

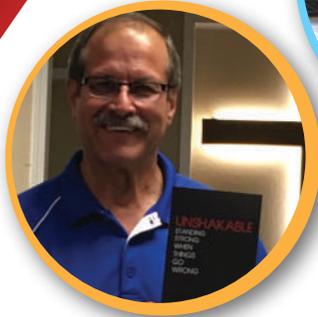
Deepen Your Connection with First-Time Guests



Give Your Church Members a Tool for Outreach



Both WOW Your First-Time Guests AND Help Them Grow Closer to Christ



You're Invited to Partner with Nelson Searcy on his proven book for first-time guests:

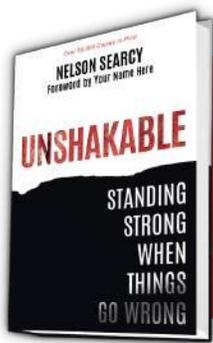
UNSHAKABLE

STANDING STRONG WHEN THINGS GO WRONG

Let's start a conversation: to learn more about this partnership opportunity, contact:

Sandra Olivieri
VP of Marketing and Publishing
561.921.8488, ext 9
Sandra@ChurchLeaderInsights.com

www.UnshakableNow.com



UNSHAKABLE-PASTOR TESTIMONIALS:

Life-Changing Tool to Connect with First-Time Guests



“We are still working on becoming personal evangelists as a church body. This has helped us. People have shared with me how the book ‘has been a blessing to me.’ If a question comes up on any number of topics — death, illness, marriage — they can refer to a specific chapter in the book. It has really helped to equip our people for outreach. The book has been a great investment. More than anything it has provided for us real life answers, specific instruction, that makes it a lot easier to teach and bring everyone together.”

— **Pastor George Burris**

Historic St. James Baptist Church, Madisonville, LA



“We have tables set up with the book on them. At every service we show a copy of the book and tell guests to take a copy home. *Unshakable* has become an important part of BMZ Church’s ministry to first-time guests. You see people growing in their faith, trusting God with their lives.”

— **Stan Pegram**

BMZ Church, Boscobel, WI



“It’s a no-brainer for any church that already gives away gifts to first-time guests. We gave out about 100 copies of the book the first day. People are extremely appreciative of it, and they love it.”

— **Pastor Kyle Windsor**

Community Christian, San Martin, CA



“When people come to your church for the very first time, they’re coming because they’re going through some sort of tension or transition or they’re in trouble. So what brought them to your church in some way probably connects to what’s being spoken about in this book, about how they’re going through some sort of storm—there’s something going on in their life. And so *Unshakable* will always be relevant.”

— **Brandon Robbins**

Lynnhaven United Methodist Church, Virginia Beach, VA

To Learn More About Using Unshakable in YOUR Church, contact Sandra Olivieri at sandra@churchleaderinsights.com or call 561.921.8488 ext. 9.



“In some churches, people just aren’t comfortable telling others about Jesus directly. But they can take *Unshakable* to their friend, and say, ‘Here, why don’t you read this.’ It opens a door for people to share their faith in a way that feels less threatening or risky. It speaks to issues that people go through in their real life, and it hits home for them. The book offers straight-up hope. It’s the go-to thing we give to those we know are having a tough time.”

— **Pastor Howard White**
Wesley United Methodist Church, Macomb, IL



“We put out the book and said, ‘Well, whoever shows up, shows up.’ And one person came. And then another person came. They were very excited about the book and started sharing it...There was this one young man who came from Puerto Rico and he’d been through so many different things and he was questioning God. The book covered all of those things for him and so he said, ‘This book has really helped me get through these storms of life. Every single chapter.’”

– **Hector Dueñas**
IBB Homestead Church, Homestead, FL



“It is very professionally done, and because it has our name and logo on it, it makes us look good. We are giving *our* book to them, not somebody else’s. It’s a very personal gift. It’s also practical — our pastoral staff often gives out copies of the book to people we know are going through a hard time.”

— **Pastor Jimmy Britt**
Rocky River Church, Concord, NC



“I was actually the first person to co-author the book with Nelson. I immediately used it to kick off our Winter/Spring Life Groups. That study was the best-attended Life Group session we have had in the last 6 or 7 years. We have received a lot of feedback from the church family who have given the book to family, friends and co-workers. I have received phone calls from individuals who just wanted to thank me for the book because it helped them at a very meaningful time. It’s a wonderful

resource for anyone, but as a pastor it’s good to know my church family has good, biblical advice for any of the situations that life throws at us. *Unshakable* gives you a chance to have a personalized tool that you can give to every member of your church family. I haven’t found a more effective tool that can keep your name out there in a positive way.”

