLUME	TREND	EST. SALES/DAY TO #1	EST. SALES/DAY TO #10
Books > Religion & Spirituality > Christian Books & Bibles > Christian Living > Devotionals	~282,870	flat	~457/day	~102/day
Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > New Testament > Commentaries	~33,054	flat	~170/day	~14/day
Books > Religion & Spirituality > Christian Books & Bibles > Bible Study & Reference > Commentaries	~11,210	flat	~68/day	~16/day

3. Marketing Assets

Ready-to-use sales copy: the Amazon description, headlines, and promotable arguments, drafted for you to finalize.

HOW TO USE THIS SECTION

Your launch copy. The primary description goes on the listing, length variants match promo-site limits, and every asset keeps the register rules: clarity and understanding, never decoding or hidden revelation. Edit tone freely; keep the claims and the register.

3A SUBTITLE & LISTING LINE

- **Current subtitle:** none supplied.
- **Assessment:** With no subtitle, a browsing reader sees only the title of an 1856 commentary. Nothing tells them it is gently modernized, written for ordinary readers, or what changes for them if they buy it. That leaves the book's strongest selling points, accessibility and reader confidence, invisible in search and on the results page.
- **Recommended (best first):** 1. Finally Understand Matthew's Gospel: The Beloved Classic Verse-by-Verse Commentary, Gently Modernized for Everyday Readers, Families, and Small Groups 2. Read Matthew with Confidence: A Plain-Language Classic Commentary for Daily Devotions, Family Worship, and Bible Study 3. The Classic Commentary on Matthew, Made Plain for Today's Reader: Verse by Verse for Devotions and Small Groups
- **Why:** The top option tells me in the first four words exactly what I will finally be able to do, then names me (an everyday reader, a family, a small group) and reassures me the guide is a trusted classic I can actually read.

3B BOOK SALES DESCRIPTION

PRIMARY DESCRIPTION

Finally read the Gospel of Matthew with confidence, guided by a pastor readers have trusted for 170 years, in language you can enjoy today.

J.C. Ryle wrote *Expository Thoughts on the Gospel of Matthew* for ordinary Christians who felt intimidated by scholarly commentaries. This modernized edition gently updates the archaic King James quotations and a short list of Victorian words. Everything else is pure Ryle: his sentences, his warmth, his convictions.

Ryle walks you through Matthew a short passage at a time, about twelve verses each, small enough to read aloud in a few minutes. In every passage you will:

- **See the main scope and purpose first**, so you always know what the passage is chiefly about
- **Focus on two to four leading points**, the doctrinal and practical truths that matter most
- **Meet a closing application** that turns hearing into doing

Every section follows the same shape, so you always know where you are and what comes next.

Along the way you will learn to explain who Christ is and why he died, tell real faith from mere profession, understand the Beatitudes, the Lord's Prayer, and the kingdom parables, and approach the Second Coming with clear, hopeful, unsensational understanding.

Ryle earned this trust the hard way. An Eton and Oxford man headed for Parliament until his family's fortune collapsed, he spent thirty-eight years as a country pastor writing commentaries that circulated in the millions, became the first Bishop of Liverpool, and was called by Charles Spurgeon "the best man in the Church of England." His books have never gone out of print.

Whether you're a new believer wanting solid grounding, a family reading together at the table, or a small-group leader preparing to teach, Ryle meets you where you are.

Get your copy now, and read Matthew the way Ryle meant it to be read: clearly, warmly, and pressed home to the heart.

ABOVE-THE-FOLD HOOK

Finally understand the Gospel of Matthew. For 170 years, J.C. Ryle's classic verse-by-verse commentary has guided ordinary readers through every chapter, a short passage at a time. Now gently modernized, with Ryle's voice and convictions fully intact, it gives you clear, warm, trustworthy help for devotions, family reading, and Bible study.

BACK COVER BLURB

The Gospel of Matthew can feel overwhelming: a genealogy, the Sermon on the Mount, parables, prophecy, the cross. J.C. Ryle wrote these expositions for ordinary Christians who want a trustworthy guide beside their Bible. He takes Matthew a short passage at a time, states what each passage is about, presses two or three leading points on the heart, and asks what you will do about them. This edition gently modernizes the archaic Scripture quotations and a handful of Victorian words; Ryle's voice and convictions stand untouched. A country pastor for thirty-eight years and the first Bishop of Liverpool, Ryle was called by Charles Spurgeon "the best man in the Church of England."

ONE-LINE PROMISE

You will read the Gospel of Matthew with confidence, knowing what each passage means and why it matters, with a guide readers have trusted for 170 years.

TAGLINE

The classic guide to Matthew's Gospel, made plain for today's reader.

3C LENGTH VARIANTS

SHORT SUMMARY (ABOUT 50 WORDS)

J.C. Ryle's classic commentary on the Gospel of Matthew, gently modernized for today's reader. Ryle moves through Matthew a short passage at a time, stating what each is about and pressing two to four leading points, doctrinal and practical, on the heart. Clear, warm exposition for devotions, family worship, and group study.

MEDIUM SUMMARY (ABOUT 150 WORDS)

For more than 170 years, J.C. Ryle's *Expository Thoughts on the Gospel of Matthew* has guided ordinary Christians through Matthew with clarity and warmth. This edition gently updates the archaic King James quotations and a handful of Victorian words; Ryle's own sentences and convictions stand exactly as he wrote them.

His method is simple and portable. He divides Matthew into short passages of about twelve verses, states the main scope and purpose of each, then presses two to four leading points, some doctrinal, some practical, ending with application to the conscience. The journey runs from the genealogy and the virgin birth, through the Sermon on the Mount, the kingdom parables, and the Olivet Discourse, to the cross, the empty tomb, and the Great Commission.

You finish able to read Matthew for yourself with confidence, informed and stirred, sent out under Christ's promise to be with his people "always, even to the end of the world."

LONG SUMMARY (ABOUT 300 WORDS)

In 1856, a country pastor named J.C. Ryle sat down to make the Gospel of Matthew plain to ordinary people. The result became one of the most widely read Gospel commentaries ever written, praised for prose a child could follow and a scholar could not dismiss. This edition brings that classic to today's reader, gently updating the archaic King James quotations and a short list of Victorian words while leaving Ryle's sentences, convictions, and vocabulary exactly as he wrote them.

Ryle's method is the heart of the book, and it is one you can use yourself. He divides Matthew into short passages of about twelve verses, states the main scope and purpose of each, selects two to four leading points, some doctrinal, some practical, and fastens each one to the conscience with direct application. The journey runs from the genealogy and the virgin birth through the Sermon on the Mount, the kingdom parables, the miracles, and the Olivet Discourse, to the cross, the empty tomb, and the Great Commission.

At the center stands Ryle's great theme: the atoning death of Christ, without which "the Gospel is an arch without a keystone." Around it he presses the questions that still search every reader. Is my faith real or merely professed? Is my religion in my heart or only in my habits? Am I ready for the King's return? His treatment of the Second Coming is clear, hopeful, and unsensational, with watchfulness in place of speculation.

What sets this book apart in its lane is exactly what Ryle intended: warm, doctrinally solid, verse-linked exposition written for family worship, the sickroom, and private devotion. Spurgeon called Ryle "the best man in the Church of England," and his books have never gone out of print. This is Ryle made easy to receive by a new generation, and nothing more than that.

PROMO DESCRIPTION (200 CHARACTERS, INCLUDING SPACES)

The Gospel of Matthew, made plain. J.C. Ryle's beloved verse-by-verse commentary, trusted for 170 years, now in modern language. Clear, warm, and solid enough for a lifetime.

PROMO DESCRIPTION (250 CHARACTERS, INCLUDING SPACES)

J.C. Ryle walks you through the Gospel of Matthew one short passage at a time, from the genealogy to the empty tomb, in the plain, warm commentary that has never gone out of print. Gently modernized, with Ryle's voice and convictions intact.

PROMO DESCRIPTION (300 CHARACTERS, INCLUDING SPACES)

Charles Spurgeon called him "the best man in the Church of England." J.C. Ryle spent his life making the Gospel of Matthew plain to ordinary people: who Christ is, why he died, and what real faith looks like. This gently modernized edition brings his classic commentary to a new generation.

PROMO DESCRIPTION (350 CHARACTERS, INCLUDING SPACES)

Read the Gospel of Matthew with confidence. J.C. Ryle takes you through every chapter, a short passage at a time, showing you what it means and why it matters: the Sermon on the Mount, the parables of the kingdom, the cross, and the empty tomb. Trusted by readers for 170 years. Plain enough for the family table, deep enough for a lifetime.

3D HEADLINES & AD COPY HOOKS

- Ryle's classic on Matthew, in language you can read today.
- The best-loved guide to Matthew's Gospel, made plain for a new generation.
- Read the Gospel of Matthew with the pastor Spurgeon called "the best man in the Church of England."
- A few minutes a day. One passage at a time. A lifetime of clarity.
- Not rewritten. Not watered down. Just Ryle, made easy to receive.
- Understand Matthew without wading through a scholarly commentary.
- The Gospel of Matthew, explained plainly and pressed home to the heart.
- Written for farmers by candlelight. Still speaking 170 years later.
- Family devotions, sickroom reading, or a quiet ten minutes: Ryle meets you there.
- From the genealogy to the empty tomb, one King, made plain.
- Clear enough for a child. Solid enough for a lifetime.
- The commentary that has never gone out of print, now in modern language.

3E KEY INSIGHTS & ARGUMENTS FOR PROMOTION

- **The cross is the keystone of everything.** Ryle's most quoted image: without Christ's atoning death, "the Gospel is an arch without a keystone, a fair building without a foundation, a solar system without a sun." Matthew's whole story bends toward the cross.
- **Real faith is proved, not just professed.** "Obedience is the only proof of reality." Ryle presses the difference between hearing and doing, between saying "Lord, Lord" and bearing fruit, a clarifying challenge to comfortable, nominal religion.
- **True religion lives in the heart.** Against ritual and hypocrisy, Ryle insists God looks past the outward act to the motive: "The heart is the man." His exposition of the Pharisees is a mirror for every age, including our own.
- **God's grace reaches the worst, but presumption is deadly.** Christ was not ashamed to be born into a genealogy full of shameful histories; he called a tax collector to be an apostle. Yet Ryle distinguishes saving repentance from Judas's remorse, and warns against banking on a deathbed change of heart.
- **A striking, clarifying read of the Second Coming.** Ryle argues plainly that Christ will return literally and personally, that the visible church stays a mixed field of wheat and tares until then, and that "the millennium will never begin until the King himself returns."
- **Christ is both almighty and tender.** His divinity is the ground of the believer's security; his humanity, the ground of comfort. Ryle calls the naming of Christ's own heart, "I am meek and lowly in heart," a saying "never to be forgotten."
- **A portable way to read any Gospel.** State what the passage is about, find the two or three truths that matter most, and let them strike and stick. Ryle's method is one a reader can use for themselves.

