

FREQUENTLY ASKED QUESTIONS ABOUT AN UNSHAKABLE CO-AUTHORSHIP

HOW DOES THIS BOOK HELP 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*.

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 (more on that to follow). 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!).

WHAT DOES MY *UNSHAKABLE* CO-AUTHOR PARTNERSHIP INCLUDE (AND ARE THERE ANY BONUSES)?

When you sign up for a co-authorship, we will work closely with you to create your very own personalized edition. Your book will 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

The enclosed color mock-up sheet shows all the areas of personalization, which you can also compare to your sample book.

All the editing, proofing, design, set-up, scheduling, printing and shipping is included with your co-authorship investment. We strive to make it as easy as possible for you!

BONUSES INCLUDE:

- **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.

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 that you can reference in setting up your own

Then, for your custom foreword — the real heart of your custom edition —the word count is about 850 - 950 words. We will work with you on your own foreword and also provide samples of this as well. The common theme is to make it personal — tell your story and we can help you with the editing!

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.

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 contact Sandra Olivieri at **561.921.8488, ext. 9** or by email at Sandra@ChurchLeaderInsights.com.