— **Pastor Morris Barnett**
Cliffdale Community Church, Fayetteville, NC

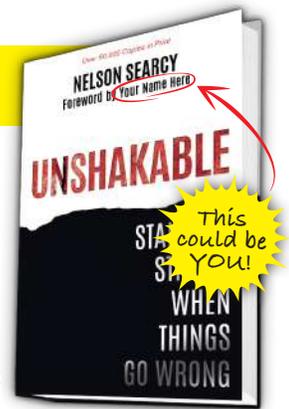
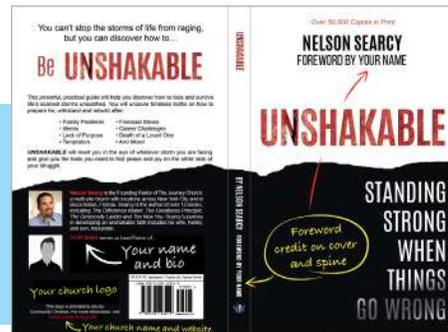
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WHAT IS THE UNSHAKABLE CO-AUTHOR PARTNERSHIP?

Through this partnership with Nelson, you will personalize your own edition of the book, *Unshakable: Standing Strong When Things Go Wrong*. This book is designed specifically for your first-time guests. We will work with you to feature:

- Your name on the front cover, spine and back cover
- Your bio on the back cover
- Your church logo and website on the back cover
- Your foreword inside the book on the first four pages

All the editing, proofing, design, set-up, scheduling, printing and shipping is included with your co-authorship investment. We even have a new option available where we can write the foreword for you! We strive to make it as easy as possible for you!



HOW DOES THIS BOOK HELP YOUR FIRST-TIME GUESTS?

Nelson invested two years writing *Unshakable*. He went through over 3,000 prayer requests from first-time guests. What he discovered is that the requests fell into one of about 10 different categories. Categories like marriage issues, career challenges, illness, finances, and dealing with loss.

This book was written specifically to meet first-time guests where they are! It is meant to provide encouragement, spiritual next steps and biblical grounding for those who are under tension, in trouble or in transition. Nelson wants to partner with YOU to invest in your first-time guests and help them develop an **unshakable faith**.



Pastors often set up tables or make the books available at their welcome centers and encourage their first-time guests to take a copy each Sunday.



First-time guests and church members have been impressed with the quality of the book. One of our co-authors, Lon Dean, said they call the book "life-changing" and have also found it helpful in getting to know their pastor.

With *Unshakable*, you can:

- **Engage first-time guests** who will have an immediate connection with you, because of the foreword you write.
- **Give your church members a tool** they can use to reach their friends and family as they go through the trials of life.
- **Reach out to the unbelievers in your community** with a book that's evangelistic, biblical, practical and non-threatening.
- Know that your first-time guests are receiving a high-quality gift they'll enjoy – and **may even pass on to their unchurched friends!**

Ready to get started? Or do you have questions? Let's start a conversation — just call Sandra at 561.921.8488, ext. 9 or email Sandra@ChurchLeaderInsights.com.

5 POPULAR OPTIONS FOR YOU!

Select Your Unshakable Cover Design

Unshakable has traditionally been a bold black cover design, designed to be used across all denominations and in all areas of the country. **But we're excited to announce that you now have brand new cover designs to choose from!**

When you sign up to do an co-authorship, you will now be able to select from the following **FIVE cover designs**.

All designs will have your name on the cover and your name, bio, photo and church logo on the back cover.