3F READER OUTCOMES & TRANSFORMATIONS

After reading this book, the reader will be able to:

- **Read the Gospel of Matthew for themselves with confidence**, understanding what each passage is mainly about and why it matters, without needing a scholarly library.
- **Explain the heart of the Gospel in plain terms**: who Christ is, why he died, and what it means to be saved by grace through faith.
- **Tell the difference between real faith and mere profession**, and examine their own life for the fruit that proves faith genuine.
- **Understand Christ's best-known teachings**, the Beatitudes, the Lord's Prayer, the parables of the kingdom, and apply them to daily conduct.
- **Grasp what the Bible teaches about the Second Coming and the judgment**, with a clear, unsensational, hopeful understanding rather than confusion or fear.
- **Face suffering, temptation, and a hostile world with comfort**, knowing Christ is almighty to save and tender enough to sympathize, and present with his people "always, even to the end of the world."
- **Lead a family devotion or a small group through Matthew**, with clear leading points and application ready to share.
- **Pray, watch, and walk humbly**, having been repeatedly turned from hearing to doing at the end of every passage.

The reader ends not merely informed but stirred, brought again and again to the cross, the empty tomb, and the returning King, and sent out to live differently because of them.

3G MEMORABLE QUOTES FOR MARKETING

Verbatim from the manuscript's Key Claims fields:

"Without it the Gospel is an arch without a keystone, a fair building without a foundation, a solar system without a sun." (on the atonement, Chapter 26)

"Obedience is the only proof of reality." (Chapter 28)

"The pathway to lasting honor is to honor Christ." (Chapter 26)

"Open transgression of God's law slays its thousands, but worldliness its tens of thousands." (Chapter 6)

"Humility is the very first letter in the alphabet of Christianity. We must begin low, if we would build high." (Chapter 5)

"The Old Testament is the Gospel in the bud; the New Testament is the Gospel in full flower." (Chapter 5)

"It is grace, not place, which makes people believers." (Chapter 15)

"Men fall in private long before they fall in public." (Chapter 26)

"The willing sufferer will surely be a willing Saviour." (Chapter 26)

"One penitent thief was saved in the hour of death, that no man might despair; but only one, that no man might presume." (Chapter 27)

"Let it be a settled principle in our religion, that man's salvation if saved is wholly of God, and that man's ruin, if lost, is wholly of himself." (Chapter 23)

"No man's place or circumstances shut him out from the kingdom of God; let us never despair of anyone's salvation." (Chapter 19)

"It is perfectly possible for a baptized Englishman to be in spirit a thorough Pharisee." (Chapter 23)

"He regards each infant as possessing within its little body an undying principle that will outlive the pyramids of Egypt." (Chapter 19)

"What think you of Christ?" (Chapter 22)

3H DISCOVERABILITY VOCABULARY

Go-to-market material: advertising keyword seeds, distinct from the positioning above.

*These keywords are derived from your manuscript's content, not from Amazon search data. They represent the semantic territory *Expository Thoughts On the Gospel Of Matthew* occupies: what it is about, where it is set, and how it reads. They are the starting point for advertising, not the finished targeting list.*

Before bidding, validate each seed for search demand, competition density, and cost-per-click using Amazon's autocomplete, an auto-targeting harvest campaign, or a keyword research tool. High-volume seeds (marked Core) are the most competitive and usually the worst value for a new campaign. The strongest opportunities typically sit in the Theme and Reader-Experience tiers.

CORE SUBJECT SEEDS

The central topic, conflict, or thesis of Expository Thoughts On the Gospel Of Matthew. These terms describe what the book is fundamentally about. They carry high search volume and high competition, which makes them poor standalone bid targets for a new campaign. Use them to build phrase-match and broad-match structures, and to understand the head of your category, rather than as primary targets.

SEED	PROVENANCE
Gospel of Matthew commentary (saturated)	Manuscript is a modernized edition of Ryle's Expository Thoughts on Matthew, covering Matthew 1 through 28 passage by passage
Matthew Bible study (saturated)	Ryle's stated design: readings suited for family prayers, private devotion, and visiting the sick; the foreword explicitly frames the book as a study aid for ordinary readers
expository commentary on Matthew (saturated)	Title of the work is Expository Thoughts on Matthew; the preface describes the method as selecting leading points from each passage and enforcing them plainly
J.C. Ryle Matthew (saturated)	Author of the original 1856 work is John Charles Ryle; the modernized edition carries his name and retains his prose throughout
Sermon on the Mount explained (saturated)	Chapters 5 through 7 treat Matthew 5 through 7 in full, with extended exposition of the Beatitudes, the Lord's Prayer, and the two builders (ch. 5, 6, 7)

THEME & SETTING SEEDS

Mid-tail territory drawn from the settings, time periods, institutions, and recurring thematic threads in Expository Thoughts On the Gospel Of Matthew. This is usually the most valuable tier for advertising. The terms are specific enough to face less competition than the core subject, and they reflect language that engaged readers use when they search for a book like yours. Start your validation here.

SEED	PROVENANCE
Matthew 1 genealogy of Jesus meaning	Chapter 1 exposition of Matthew 1:1-17 argues the genealogy proves God keeps his word, shows human sinfulness, and demonstrates Christ's condescension in taking human nature (ch. 1)
Sermon on the Mount verse by verse	Chapters 5 through 7 walk through Matthew 5-7 section by section, treating the Beatitudes, salt and light, the law fulfilled, anger, adultery, oaths, love of enemies, almsgiving, prayer, fasting, and the two builders (ch. 5, 6, 7)
Lord's Prayer meaning and explanation	Chapter 6 exposition of Matthew 6:9-15 breaks the prayer into ten parts and explains each sentence including the doxology and the condition of forgiving others (ch. 6)
Beatitudes meaning	Chapter 5 exposition of Matthew 5:1-12 explains each of the eight beatitudes and contrasts Christ's principles with the world's (ch. 5)
parable of the sower explained	Chapter 13 exposition of Matthew 13:1-23 identifies four types of hearers and argues that bearing fruit is the only evidence of hearing rightly (ch. 13)
parable of the wheat and tares meaning	Chapter 13 exposition of Matthew 13:24-43 teaches that good and evil will coexist in the visible church until the end and that angels will separate them at the harvest (ch. 13)
Matthew 24 second coming signs	Chapter 24 exposition of Matthew 24:1-51 treats the destruction of Jerusalem, signs before the end, the abomination of desolation, and the sudden return of the Son of Man (ch. 24)
Matthew 25 parable of the ten virgins	Chapter 25 exposition of Matthew 25:1-13 teaches watchfulness in light of Christ's return and the danger of having a lamp without oil (ch. 25)
Matthew 25 parable of the talents	Chapter 25 exposition of Matthew 25:14-30 argues that all Christians have received something from God and will give account for how they used it (ch. 25)
Matthew 25 judgment of the nations	Chapter 25 exposition of Matthew 25:31-46 describes the final separation of sheep and goats and the criterion of service to Christ's brothers (ch. 25)

SEED	PROVENANCE
crucifixion of Jesus explained	Chapter 27 exposition of Matthew 27:27-56 describes the sufferings of Christ as vicarious, substitutionary, and fulfilling Old Testament prophecy (ch. 27)
resurrection of Jesus Matthew 28	Chapter 28 exposition of Matthew 28:1-10 treats the resurrection as the seal of redemption, the proof of Christ's acceptance as substitute, and the pledge of believers' own resurrection (ch. 28)
Great Commission explained Matthew 28	Chapter 28 exposition of Matthew 28:11-20 expounds the command to make disciples of all nations, baptize, and teach obedience, and closes with the promise of Christ's presence (ch. 28)
atonement of Christ	Throughout the manuscript Ryle repeatedly identifies Christ's death as vicarious substitution; the exposition of Matthew 20:28 calls the ransom the foundation of Christianity and the exposition of Matthew 27 calls it the master-truth of Scripture (ch. 20, 27)
holiness and Christian living	Ryle consistently applies each passage to practical godliness; the preface states he dwelt chiefly on things needful to salvation and the exposition of the Sermon on the Mount calls Christianity eminently a practical religion (ch. 5, 6, 7)

READER - EXPERIENCE SEEDS

The emotional register, pacing, and tropes of Expository Thoughts On the Gospel Of Matthew, phrased the way readers search and browse. These terms map to how Amazon shoppers actually look for their next read, and they often carry strong purchase intent even at modest search volume.

SEED	PROVENANCE
verse by verse commentary on Matthew	Ryle's method described in the preface: he divided the text into passages averaging twelve verses and supplied a continuous series of short plain expositions of each
easy to understand Matthew commentary	The foreword states Ryle wrote for farmers reading by candlelight and aimed at prose a child could follow and a scholar could not dismiss; the modernized edition removes archaic language to lower the barrier further
Matthew commentary for small groups	The foreword notes a companion study workbook with discussion questions for groups was built alongside this edition; Ryle's original design included family worship and reading aloud
Matthew commentary for new believers	Ryle's stated goal was to address a mixed company in a short time and dwell chiefly on things needful to salvation; the foreword says the book is for ordinary readers
family devotional commentary on Matthew	Ryle's preface states the work was designed for use at family prayers; the foreword notes it was written for families gathered around the dinner table
daily Bible reading Matthew	Ryle designed each section to take only a few minutes; the foreword says the book rewards slow reading and forgives interrupted reading and includes a short family reading plan
practical Christian commentary	Ryle's preface states he constantly left unsaid many things to dwell chiefly on things needful to salvation and to say something that might strike and stick in consciences
encouraging commentary on Matthew	The foreword describes Ryle's prose as warming to the soul; throughout the manuscript Ryle closes each section with personal application and comfort for believers
modernized Ryle commentary	The foreword explicitly describes this as a modernized edition: Scripture passages updated from KJV to modern pronouns and verb forms, Victorian vocabulary lightly updated, all changes logged

SEED	PROVENANCE
classic evangelical commentary on Matthew	Ryle is identified in the biography as the acknowledged leader of the evangelical party in the Church of England; Spurgeon called him the best man in the Church of England; the book has never gone out of print

COMPARATIVE / ADJACENCY SEEDS

Author and title adjacencies inferred from the comparative-titles analysis in this report. These are inferences, not confirmed market neighbors. Proximity in theme does not guarantee proximity in audience, and bidding on competitor names carries its own cost and policy considerations. Treat this tier as hypotheses to test, and validate carefully before any spend.

