

# A Proven Connection Tool used in Assimilation, Evangelism and Small Groups

How a custom book for first-time guests expanded into prison outreach, small groups and fulfilled one church's mission to "Equip People for Life's Challenges"

*George T. Burris has been pastor of the Historic St. James Baptist Church in Madisonville, LA since January 1997. He's also a long-time member of my Titanium Coaching Network. Pastor George partnered with me on a co-authorship opportunity for the book **UNSHAKABLE: STANDING STRONG WHEN THINGS GO WRONG**. This is a proven book that I wrote specifically for first-time guests, to provide encouragement, spiritual next steps and biblical grounding for those under tension, in trouble or in transition.*

*George's version of Unshakable, which he distributed at his church, featured his photo, church logo, bio and a foreword in the beginning of the book, written by George himself.*

**Here is George's story on how he used his custom version of the book to expand his small groups ministry, energize his evangelism system and bring his congregation closer together.**

Pastor George says they launched the *Unshakable* book on a past Easter, along with the *Unshakable Faith* sermon series (which George received free as part of his book co-authorship). Presented at their Welcome and Connection tables, George says they gave out about 100 books that Easter Sunday alone.

## **BUILDING MOMENTUM FOR SMALL GROUPS**

One of the areas where *Unshakable* has had the biggest impact is with small groups – and actually getting them off the ground.

"We're a traditional Baptist church," says Pastor George. "I preach in full robe regalia. We have a very traditional Sunday School class. The concept of small groups was foreign to everyone, and they were very resistant to meeting during the week."

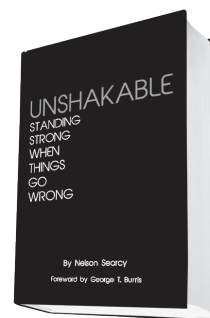
Historic St. James had two women's groups and one men's group meeting on Wednesday nights. But, according to George, they were just "winging it." Inspired by John Wesley (another teaching to come out of coaching) and his focus on small groups, Pastor George introduced the *Unshakable* book to his groups to give them an actual curriculum to follow together.

Since then, the groups are "picking up momentum" and the new structure is improving group attendance. "They're already asking me, 'what's the next book going to be?'" says George.

For now, however, the Wednesday night groups are still discussing *Unshakable*, so the content of the book has filled weeks of group meetings.



*"We're still working on becoming personal evangelists as a church body. This book has helped us, and people have shared with me how it has been a blessing to them."*  
– Pastor George Burris

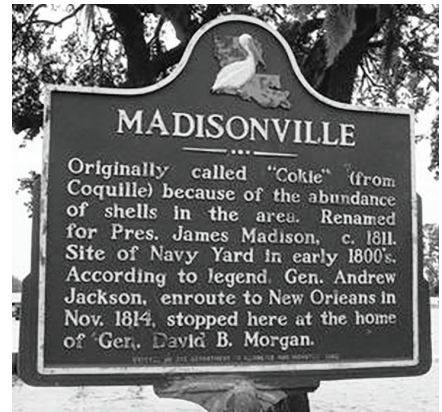


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## AN UNEXPECTED CONNECTION: PRISON OUTREACH

One of the most surprising areas of influence for the book was at a women's Bible study group at the local St. Tammany Parish Jail. George says a minister affiliated with their church was volunteering there, leading a Bible study on Tuesday nights with a group of female inmates. She had exhausted all her resources when she reached out to George; she wasn't sure what to teach next. So George supplied her with a box of *Unshakable* books. The response was tremendous, and the group leader was able to extend the book discussion for over 30 weeks.

The most amazing part since this outreach: Historic St. James has welcomed first-time guests from the jail (who had been released), and the church continues to follow up with them to encourage their ongoing attendance.



Madisonville, LA, home of the Historic St. James Baptist Church, where George Burris has been pastor since 1997.

## EQUIPPING PEOPLE FOR LIFE'S CHALLENGES

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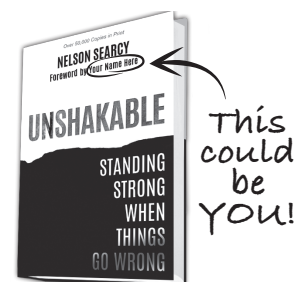
"We're still working on becoming personal evangelists as a church body," he says. "This has helped us, and people have shared with me how the book has been a blessing to them. They've even bought copies to send to family members in other cities."

In this way, the book has helped them fulfill their church's mission to "**Equip People for Life's Challenges.**"

"If a question comes up on any number of topics – death, illness, marriage – they can refer to a specific chapter in the book," says George. "It has really helped to equip our people for outreach."

He continues, "The book has been a great investment. More than anything it's provided real-life answers and specific instruction that makes it a lot easier to teach and bring everyone together."

⇒ I love hearing these stories – I never imagined how much this book would impact the lives of people all over the world. Want to read it for yourself? I'd like to send you a free copy of the book, with some info on how it all works. Just go here now: [www.UnshakableNow.com](http://www.UnshakableNow.com)



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We make it easier than ever now to connect with your first-time guests where they are. 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**.

You also don't have to be a writer to partner with me on this book! Now we can also write your foreword for you – we'll capture your story and what you want to communicate to your people.

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