See all 5 designs on the next pages 

A

Over 50,000 Copies in Print

UNSHAKABLE

STANDING
STRONG
WHEN
THINGS
GO
WRONG

**Classic
Cover —
Over
50,000
in Print**

Nelson Searcy
Foreword by (Your Name Here)

B

Over 50,000 Copies in Print

UNSHAKABLE

STANDING STRONG WHEN
THINGS GO WRONG

NELSON SEARCY
FOREWORD BY [YOUR NAME HERE]



Over 50,000 Copies in Print

UNSHAKABLE

STANDING STRONG WHEN
THINGS GO WRONG

NELSON SEARCY
FOREWORD BY [YOUR NAME HERE]

D

Over 50,000 Copies in Print

UNSHAKABLE

STANDING STRONG WHEN
THINGS GO WRONG

Nelson Searcy
Foreword by (Your Name Here)

E

Over 50,000 Copies in Print

NELSON SEARCY

FOREWORD BY (YOUR NAME HERE)

UNSHAKABLE

**STANDING
STRONG
WHEN
THINGS
GO WRONG**

NEW E-BOOK ADDITION:

Receive all 3 versions: for Kindle, iPhone/iPad and PDF

The move to online church has brought about many changes. So with *Unshakable* we also wanted to make it easy for you to share the book with your online first-time guests.

When you sign up for a co-authorship, you now have the option to add on the e-book versions. **You'll receive all 3 of the most popular editions**, so that you can offer all 3 to your people: **Kindle** (.mobi), **iPhone/iPad** (.epub) and **interactive PDF**.



This is a big development – as producing an e-book that meets all of Amazon’s and Apple’s requirements and reads like a true e-book can be very tricky and time-consuming to say the least! But we wanted to make these available to you so you can share *Unshakable* with as many people as possible.

We are now using the e-book editions at the church Nelson pastors, The Journey Church, in both our Boca Raton and New York City locations. Since we are holding online church services, we send all our first-time guests the e-book edition of *Unshakable*. And it’s been very well received!

We have put hours into creating the new *Unshakable* e-book edition but are keeping your investment as low as possible. **When you sign up for a custom *Unshakable* print edition, you can now add on the e-book for only an additional \$250 to receive all 3 versions.**

Just select the e-book option on your Partnership Agreement on page 14 or email Sandra at sandra@churchleaderinsights.com when you decide to move forward.

HOW HAVE PASTORS USED THEIR PERSONALIZED BOOKS?

The dozens of pastors who have used this book in their church have primarily used it as a free gift for their first-time guests. At Nelson's church, The Journey Church, we offer this as well and encourage first-time guests to stop by a Welcome Table to pick up their free copy of *Unshakable*.



The exciting thing to see is how many more ways the book has also been used:

- Churches including The Journey have created **Small Groups** around *Unshakable*. Our very first co-author did this and created a Small Groups Study Guide that is also available to you with your own co-authorship.
- Guests have shared it with family, friends and neighbors going through difficult times — it has become a powerful **evangelism tool**.
- Pastors have launched the books on a Big Day coinciding with the **Unshakable Sermon Series** — which you will receive as a free bonus when you do a co-authorship. On this Big Day, everyone in the congregation would receive a free copy to kick off the series and the new book.

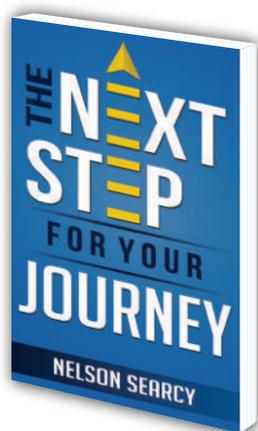
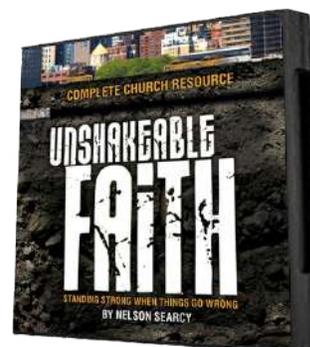
We've heard stories of these books also being used in prison outreach and other community evangelism and by missionaries (so we know *Unshakable* has gone international!).

DOES MY UNSHAKABLE CO-AUTHOR PARTNERSHIP INCLUDE ANY BONUSES?

YES! It sure does:

FREE Unshakable Sermon Series (\$169.95 value)

You'll receive the complete sermon series that Nelson developed alongside the book. The 7-message series has been very popular to launch with your *Unshakable* books. You'll receive all the message MP3s, message notes, message transcripts, series documents and series graphics!



FREE New Believer Book (\$1,600 value)

You'll also receive the rights and artwork to customize and self-publish your own version of *The Next Step for Your Journey*! Nelson wrote this book to provide new believers with a roadmap for their faith. With the rights you can change the byline to be from you and completely customize your book.

Ready to get started? Or do you have questions? Let's start a conversation — just call Sandra at 561.921.8488, ext. 9 or email Sandra@ChurchLeaderInsights.com.