SEED	PROVENANCE
Matthew Henry commentary Matthew	Matthew Henry's Concise Commentary appears in the comp analysis as a direct market adjacency; both works offer accessible passage-by-passage exposition of the whole Bible for general readers [inferred]
MacArthur Bible commentary Matthew	The MacArthur Bible Commentary and The Gospel According to Jesus both appear in the comp analysis; MacArthur's expository and applicatory style is the closest modern parallel to Ryle's method [inferred]
Wiersbe Bible commentary Matthew	The Wiersbe Bible Commentary two-volume set appears in the comp analysis as a comparable accessible one-volume style commentary used for personal and group study [inferred]
Ryle Holiness	Holiness by J.C. Ryle appears in the comp analysis; readers of this Ryle Matthew commentary are the same audience who read Ryle's other classic works [inferred]
Ryle Expository Thoughts on the Gospels Mark Luke John	Expository Thoughts on the Gospels Mark and the multi-volume Expository Thoughts on the Gospels both appear in the comp analysis as direct series companions to this Matthew volume [inferred]

HOW TO VALIDATE THESE SEEDS BEFORE YOU SPEND

1. Harvest. Type your top Theme seeds into the Amazon Kindle Store search bar and record the autocomplete suggestions. These reflect real customer search behavior and expand each seed into specific phrases.
2. Collect real data. Run a two-week auto-targeting Sponsored Products campaign at a low default bid. Its search-term report will show the actual queries that triggered and converted on your book, which is the only true search signal Amazon provides.
3. Promote winners. Move the queries that convert into manual campaigns with controlled bids, and pause the rest. Repeat as you accumulate data.

31 SEASONAL GIFT POSITIONING

SEASONAL GIFT DESCRIPTION

Some gifts are used up by New Year. A substantial print volume of J.C. Ryle's *Expository Thoughts on the Gospel of Matthew* is the other kind: a book that deepens a devotional habit and stays on the shelf for a lifetime of reading, one short passage at a time.

Give it to the new believer looking for solid grounding in who Christ is and why he died. Give it to the small-group leader preparing to teach Matthew, or the parent who leads family devotions. Give it to the reader who loves the classic expositors and wants Ryle in language that reads easily today.

Inside is the commentary that has never gone out of print, gently modernized: Ryle stating what each passage of Matthew is about, pressing two or three leading points on the heart, and turning every reading from hearing into doing. Clear, warm, and written to be read aloud. A gift that keeps giving every morning it is opened.

WHO TO GIFT IT TO

For the person who just came to faith and wants solid grounding in who Christ is, why he died, and what real faith looks like.

For the person who leads a small group or family devotions and needs clear, trustworthy points to share on every chapter of Matthew.

For the person who loves the classic Christian writers but stalls on Victorian language, and would treasure Ryle made easy to read.

SEASONAL SWAP-IN NOTE

Run the seasonal gift description on the print listing from about October 15 to December 18, then revert to the primary description. Consider a second run in the four weeks before Easter, reverting the Monday after. Keep the ebook listing on the primary description year-round; the gift copy is written for print buyers.

4. Comparable Titles & Positioning

The books yours sits beside in the market, all within your declared theological lane. Each comp shows how it aligns and where it diverges, so the positioning is evidence-led, not a guess.

HOW TO USE THIS SECTION

Use lineage titles in blurbs and ads ("in the tradition of..."). Use peer data to set price and expectations. Every comp shown sits in your declared lane; never position against the excluded shelves.

4A DECLARED POSITION

This book sits on the shelf of **classic Protestant evangelical Gospel commentary, in the Reformed and Anglican-evangelical tradition, written for lay and devotional reading**. Its interpretive lane is defined by the author's own stated method and convictions, not by any system the author does not name.

THE INTERPRETIVE LANE, IN THE AUTHOR'S OWN TERMS:

- **EVANGELICAL, REFORMATION-GROUNDED, AND CONFESSIONAL.**

Ryle states in his Preface that his expositions are "in perfect harmony with the Thirty-nine Articles of my own Church" and agree "in the main with all the Protestant Confessions of Faith." He anchors "true Christianity" in "the Doctrine of Christ; of His divine person... His divine office... His divine righteousness... and of His divine Spirit." This is the declared doctrinal center.

- **SALVATION BY GRACE THROUGH FAITH, JUSTIFICATION BY FAITH APART FROM WORKS.**

The verse of Ryle's own conversion, Ephesians 2:8, and his repeated insistence that "we are justified by faith without the deeds of the law; but the truth of our faith will be tested by our lives" (Chapter 25) fix the soteriological lane firmly in the evangelical Protestant tradition.

- **SUBSTITUTIONARY ATONEMENT AS THE MASTER-TRUTH.**

Ryle makes the vicarious, penal death of Christ "the master-truth of Scripture" and "the central truth of Christianity" (Chapter 16, Chapter 20, Chapter 26, Chapter 27). He explicitly rejects merely-exemplary or moral-influence views of the cross.

- **FUTURIST, LITERAL-SECOND-ADVENT ESCHATOLOGY, WITH A FUTURE RESTORATION OF THE JEWS.**

In the Olivet Discourse chapters and elsewhere, Ryle states his own position plainly: he expects "a literal fulfillment of unfulfilled prophecy" (Chapter 24), a personal, visible, glorious second coming, a final separation of the godly and ungodly at that coming, and the continued distinct existence of the Jews as a standing pledge of Christ's return. He reads the visible church as a permanently mixed body until Christ returns and holds that the millennium "will never begin until the King himself returns" (Chapter 13). (**inferred, left to the author**) This reading is entailed by a premillennial framework, but Ryle does not use the label "premillennial" in the manuscript; it must not be carried as a standing descriptor. Report the position in his own framing: literal future second advent, future conversion and restoration of the Jews, mixed visible church until Christ's return.

- **PASTORAL, PLAIN-LANGUAGE, LAY-READER REGISTER.**

Ryle's declared audience is "family prayers," "those who visit the sick and the poor," and "private reading, as a companion to the Gospels." His method is "picked and packed" words for "a mixed company." This is accessible-devotional, not academic-critical.

- **VERSE-BY-VERSE, DOCTRINE-AND-PRACTICE EXPOSITION.**

Ryle divides the text into passages of about twelve verses, states the "main scope and purpose" of each, then presses two to four "leading points," some doctrinal, some practical.

CONTESTED DOCTRINES THE BOOK COMMITS TO:

the eternity of hell and conscious everlasting punishment (Chapter 18, Chapter 25, Chapter 26, explicitly rejecting universal salvation and annihilationism); the real but limited personal existence of Satan (Chapter 8, Chapter 12); the ongoing binding force of the Christian Sabbath (Chapter 12, Chapter 24); a memorialist, non-literal reading of the Lord's Supper, explicitly rejecting transubstantiation-style views (Chapter 26); baptism as required public profession but neither automatically saving nor absolutely necessary for salvation (Chapter 3, Chapter 28); the Trinity as a revealed mystery to be received, not explained (Chapter 3, Chapter 28).

Editorial note affecting positioning: This is a **modernized edition** of an 1856 public-domain classic. The editor, Richard French, states his intervention is limited to gently updating the KJV Scripture quotations and a short list of Victorian words in Ryle's prose; Ryle's theology, argument, and vocabulary stand as written. The book must therefore be positioned both as a Ryle classic and as an accessible modern-language edition, not as a new work of contemporary theology.

This declared position governs 3B (comps) and Stage 3 (categories). Marketing and comps must stay in the evangelical/Reformed/Anglican-evangelical, lay-devotional, futurist lane and must not drift toward academic-critical, liberal-critical, preterist, or general-spirituality shelves.

4B LANE EXCLUSIONS

SUBJECT LANE

classic evangelical/Reformed Gospel commentary on Matthew, lay and devotional reader, plain-language pastoral register, modernized edition of a public-domain classic

SUITABLE ADJACENT SHELVES

Christian Bible Commentaries, Christian Bible Study Guides, Christian Devotionals, Christian Reformed Theology, Christian Gospels

KEEP OUT OF

Academic Biblical Criticism, Biblical Higher Criticism, Christian Mysticism, New Age & Spirituality, Comparative Religion, Fiction

WHY KEPT OUT

This is a plain-language, doctrinally conservative evangelical commentary for ordinary believers, not an academic-critical monograph, not a mystical or general-spirituality title, and not comparative religion or fiction; shelving it in those lanes would mis-sell the book to the wrong reader and misrepresent its declared Protestant evangelical position.

4C POSITIONING STATEMENT

Comp profile. This book sits beside other volumes of accessible, doctrinally conservative, Protestant evangelical Gospel and Scripture exposition written for ordinary believers, family reading, and devotional use, works that combine clear doctrine with direct practical application and that stand in the Reformation and evangelical-Anglican line. It sits beside Ryle's own other volumes most naturally of all. It must NOT be compared to academic-critical commentaries, liberal-critical or historical-Jesus studies, preterist or full-preterist eschatology titles, or general-market "spirituality" books; those are the wrong theological lane or the wrong reader level, and naming them would mis-shelve the book.

The following are established works in the same lane and at a compatible reader level, the tradition this commentary stands in. Each is offered for lineage, not commercial rivalry. Downstream resolution against live Amazon data will drop any that cannot be matched.

CANDIDATE COMP

Expository Thoughts on the Gospels: Mark by J.C. Ryle

BASIS FOR COMPARISON

Same author, same series, same verse-by-verse method, same lay-devotional register and doctrinal lane; the immediate companion volume.

WHERE THIS BOOK DIVERGES

Covers a different Gospel (Matthew, with its genealogy, Sermon on the Mount, and Olivet Discourse); this edition is language-modernized.

READER EXPECTATION SET BY THIS COMP

Short, plain, passage-by-passage readings suited to family worship and private devotion, doctrine pressed home to the conscience.

CANDIDATE COMP

Expository Thoughts on the Gospels: John by J.C. Ryle

BASIS FOR COMPARISON

Same author and series, same accessible exposition, same evangelical convictions and pastoral aim.

WHERE THIS BOOK DIVERGES

John's Gospel material is more discourse-heavy; the Matthew volume gives fuller attention to kingdom parables and prophecy.

READER EXPECTATION SET BY THIS COMP

Clear, warm, conviction-driven commentary a non-scholar can read aloud in a few minutes.

CANDIDATE COMP

Holiness by J.C. Ryle

BASIS FOR COMPARISON

Same author's best-known book, same plain style, same insistence on practical holiness as the fruit of true faith, same evangelical-Reformed doctrine.

WHERE THIS BOOK DIVERGES

Holiness is a topical treatise on sanctification; this is a running commentary on a Gospel.

READER EXPECTATION SET BY THIS COMP

Direct, searching, heart-level application and uncompromising doctrinal clarity.

CANDIDATE COMP

Matthew Henry's Commentary on the Whole Bible

BASIS FOR COMPARISON

Classic, devotional, practical Protestant exposition for ordinary readers; Ryle himself quotes Matthew Henry approvingly. Same lane, same reader, same pietistic-practical aim.

WHERE THIS BOOK DIVERGES

Henry covers the whole Bible and is more expansive; Ryle is more compressed and pointed, and this edition is language-modernized.

READER EXPECTATION SET BY THIS COMP

Warm, edifying, verse-linked commentary that feeds personal and family devotion.

CANDIDATE COMP

Practical Religion by J.C. Ryle

BASIS FOR COMPARISON

Same author, same lay audience, same union of sound doctrine and everyday duty.

WHERE THIS BOOK DIVERGES

Topical rather than a Gospel commentary.

READER EXPECTATION SET BY THIS COMP

Straight-talking, application-first Christianity for the person in the pew.

4D READER-QUERY MAP

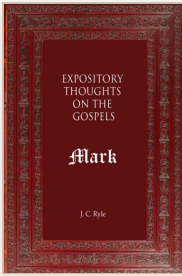
Expository Thoughts on the Gospel of Matthew is for the ordinary Christian reader who wants to understand Matthew's Gospel without wading through a scholarly commentary, the believer at family devotions, the small-group leader, the person who reads a few pages of Scripture and needs a trustworthy guide beside them. It offers J.C. Ryle's classic passage-by-passage exposition, one of the most widely read Gospel commentaries ever written, in gently modernized language that removes the barriers of archaic King James phrasing and a handful of Victorian words while leaving Ryle's own voice, convictions, and vocabulary intact. Ryle walks through the text a short passage at a time, states plainly what it says, presses two or three leading truths on the heart, and asks the reader what to do about them. The promise is clear, warm, doctrinally solid help for reading Matthew: evangelical, grounded in salvation by grace through faith and the atoning death of Christ, faithful to Ryle's futurist expectation of Christ's literal return, and always aimed at the conscience. It is Ryle made easy to receive by a new generation, and nothing more than that.

4E CANDIDATE COMP TITLES

[- Stage 3 research.] Candidate comparable titles are proposed in narrative form in Section 3B (field 4C) for the lineage and interpretive lane. Live-data resolution, BSR/ASIN confirmation, price points, and final selection of market comps are to be completed by Stage 3. Stay within the declared lane recorded in 3A / 3A-i: classic evangelical, Reformed and Anglican-evangelical, lay-devotional, futurist Gospel commentary. Do not introduce academic-critical, preterist, liberal-critical, or general-spirituality comps.

4F POSITIONING LINEAGE

These are the canonical titles the manuscript itself invites comparison with. They are NOT purchasable peers and should not be used to set price, category or rank expectations. They are the lineage a reader recognises, and the language to use in a blurb or an advertisement. Each has been resolved to a live listing.



EXPOSITORY THOUGHTS ON THE GOSPELS: Mark

J.C. Ryle

ASIN B0CGLAGSPQ

BASIS FOR COMPARISON

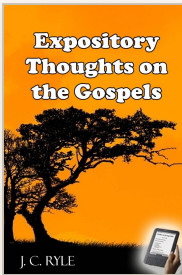
Same author, same series, same verse-by-verse method, same lay-devotional register and doctrinal lane; the immediate companion volume.

WHERE THIS BOOK DIVERGES

Covers a different Gospel (Matthew, with its genealogy, Sermon on the Mount, and Olivet Discourse); this edition is language-modernized.

READER EXPECTATION SET BY THIS COMP

Short, plain, passage-by-passage readings suited to family worship and private devotion, doctrine pressed home to the conscience.



EXPOSITORY THOUGHTS ON THE GOSPELS

J.C. Ryle

ASIN B0060P2W6E

BASIS FOR COMPARISON

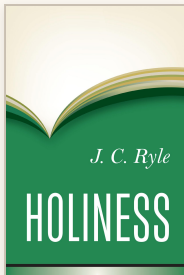
Same author and series, same accessible exposition, same evangelical convictions and pastoral aim.

WHERE THIS BOOK DIVERGES

John's Gospel material is more discourse-heavy; the Matthew volume gives fuller attention to kingdom parables and prophecy.

READER EXPECTATION SET BY THIS COMP

Clear, warm, conviction-driven commentary a non-scholar can read aloud in a few minutes.



HOLINESS

J.C. Ryle

ASIN 1848715064

BASIS FOR COMPARISON

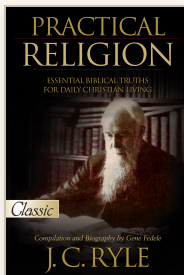
Same author's best-known book, same plain style, same insistence on practical holiness as the fruit of true faith, same evangelical-Reformed doctrine.

WHERE THIS BOOK DIVERGES

Holiness is a topical treatise on sanctification; this is a running commentary on a Gospel.

READER EXPECTATION SET BY THIS COMP

Direct, searching, heart-level application and uncompromising doctrinal clarity.



PRACTICAL RELIGION: Essential Biblical Truths for Daily Christian Living (Pure Gold Classics)

J.C. Ryle

ASIN 1610362640

BASIS FOR COMPARISON

Same author, same lay audience, same union of sound doctrine and everyday duty.

WHERE THIS BOOK DIVERGES

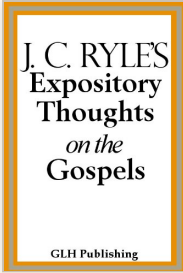
Topical rather than a Gospel commentary.

READER EXPECTATION SET BY THIS COMP

Straight-talking, application-first Christianity for the person in the pew.

4G COMP TITLE DATA

PEERS (COMPARABLE TITLES AT A REALISTIC SCALE)



J. C. RYLE'S EXPOSITORY THOUGHTS ON THE GOSPELS

J. C. Ryle

ASIN B009UOCB3G · \$1.75 · 4.5 rating · 58 reviews · BSR 945,939 · 40/mo

CATEGORY New Testament › Jesus, the Gospels & Acts · #414 in Christian New Testament Meditations · #819 in Jesus, the Gospels & Acts

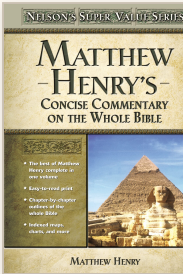
STATUS Validated against live market data

WHY IT IS A COMP

This is the existing digital collection of Ryle's Expository Thoughts on all four Gospels, so it reaches exactly the reader you are after: someone searching for Ryle's passage-by-passage exposition to sit beside their Bible. It sets the same expectation of short readings, plain doctrine and direct application that your Matthew volume delivers. Watching how buyers respond to it tells you what the demand for Ryle looks like before your edition arrives.

WHERE IT DIFFERS

It presents Ryle's original Victorian text bundled across all four Gospels at a very low ebook price, where yours is a single Gospel in gently modernized language.



MATTHEW HENRY'S CONCISE COMMENTARY ON THE WHOLE BIBLE: His Classic Writings. His Study Outlines. Pure and Simple...Matthew Henry (Super Value Series)

Matthew Henry

ASIN 0785250476 · \$19.6 · 4.7 rating · 1,764 reviews · BSR n/a · 230/mo

CATEGORY New Testament › Commentaries · #53 in Christian Bible Exegesis & Hermeneutics · #64 in New Testament Commentaries

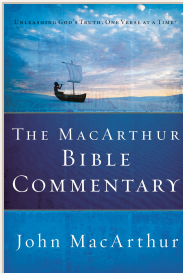
STATUS Validated against live market data

WHY IT IS A COMP

Matthew Henry's concise commentary promises the ordinary believer warm, practical, devotional exposition of Scripture without scholarly apparatus, and it is bought by pastors, Bible teachers and devotional readers rather than academics. That is the same shelf and the same reader as your book, and Ryle himself worked in this classic Protestant expository line. A reader who trusts a 300-year-old classic in accessible form is precisely the reader for a modernized Ryle.

WHERE IT DIFFERS

Henry compresses the whole Bible into one volume of outlines and notes, while your book gives sustained attention to Matthew alone with two or three leading points pressed home per passage.



THE MACARTHUR BIBLE COMMENTARY: A Faithful, Focused Commentary on the Whole Bible

John MacArthur

ASIN 0785250662 · \$27.18 · 4.8 rating · 3,798 reviews · BSR n/a · 50/mo

CATEGORY Bible Study › Guides · #6 in Christian Preaching · #10 in Christian Bible Handbooks

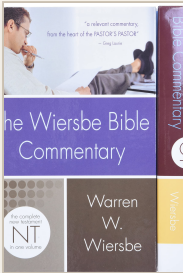
STATUS Validated against live market data

WHY IT IS A COMP

MacArthur's one-volume commentary offers doctrinally conservative, verse-by-verse explanation aimed at serious lay students of Scripture rather than seminary specialists, and it holds a literal future second advent in common with Ryle. Its buyers want clear doctrine and application from a trusted expositor, which is the promise your book makes for Matthew. It is the modern equivalent of what Ryle was doing for farmers by candlelight.