WHAT DO I NEED TO PROVIDE FOR MY UNSHAKABLE EDITION?

For your custom book cover, we would just need the following files from you:

- A high-resolution logo
- A high-resolution photo
- Short bio (about 55 words) – We will provide you with some previous sample bios for reference

NEW OPTIONS! Then, for your custom foreword — the real heart of your custom edition — the word count is about 850 - 950 words. The key is to make it personal, tell your story. We will work closely with you on your own foreword. **We can now even write it for you, with your input of course.** It's a very low investment if you'd like us to write it — only \$150. See more details below!

WILL YOU HELP ME WITH MY FOREWORD AND BIO CONTENT?

The short answer is a resounding YES! We provide you with samples to guide the process and will work closely with you to edit your bio and foreword. All content is also reviewed and approved by Nelson himself and goes through our proofing process. You also now the option for us to write the personalized foreword for you! **Your low \$150 investment includes:** A phone call interview with one of our writers, two rounds of edits to your foreword, and a guarantee that you will be happy with the final version — or you will NOT be charged!

HOW LONG DOES IT TAKE TO RECEIVE MY BOOKS?

Upon receipt of initial materials (logo, photo, bio, foreword), you should expect to receive your books in approximately 60 days. That takes into account time for proof approvals throughout the process.

WHAT IS THE MINIMUM QUANTITY THAT I NEED TO ORDER?

There is a minimum order of 500 books for each printing and Church Leader Insights will handle the printing of the book to ensure that its quality and integrity remains intact.

HOW MUCH IS THE INVESTMENT?

You can choose from 3 main options; all include free shipping:

OPTION A: 1,000 for \$6 per book

OPTION B: 750 books for \$7 per book

OPTION C: 500 books for \$8 per book

Payment plans are available — we can split up payments as needed before the books go to production. We will work with you on the best arrangement for you!

SOUNDS GREAT – HOW DO I GET STARTED?

Just two things — your desired launch date, and a \$1,000 deposit. From there we will create a schedule and start working with you on your materials. Then you are on your way to your own personalized *Unshakable* book!

Just complete the form on the next page. Please contact us with any questions by calling Sandra Olivieri at **561.921.8488, ext. 9** or by email at **Sandra@ChurchLeaderInsights.com**.



UNSHAKABLE PARTNERSHIP AGREEMENT

Please fill out the following to confirm your book selections. You can scan and email this to Sandra@ChurchLeaderInsights.com or fax to **561.584.5891**. Or to discuss by phone, call Sandra at **561.921.8488, ext. 9**.

CONTACT INFORMATION:

First Name _____

Last Name _____

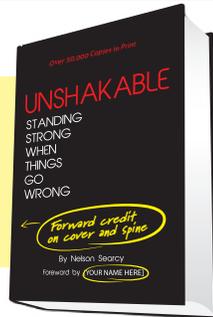
Church Name _____

Email Address _____

Phone _____

CUSTOM OPTION

Have your name on the cover, with a personalized foreword inside the book. Your custom bio, photo and church logo on the back.



Quantity Selection:

- 1,000 books for \$6 per book
- 750 books for \$7 per book
- 500 books for \$8 per book

Total Due Today: \$1,000 Deposit

Cover Selection:



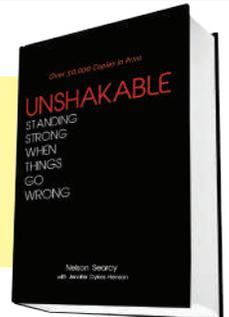
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- I'd also like to add the custom e-book option for only \$250 (Kindle (.mobi), iPhone/iPad (.epub) AND interactive PDF.



BULK OPTION

Purchase the regular edition of the book without personalization; it will still make a powerful connection with your first-time guests!



Quantity Selection:

- Up to 3 cases (180 books total) @ \$9.00 per book
- 4 -6 cases (240 – 360 books total) @ \$8.00 per book
- 7 or more cases @ \$7.00 per book

I wish to order the following # of cases: _____

Total: \$ _____

Note: Rates above do not include shipping, which will be charged separately once your books ship out to you.

PAYMENT INFORMATION:

- I have enclosed a check made payable to the **Nelson Searcy Company**
- Please charge my credit card

Card Type: Visa / MC / Am Ex

Card Number _____

Expiration Date _____

Security Code _____

Signature _____

Date _____