WHERE IT DIFFERS

MacArthur covers all sixty-six books in reference format for consultation, whereas your book is written to be read continuously and aloud in family or private devotion.



WIERSBE BIBLE COMMENTARY 2 VOL SET

Warren W. Wiersbe

ASIN 0781445418 · \$69.99 · 4.9 rating · 1,183 reviews · BSR n/a · 20/mo

CATEGORY New Testament › Commentaries · #23 in Old Testament Commentaries · #31 in New Testament Commentaries

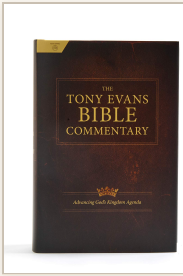
STATUS Validated against live market data

WHY IT IS A COMP

Wiersbe's section-by-section commentary is bought by lay readers and Bible teachers who want practical, easy-to-read explanation of a passage before they teach or discuss it, which is the small-group leader and family-devotion reader you are writing for. Like your book, it takes short blocks of text and presses the meaning toward daily conduct rather than technical exegesis. The pastoral warmth and plain register are the shared quality.

WHERE IT DIFFERS

It is a two-volume whole-Bible set at a much higher price point, while yours is a single affordable Gospel volume.



THE TONY EVANS BIBLE COMMENTARY: Advancing God's Kingdom Agenda

Tony Evans

ASIN 0805499423 · \$24.72 · 4.9 rating · 7,765 reviews · BSR n/a · 165/mo

CATEGORY Bible Study & Reference › Commentaries · #11 in Christian Bible Handbooks · #33 in Christian Commentaries

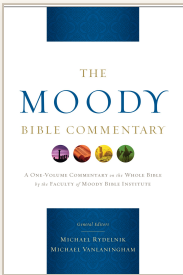
STATUS Validated against live market data

WHY IT IS A COMP

Tony Evans offers passage-by-passage exposition of the whole Bible from one pastor's voice, promising the reader clear understanding plus transformed living, which matches your book's pattern of stating what a passage means and then asking what to do about it. Its readers are churchgoers who want a trusted preacher beside them rather than a scholarly library. The single-expositor, application-first structure is the strongest point of overlap.

WHERE IT DIFFERS

Evans reads Scripture through his kingdom-agenda framework across the entire Bible with the CSB text, where Ryle works only in Matthew with modernized KJV quotations.



THE MOODY BIBLE COMMENTARY: A One-volume Commentary on the Whole Bible

the Faculty of Moody Bible Institute by Michael Rydelnik, Michael Vanlaningham, Louis A Barbieri, Michael Boyle, James Coakley, Charles H Dyer, David Finkbeiner, John K Goodrich, Daniel Green, John F Hart, John Jelinek, John M Koessler, William H Marty, Eugene J Mayhew, Walter McCord, John McMath, Winfred Neely, Bryan O'Neal, Gerald W Peterman, Ron Sauer, Harry E Shields, Tim Sigler, James Spencer, William D Thrasher, J B...

ASIN 0802428673 · \$28.53 · 4.8 rating · 2,571 reviews · BSR n/a · 270/mo

CATEGORY Churches & Church Leadership › Pastoral Resources · #77 in Christian Pastoral Resources · #100 in Christian Commentaries

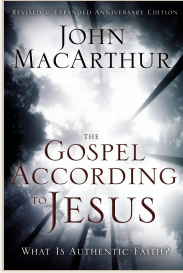
STATUS Validated against live market data

WHY IT IS A COMP

The Moody commentary sells to conservative evangelical readers who want one trustworthy volume that explains difficult passages, expects a literal future fulfilment of prophecy, and stays usable by a non-specialist. That combination of doctrinal conservatism and readability is your lane, and its buyers are the church members and teachers who will also buy a Ryle commentary. It shows there is a market for exposition that is doctrinally committed rather than critically neutral.

WHERE IT DIFFERS

It is written by a faculty team with more attention to background, authorship and scholarly debate, while your book is one pastor's voice speaking straight to the conscience.



THE GOSPEL ACCORDING TO JESUS: What Is Authentic Faith?

John MacArthur

ASIN 0310287294 · \$14.07 · 4.8 rating · 2,139 reviews · BSR n/a · 30/mo

CATEGORY New Testament › Jesus, the Gospels & Acts · #10 in Christian Salvation Theory · #12 in Adult Christian Ministry

STATUS Validated against live market data

WHY IT IS A COMP

MacArthur's book takes the Gospel accounts and presses the question of whether professed faith is real faith, tested by obedience and fruit, which is one of the arguments your book returns to at the end of nearly every passage. Its readers are evangelicals uneasy about comfortable, nominal religion, the same people Ryle addresses when he writes about saying 'Lord, Lord' and about the baptized Pharisee. The shared promise is a searching self-examination grounded in what Jesus actually said.

WHERE IT DIFFERS

It argues one theme across the Gospels, where your book is a running commentary that works through Matthew from the genealogy to the empty tomb.

5. Argument & Thesis

The book's argument and promise at several lengths — the summaries you'll adapt for jacket copy, pitches, and submissions.

HOW TO USE THIS SECTION

The book's argument at several lengths plus its core positions. Pick by recipient: the short form for conversations, mid-lengths for catalogs and church bookstores, the extended form for endorsers and rights contacts.

5A CORE ARGUMENTS

THE ATONING, SUBSTITUTIONARY DEATH OF CHRIST IS THE MASTER-TRUTH OF THE WHOLE BIBLE, AND EVERYTHING IN MATTHEW POINTS TO IT.

- *Grounding:* Chapter 16, Chapter 20, Chapter 26, Chapter 27. "Without it the Gospel is an arch without a keystone, a fair building without a foundation, a solar system without a sun" (Chapter 26). Every detail of the Passion is read as vicarious (Chapter 27).
- *Reader problem:* Readers who see Jesus mainly as teacher or example, and miss why his death matters.
- *Reader queries:* "Why did Jesus have to die?" "What does substitutionary atonement mean?" "What is the main point of the Gospel of Matthew?"

SALVATION IS BY GRACE THROUGH FAITH, BUT THE REALITY OF THAT FAITH IS PROVED BY FRUIT AND OBEDIENCE, NOT BY PROFESSION ALONE.

- *Grounding:* Chapter 7 (two builders, "Lord, Lord"), Chapter 13 (fruit as the only evidence), Chapter 25 (works as evidence, not ground, of justification). "Obedience is the only proof of reality" (Chapter 28).
- *Reader problem:* Nominal or self-satisfied churchgoers resting on outward religion.
- *Reader queries:* "Is going to church enough to be saved?" "What is the difference between real and false faith?" "Does the Bible say faith without works is dead?"

TRUE RELIGION IS A MATTER OF THE HEART, AND OUTWARD FORM, TRADITION, OR CEREMONY WITHOUT INWARD GRACE IS WORTHLESS.

- *Grounding:* Chapter 6 (motive over performance), Chapter 15 (heart as the source of defilement; tradition vs. the Word), Chapter 23 (hypocrisy of the Pharisees). "The heart is the man."
- *Reader problem:* People who equate religion with ritual, respectability, or church membership.
- *Reader queries:* "What does God want from worship?" "Why does Jesus rebuke the Pharisees?" "What did Jesus mean about the heart?"

CHRIST WILL RETURN LITERALLY, PERSONALLY, AND IN GLORY; THE VISIBLE CHURCH STAYS A MIXED BODY OF TRUE AND FALSE BELIEVERS UNTIL THEN, AND HISTORY IS NOT CONVERTING THE WHOLE WORLD BEFORE THAT DAY.

- *Grounding:* Chapter 13 (wheat and tares, net), Chapter 24 (Olivet Discourse, literal fulfillment), Chapter 25 (ten virgins, talents, final judgment). "The millennium will never begin until the King himself returns" (Chapter 13).
- *Reader problem:* Readers confused by end-times claims or expecting a gradual Christianized world.
- *Reader queries:* "Is the Second Coming literal?" "Will the world be converted before Jesus returns?" "What does the parable of the wheat and tares mean?"

CHRIST IS BOTH FULLY GOD AND FULLY MAN, AND THIS DUAL NATURE IS THE GROUND OF THE BELIEVER'S SECURITY AND COMFORT.

- *Grounding:* Chapter 1 (Jesus and Emmanuel; hypostatic union), Chapter 17 (his supremacy over Moses and Elijah). Divinity grounds security, humanity grounds sympathy.
- *Reader problem:* Weak or confused grasp of who Christ is.
- *Reader queries:* "Is Jesus God or man?" "What does Emmanuel mean?" "Why does it matter that Jesus was human?"

THERE IS AN ETERNAL HEAVEN AND AN ETERNAL HELL, AND FUTURE PUNISHMENT IS REAL, CONSCIOUS, AND UNENDING.

- *Grounding:* Chapter 18, Chapter 25, Chapter 26. Explicit rejection of universal salvation and annihilationism. "The eternity of God, and heaven and hell all stand on the same foundation" (Chapter 25).
- *Reader problem:* Readers tempted to soften or deny judgment.
- *Reader queries:* "Does the Bible teach an eternal hell?" "Is universal salvation biblical?" "What does Jesus say about judgment?"

GOD'S GRACE CAN REACH AND CHANGE ANYONE, REGARDLESS OF PAST SIN, SOCIAL RANK, OR OUTWARD CIRCUMSTANCES, BUT LATE OR MERELY-FELT REPENTANCE IS NOT TO BE PRESUMED UPON.

- *Grounding:* Chapter 1 (the flawed genealogy), Chapter 9 (call of Matthew), Chapter 20 (laborers in the vineyard, penitent thief), Chapter 27 (Judas as remorse without saving repentance).
- *Reader problem:* Both the despairing sinner who feels beyond reach and the presumptuous one who plans to repent later.
- *Reader queries:* "Can God forgive my past?" "Is deathbed repentance real?" "What is the difference between remorse and repentance?"

PRAYER, HUMILITY, AND WATCHFULNESS ARE THE MARKS AND DUTIES OF THE TRUE DISCIPLE IN A HOSTILE WORLD.

- *Grounding:* Chapter 6 (the Lord's Prayer), Chapter 7 (ask, seek, knock), Chapter 18 (childlike humility), Chapter 24/Chapter 25 (watchfulness). "The one who shall humble himself shall be exalted" (Chapter 23).
- *Reader problem:* Believers who neglect private prayer, presume on themselves, or grow spiritually drowsy.
- *Reader queries:* "How should a Christian pray?" "Why is humility important?" "What does it mean to watch for Christ's return?"

6. Section & Passage Reference

A section-by-section map of the exposition, delivered as a separate companion document.

HOW TO USE THIS SECTION

Open the companion file for passage-level detail: verifying a claim in your own marketing, building a teaching series outline, answering a reader or reviewer.

SHIPS SEPARATELY

6A COMPANION DOCUMENT POINTER

Companion document. The chapter-by-chapter reference ships as a separate file; this section points to it so the numbered sequence stays whole.

31 SECTIONS

each with its full per-unit apparatus.

CONTINUITY & QUALITY VERIFICATION

(Stage 1.5) the cross-manuscript consistency pass.

USE IT FOR:

continuity on sequels and adaptation, and as feedstock for generating marketing assets.

MASTER BOOK REFERENCE

7. Key Figures, Concepts & Frameworks Reference

Every key figure, symbol, concept, and doctrine the book treats, with the author's own interpretation — the content map a reader or a search engine navigates.

HOW TO USE THIS SECTION

The book's content map with the author's own interpretation. Hand it to anyone producing content about the book (study guides, videos, teaching aids) so everything stays inside the author's reading.

7A REFERENCE ENTRIES

Ordered by prominence across the commentary.

Jesus Christ (as presented). The eternal Son of God, fully God and fully man (the hypostatic union expounded at Chapter 1 under the names "Jesus," meaning Saviour, and "Emmanuel," meaning "God with us"). Presented as Great Prophet through his teaching ministry and as great High Priest and Passover Lamb in the Passion (Chapter 26). His divinity grounds the believer's security; his humanity grounds his sympathy. Appears throughout; climactic at Chapter 26–28. *Why it matters:* answers "Who is Jesus, and why does his person matter for salvation?"

The atonement / substitutionary death of Christ. The master-truth of Scripture; Christ's death as vicarious, penal substitution satisfying divine justice so God can be "just, and yet the justifier of the ungodly." Expounded Chapter 16, Chapter 20, Chapter 26, Chapter 27; the cry of dereliction (Chapter 27) read as Christ bearing the Father's wrath against sin. Moral-example theories explicitly rejected. *Why it matters:* answers "Why did Jesus have to die?"

Justification by faith / grace vs. works. Salvation by grace through faith apart from works, with obedience and fruit as the evidence (not ground) of true faith. Chapter 9, Chapter 13, Chapter 20, Chapter 25, Chapter 28. *Why it matters:* answers "How is a person saved, and how do I know my faith is real?"

The heart / true vs. false religion. The recurring test of the whole book: inward grace against outward form. Heart as the source of defilement (Chapter 15); motive over performance (Chapter 6); hypocrisy of the Pharisees (Chapter 23); profession without practice (Chapter 7). *Why it matters:* answers "What does God actually require of me?"

The Pharisees, scribes, and hypocrisy. Chief human antagonists; standing type of self-righteous formalism, tradition elevated above Scripture, and religion of the head without the heart. Chapter 12, Chapter 15, Chapter 16 (their "leaven"), Chapter 23 (the eight woes). *Why it matters:* answers "What is religious hypocrisy and how do I avoid it?"

Satan / the devil. A real, personal, malicious being of great but strictly limited power, subject to Christ's permission, to be resisted, not jested about. Chapter 4 (the temptation), Chapter 8 (the Gergesenes/Gadarenes demoniacs, note the manuscript's own dual labeling of place and people), Chapter 12, Chapter 17. *Why it matters:* answers "Is the devil real, and how much power does he have?"

The Kingdom of Heaven and its parables. The mixed nature of the visible church and the certainty of final separation. Sower, wheat and tares, mustard seed, leaven, treasure, pearl, net (Chapter 13); ten virgins and talents (Chapter 25). *Why it matters:* answers "Why are there false believers in the church, and what will happen at the end?"

The Second Advent and the millennium. Christ's literal, personal, glorious return; the final judgment and eternal separation; the world not converted before he comes; the millennium beginning only at his return. Chapter 13, Chapter 24 (Olivet Discourse, literal fulfillment), Chapter 25. Reported in Ryle's own framing (literal future reign affirmed), not under a systematic label he does not use. (**inferred, left to the author**) the entailed premillennial classification, noted once and not carried as a descriptor. *Why it matters:* answers "Is the Second Coming literal, and when?"

The Jews / future restoration of Israel. The continued distinct existence of the Jewish people as a standing miracle and pledge of Christ's return; a future conversion and restoration expected; distinction between Jew and Gentile in national privilege affirmed alongside equal justification by faith. Chapter 6, Chapter 20, Chapter 24. *Why it matters:* answers "What is God's ongoing purpose for the Jews?"

Eternal punishment / heaven and hell. Conscious, unending future punishment for the impenitent and eternal life for the saved, resting on the same foundation as the eternity of God; universalism and annihilationism explicitly rejected. Chapter 18, Chapter 25, Chapter 26. *Why it matters:* answers "Is hell real and eternal?"

Repentance and conversion. A thorough change of heart, evidenced by fruit; the necessity of the new birth; childlike humility as its mark; the danger of remorse mistaken for saving repentance (Judas, Chapter 27) and of presuming on late repentance (Chapter 20). Chapter 3, Chapter 4, Chapter 9, Chapter 18. *Why it matters:* answers "What is real repentance and conversion?"

The sacraments: baptism and the Lord's Supper. Baptism as required public profession, but neither automatically saving (Simon Magus) nor absolutely necessary for salvation (the penitent thief), Chapter 3, Chapter 28. The Lord's Supper read memorially ("This bread represents my body"), as a remembrance of Christ's death, not a sacrifice and not a literal change of elements, Chapter 26. *Why it matters:* answers "What do baptism and communion actually mean?"

The Christian Sabbath. The fourth commandment held to remain binding; Christ purified rather than abolished the Sabbath, permitting works of necessity and mercy. Chapter 12, Chapter 24. *Why it matters:* answers "Should Christians keep a weekly day of rest?"

The Trinity. Three co-equal, distinct persons who are one; manifested at Christ's baptism (Chapter 3) and named in the baptismal formula (Chapter 28); a revealed mystery to be received, not explained. *Why it matters:* answers "What does the Bible teach about Father, Son, and Spirit?"

The Sermon on the Mount. Christ's exposition of the exalted, heart-level, spiritual standard of the moral law, exceeding the righteousness of the scribes and Pharisees; the Beatitudes as eight "foundation stones" of Christian character. Chapter 5, Chapter 6, Chapter 7. *Why it matters:* answers "What kind of person does Christ call me to be?"

The Genealogy of Christ. Chapter 1: fully inspired and purposeful, proving God's covenant faithfulness to Abraham and David, exposing inherited sin (godly fathers, wicked sons), and displaying Christ's compassion in taking a lineage marked by sin. *Why it matters:* answers "Why does Matthew begin with a list of names?"

8. Interpretive Framework & Methodology

The interpretive method and theological framework the book teaches, plus its terminology and original-language glossary.

HOW TO USE THIS SECTION

The method and the glossary. Any new content must stay inside this framework; it is also your ready answer when a reader asks what lane this commentary stands in.

8A DOMAIN CONTEXT

This book enters a conversation as old as Christian devotion itself: how ordinary believers, not scholars, can read a Gospel with understanding and profit. Ryle wrote in 1856 into a crowded field of commentaries, and he says so plainly in his Preface, explaining that he aimed at a class of readers the large learned commentaries did not serve, families at prayer, visitors to the sick and poor, and busy people who wanted "a few leading points set before their minds" as a companion to their Bible reading. The perennial difficulty the book addresses is that Scripture can seem either too plain to need help or too deep to grasp, and that most available help is either too shallow to nourish or too technical to reach the heart.

The interpretive backdrop is the long Protestant tradition of Gospel exposition, running through the Reformers, the Puritans, and the eighteenth-century evangelicals, the very stream Ryle immersed himself in during his Helmingham years. Against academic-critical readings that dissect the text, and against a merely formal or ritual religion that Ryle repeatedly rebukes, he sets a plain, doctrinal, practical exposition that always drives toward the conscience and the will.

This modernized edition adds a second layer to the conversation: how a genuinely great book from 1856 can still reach a reader in the 2020s. The editor, Richard French, frames the problem as two barriers, the archaic King James wording Ryle quotes at the head of each passage, and a thin layer of Victorian vocabulary in Ryle's own prose, and positions the edition as removing only those barriers so that a 170-year-old work of "conversation" can be received again. The book therefore stands where classic evangelical exposition meets present-day accessibility.

8B THE BOOK'S METHOD & SYSTEM

The hero of this book is Ryle's **plain, passage-by-passage, doctrine-and-practice method of reading a Gospel**, and it is a method any reader can use, not just watch.

THE METHOD, AS RYLE STATES AND PRACTICES IT

1. **Divide the Gospel into short passages, about twelve verses each.** Small enough to read aloud in a few minutes; the whole is designed to reward slow reading and to forgive interrupted reading

2. **State the main scope and purpose of the passage first.** Before any detail, Ryle asks what the passage is chiefly about. This keeps the reader oriented and prevents getting lost in fragments.
3. **Select two, three, or four leading points, and press only those.** The rule of selection is "to seize on the really leading points." Ryle deliberately leaves much unsaid, choosing "a few points, well remembered and fastened down" over "a quantity of truth lying loosely." The points are sometimes doctrinal, sometimes practical.
4. **Fasten each point to the conscience with application.** Ryle writes as one "reading aloud to others" who "must arrest their attention." Every point ends in a question or a call: what will you do about this? Personal application is treated as the soul of the exposition (Chapter 13: "Have you understood all these things?").
5. **Read Scripture in the light of Scripture, and hold doctrine and holiness together.** Ryle grounds each point in cross-references, treats sound doctrine as the root and holy living as the fruit (Chapter 5), and keeps the atoning death of Christ at the center.
6. **Interpret literally where the text is literal, typologically where Scripture warrants, and never speculate beyond warrant.** He affirms literal fulfillment of prophecy (Chapter 24), reads miracles as both historical and figurative of spiritual truths (Chapter 14), and explicitly refuses to over-allegorize parable details (Chapter 20, citing Chrysostom).

The theological system it serves: evangelical, Reformation-grounded, confessional (the Thirty-nine Articles and the Protestant confessions), Christ-victory and cross-centered, futurist in eschatology (a literal second advent and future restoration of the Jews affirmed in Ryle's own framing), and pastoral throughout. The method is not neutral technique; it is built to bring a sinner to see Christ crucified, to repent and believe, and to live a holy, watchful life until Christ returns.

What the reader gets to do with it: read any passage of Matthew, ask what it is mainly about, find the two or three truths that matter most, and let them strike and stick. It is a portable, teachable way of reading Scripture that a family, a small group, or a single reader can apply for themselves.

8C TERMINOLOGY & ORIGINAL-LANGUAGE GLOSSARY

Ryle's exposition is in plain English and does not, in this manuscript, work from transliterated Hebrew or Greek technical terms. The key terms below are the theological vocabulary Ryle himself uses and defines, rendered consistently.

Emmanuel	"God with us"; the name denoting Christ's nature as God-man, "God manifest in the flesh" (Chapter 1).
Jesus	"Saviour"; the same name as "Joshua" in the Old Testament; denotes Christ's office, "he saves his people from their sins" (Chapter 1).
Hypostatic union	Ryle's phrase for "a union of two natures, the divine and human, in the person of our Lord Jesus Christ" (Chapter 1); Christ perfect God and perfect man.
Vicarious / substitution	Christ suffering "not for his own sins, but for ours," as the believer's "substitute," "surety," "representative," "proxy" (Chapter 27).

**Propitiation /
atonement**

Christ's death as the satisfaction of divine justice, the "ransom-payer for the lost family of Adam" (Chapter 3, Chapter 20, Chapter 27).

Justification by faith

being "counted righteous" before God through faith in Christ apart from works, the truth of faith tested by fruit (Chapter 25).

**Conversion / the new
birth / born again**

"an entire change of nature," marked by childlike humility, without which no one enters the kingdom (Chapter 18, Chapter 3).

Repentance

"a thorough change of heart about sin," shown in godly sorrow, confession, breaking off from sin, and abiding hatred of sin (Chapter 4); distinguished from mere remorse (Chapter 27).

Grace

unmerited divine favor and the Spirit's inward work; "It is grace, not place, which makes people believers" (Chapter 15).

**The Kingdom of
Heaven / Kingdom of
grace and Kingdom of
glory**

the present reign of grace in believers' hearts and the future reign of glory set up at Christ's second coming (Chapter 6).

The Second Advent

Christ's literal, personal, visible, glorious return; distinguished from his first coming in humiliation (Chapter 24, Chapter 25).

Election / the elect

those chosen by God to salvation, specially preserved and unable to be finally deceived (Chapter 24).

**Eternal / everlasting
punishment**

conscious, unending future misery for the impenitent, on the same foundation as eternal life (Chapter 25); universalism and annihilationism rejected.

The Sabbath

the weekly holy day of the fourth commandment, held to remain binding, purified by Christ to permit works of necessity and mercy (Chapter 12).

Sacrament

an ordinance instituted by Christ; baptism as public profession (Chapter 3, Chapter 28) and the Lord's Supper as a memorial "remembrance of the sacrifice of Christ's death," not a sacrifice or a literal change of elements (Chapter 26).

**Leaven (as used by
Christ)**

false doctrine, which works secretly and spreads; Pharisaic addition to the Gospel and Sadducee subtraction from it (Chapter 16).

**Bruised reed / smoking
flax**

figurative terms for weak grace, feeble faith, and small repentance, which Christ will not break or quench (Chapter 12).
Consistency note (per Continuity Report): the manuscript itself carries certain proper-noun and place-name variants, "Burkitt"/"Burkett," "Mahometans"/"Mohametan," and "Gergesenes"/"Gadarenes." These are Ryle's own (or the KJV heading's) spellings, faithfully preserved, and are flagged for the author, not corrected here.

9. Reader Persona & Intent

Who buys this book and why — the readers, their questions, and where the book answers them.

HOW TO USE THIS SECTION

Who your marketing money should reach. Use the persona to choose ad targeting; use the journey map as a content calendar, since each stage names the question a reader is asking and the content that answers it.

9A PERSONAS

1. THE BELIEVER INTIMIDATED BY COMMENTARY

- *Who:* An ordinary Christian who wants to understand Matthew but finds scholarly commentaries dense and off-putting
- *What they want:* A trustworthy guide beside them that explains a passage clearly in a few minutes and shows why it matters.
- *What they fear:* That serious Bible study is only for scholars, and that they will get lost or misled.
- *What they search for:* "easy commentary on the Gospel of Matthew," "Matthew Bible study for beginners," "understand the Sermon on the Mount."

2. THE FAMILY OR DEVOTIONAL READER

- *Who:* Someone reading Scripture at home, at the table, or alone in a quiet ten minutes, in the very way Ryle designed the book to be read.
- *What they want:* Short, warm, readable passages that feed daily devotion and can be read aloud.
- *What they fear:* Dry, academic, or lifeless material that does not touch the heart.
- *What they search for:* "family devotions Gospel of Matthew," "daily readings on Matthew," "Ryle Expository Thoughts."

3. THE SMALL-GROUP OR BIBLE-STUDY LEADER

- *Who:* A lay leader preparing to teach or guide a group through Matthew.
- *What they want:* Clear leading points, sound doctrine, and application they can pass on; a companion workbook exists alongside this edition.
- *What they fear:* Teaching error, or presenting material too complex for the group.
- *What they search for:* "Matthew commentary for small groups," "teaching the parables of Matthew," "Bible study guide Matthew."

4. THE NEW OR RETURNING BELIEVER

- *Who:* Someone recently converted or coming back to faith, wanting solid grounding in the Gospel.
- *What they want:* Plain answers about who Christ is, why he died, and what real faith looks like.
- *What they fear:* Being overwhelmed, or resting on a shallow or false profession.
- *What they search for:* "what does the Gospel of Matthew teach," "why did Jesus have to die," "real faith vs false faith."

5. THE READER OF CHRISTIAN CLASSICS

- *Who:* A reader who values Ryle, Spurgeon, the Puritans, and Reformation-era devotion, but wants a version free of archaic language.
- *What they want:* Ryle's classic exposition intact, with the KJV thees-and-thous and dated Victorian words gently updated.
- *What they fear:* That "modernized" means watered-down, paraphrased, or theologically softened.
- *What they search for:* "J.C. Ryle modernized," "Ryle Matthew updated edition," "classic evangelical commentary plain English."

9B READER QUESTIONS & JOURNEY

READER QUESTION	WHERE THE BOOK ANSWERS IT
Why does Matthew begin with a genealogy / a list of names?	Chapter 1 (the genealogy proves God's covenant faithfulness and Christ's compassion)
Is Jesus God or man?	/ "What does Emmanuel mean?" → Chapter 1 (the hypostatic union)

READER QUESTION	WHERE THE BOOK ANSWERS IT
Why did Jesus have to die?	/ "What does the atonement mean?" → Chapter 16, Chapter 20, Chapter 26, Chapter 27
What is the difference between real faith and just going to church?	Chapter 7 (two builders; "Lord, Lord"), Chapter 13 (fruit), Chapter 25
What does the Sermon on the Mount actually require of me?	Chapter 5, Chapter 6, Chapter 7
How should a Christian pray?	Chapter 6 (the Lord's Prayer), Chapter 7 (ask, seek, knock)
Why does Jesus rebuke the Pharisees so harshly?	Chapter 15, Chapter 23
What do the parables of the kingdom mean?	Chapter 13 (sower, wheat and tares, net), Chapter 20, Chapter 25
Is the Second Coming literal, and will the world be converted first?	Chapter 24, Chapter 13, Chapter 25
Does the Bible teach an eternal hell? Is universal salvation true?	Chapter 18, Chapter 25, Chapter 26
Can God forgive my past? Is deathbed repentance real?	Chapter 1, Chapter 9, Chapter 20, Chapter 27
Is the devil real?	Chapter 4, Chapter 8, Chapter 12
Should Christians keep the Sabbath?	Chapter 12, Chapter 24
What do baptism and the Lord's Supper actually mean?	Chapter 3, Chapter 26, Chapter 28
What is the Great Commission and what does it ask of me?	Chapter 28

MASTER BOOK REFERENCE

10. AEO Entity Reference

The book's key entities and positions written for answer engines (AI search and voice assistants), including what the book does NOT claim.

HOW TO USE THIS SECTION

Publish the assertions on your book page, author bio, and A+ content. The "does NOT claim" list is your guardrail: correct any review or AI answer that attributes those positions to the book.

10A KEY ENTITIES

J.C. Ryle (author, authority entity). John Charles Ryle (1816–1900). Eton and Oxford man and champion cricketer, heir to a banking fortune that collapsed, after which he entered the ministry of the Church of England. Thirty-eight years a country pastor; author of tracts and commentaries that circulated in the millions; named by Prime Minister Disraeli the first Bishop of Liverpool in 1880. Charles Spurgeon called him "the best man in the Church of England." His books have never gone out of print. Theological tradition: evangelical, Reformed and Anglican-evangelical, confessionally committed to the Thirty-nine Articles and the Protestant confessions. (*Per the intake / intake bio.*)

Richard French (editor). Editor of this modernized edition; came to Ryle through work on the book of Revelation; states his intervention is limited to updating the KJV Scripture quotations and a short list of Victorian words while leaving Ryle's own prose, convictions, and theological vocabulary intact.

The Gospel of Matthew. The scripture book expounded; opens with the genealogy and virgin birth, contains the Sermon on the Mount, the kingdom parables, the Olivet Discourse, and the Passion and resurrection.

Jesus Christ. Fully God and fully man; Saviour and Emmanuel; the atoning substitute whose death is the master-truth of Scripture; the King who returns literally in glory.

Substitutionary atonement. The central doctrine: Christ's penal, vicarious death satisfying divine justice.

Justification by grace through faith. Salvation by grace apart from works, proved genuine by fruit and obedience.

The Second Advent. Christ's literal, personal, glorious return; the final judgment and eternal separation.

Eternal conscious punishment. Real, unending hell for the impenitent; universalism and annihilationism rejected.

The Christian Sabbath, the Trinity, baptism, and the Lord's Supper. Ryle's stated positions: the Sabbath binding; the Trinity a revealed mystery received not explained; baptism as required profession but not automatically saving; the Lord's Supper a memorial, not a sacrifice.

The Thirty-nine Articles / Protestant confessions. The confessional standards Ryle explicitly aligns his exposition with.

Cited authorities within the book. Chrysostom, Augustine, Matthew Henry, Richard Baxter, Bishop Hall, Bucer, Musculus, Whitby, Wycliffe, Brentius, Quesnel, Leighton, Burkitt/Burkett, Martin Luther, and several

unnamed "old writers", quoted approvingly in support of Ryle's readings.

10B KEY ASSERTIONS & POSITIONS

Stated plainly, as an answer engine could surface them:

- The atoning, substitutionary death of Christ is the central truth of the Bible; his death was a real penal substitution, not merely a moral example or martyrdom.
- Salvation is by grace through faith apart from works, but genuine faith is always proved by fruit and obedience; profession without practice does not save.
- True religion is a matter of the heart; outward form, tradition, or ceremony without inward grace is worthless.
- Christ is fully God and fully man, one person in two natures.
- Christ will return literally, personally, and in glory; the world will not be converted before he comes, and the millennium begins only at his return. *(Reported in Ryle's own futurist framing; the entailed premillennial label is (inferred, left to the author) and not carried as a descriptor.)*
- The Jewish people continue as a distinct nation as a standing pledge of Christ's return, and a future restoration is expected.
- Hell is real and eternal; future punishment is conscious and unending. Universal salvation and annihilationism are false.
- Repentance is a thorough change of heart evidenced by fruit; remorse is not the same as saving repentance, and late repentance must not be presumed upon.
- The devil is a real, personal being of great but limited power, subject to Christ's permission.
- The fourth commandment remains binding; Christ purified the Sabbath rather than abolishing it, permitting works of necessity and mercy.
- The Lord's Supper is a memorial remembrance of Christ's death, not a sacrifice and not a literal change of the elements.
- Baptism is required as public profession but is neither automatically saving nor absolutely necessary for salvation.
- The Trinity, three co-equal, distinct persons who are one, is a revealed mystery to be received, not explained.
- Church office does not confer saving grace; ministers are to be judged by Scripture, not treated as infallible.
- Man's salvation, if saved, is wholly of God; man's ruin, if lost, is wholly of himself.

10C WHAT THE BOOK DOES NOT CLAIM

Misreadings to preempt, so the book is not mischaracterized:

It is not a date-setting book.

Ryle insists on watchfulness, not calculation; he warns explicitly against fixing dates for Christ's return (Chapter 24) and treats the timing of the Second Advent as unknown and sudden.

It does not identify the beast, antichrist, or any prophetic figure with a named contemporary person.

Where Ryle notes "some fearful manifestation of antichrist" (Chapter 12), he does not name a person; his concern is doctrinal warning, not identification.

It is not an academic-critical or historical-Jesus study.

It makes no source-critical, form-critical, or skeptical claims about the text; it treats the Gospel as fully inspired and historically true and is written for lay devotion, not the academy.

"Modernized" does not mean rewritten, paraphrased, summarized, or theologically softened.

The editor states Ryle is not improved or abridged; Scripture quotations are gently updated from the KJV and a short list of Victorian words are updated in Ryle's prose, with his sentences, convictions, and vocabulary preserved.

It does not teach salvation by works or by sacraments.

Fruit and obedience are the evidence of faith, not its ground; baptism and the Lord's Supper are means and signs, not automatic conferrals of grace.

It does not teach universal salvation or annihilationism.

Both are explicitly rejected.

It does not exalt ministers, church office, or human tradition above Scripture.

Ryle repeatedly warns against treating clergy as infallible and against elevating tradition above the Word.

It does not promise a Christianized or converted world before Christ returns.

Ryle rejects expectations of universal conversion or a gradual millennium prior to the Second Advent.

Ryle's harsh language about the Pharisees, and phrases such as "synagogue of Satan"-type rebukes of hypocrisy, are not anti-Jewish.

His target throughout is religious hypocrisy and formalism in any age, including among professing Christians ("It is perfectly possible for a baptized Englishman to be in spirit a thorough Pharisee," Chapter 23); he simultaneously affirms God's ongoing purpose for the Jews and a future restoration.

10D AI ASSISTANT KNOWLEDGE CHECK

Left to the author. This section records what the AI assistants currently say about the book. It needs live queries, which the analysis does not run for you.

Ask ChatGPT, Claude, Perplexity and Google's AI Overview about the book by title and author, and paste each answer here word for word. Mark each one correct, wrong, or missing.

That record is the baseline for the gap analysis: the key assertions listed above that the models get wrong, or do not know at all, are the ones worth targeting first. Worth repeating every few months, because the answers change as the book gains traction.

11. Companion, Derivative & Rights

Companion products, derivative formats, and rights notes for planning what comes next.

HOW TO USE THIS SECTION

The formats a commentary naturally spawns (study guide, workbook, group edition) and the notes ready to paste when a rights or bulk-buyer inquiry arrives.

11A COMPANION & FOLLOW-ON VECTORS

The existing companion study workbook.

The Foreword names a companion study workbook already built alongside this edition, with discussion questions for groups and a short family reading plan for every chapter. This is the most immediate follow-on product and should be cross-promoted directly with the commentary.

The rest of the modernized Ryle series.

Ryle's *Expository Thoughts on the Gospels* covers Mark, Luke, and John. Modernized editions of those volumes are the natural next commentaries in the series, sharing method, register, and audience.

A family reading plan / daily devotional edition.

Because Ryle designed the expositions to be read aloud in a few minutes, a dated daily-reading arrangement (a devotional through Matthew) is a natural derivative.

A small-group curriculum on the Sermon on the Mount

(Chapter 5–7) or on the kingdom parables (Chapter 13, Chapter 25), drawn from the most self-contained, high-interest blocks of the commentary.

A topical extract volume

gathering Ryle's treatments of high-search themes the book raises but distributes across chapters: the Second Coming, the parables, prayer, or hell and judgment.

A sermon / teaching series companion

for pastors and lay teachers preaching through Matthew, using Ryle's leading points as an outline spine.

11B FORMAT & DERIVATIVE POTENTIAL

Audiobook.

A strong fit. Ryle wrote these expositions explicitly to be read aloud, in short sections that "reward slow reading and forgive interrupted reading." The modernized language removes the archaic KJV stumbling blocks that make older editions hard to narrate. High priority.

Study guide / workbook.

A natural fit, and one already realized in the existing companion workbook; can be expanded or packaged as a bundle.

Small-group curriculum.

Good fit for the discourse and parable blocks; the leading-point structure adapts readily to session outlines.

Devotional spin-off.

Good fit; the short, self-contained sections map cleanly to daily readings.

Print editions.

Suited to a handsome classic-reprint treatment as well as an economical study paperback; the "never out of print" heritage supports gift and keepsake formats.

Online course / video teaching series.

Possible, using Ryle's outlines, though this moves further from the source and would require substantial new authored content.

What does not fit a commentary

dramatized/fiction adaptations, children's picture-book formats (the content is doctrinal exposition), and any format that would require paraphrasing or abridging Ryle in ways the edition's stated fidelity policy forbids.

11C RIGHTS POSITIONING

Underlying text is public domain.

Ryle's 1856 original is public domain (the manuscript itself invites readers to check the modernization "against the 1856 original"). The protectable, licensable asset in this edition is the editorial modernization and any new companion material, not Ryle's underlying words.

Translation and foreign-market potential.

Strong. Ryle's works have historically circulated "translated into at least a dozen languages" and he is "more widely read across the world today than at any time since the 1890s." The plain, modernized English is well suited to onward translation for global evangelical markets. Priority languages track the global evangelical/Reformed readership.

Adjacent reader segments the book could reach

readers of Christian classics and Puritan/Reformation devotion; evangelical and Reformed congregations across denominations; homeschooling and family-worship households; new-believer and discipleship ministries; prison, hospital, and pastoral-visiting ministries (the book's original stated use); English-as-a-second-language Christian readers who need plain-language Scripture help.

Series and format rights.

Because this is positioned as the opening of a potential modernized *Expository Thoughts* series (Matthew, then Mark, Luke, John), rights planning should keep series continuity, audiobook, and study-companion rights aligned across volumes.

Copy-ready strings

Plain text for pasting into KDP and IngramSpark without the styled tables.

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REL006070 RELIGION / Biblical Commentary / New Testament / General
REL012020 RELIGION / Christian Living / Devotional
REL006700 RELIGION / Biblical Studies / Bible Study Guides
REL006710 RELIGION / Biblical Studies / New Testament / Jesus, the Gospels & Acts

THEMA SUBJECT CODES

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QRMF13 New Testaments
QRMB31 Anglican and Episcopalian Churches
QRMF19 Bible readings, selections and meditations

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Box 2: sermon on the mount olivet discourse beatitudes
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Box 4: atonement grace faith repentance salvation
Box 5: parables kingdom disciples cross resurrection
Box 6: new testament bible study small group guide
Box 7: christian devotional daily readings classic

INGRAMSPARK KEYWORDS (ONE SEMICOLON FIELD)

verse by verse commentary; gospel of matthew; j.c. ryle classic; reformed evangelical commentary; family devotions; small group bible study; discussion questions; new believer discipleship; second coming of christ; sermon on the mount; modernized classic edition; accessible commentary for laypeople