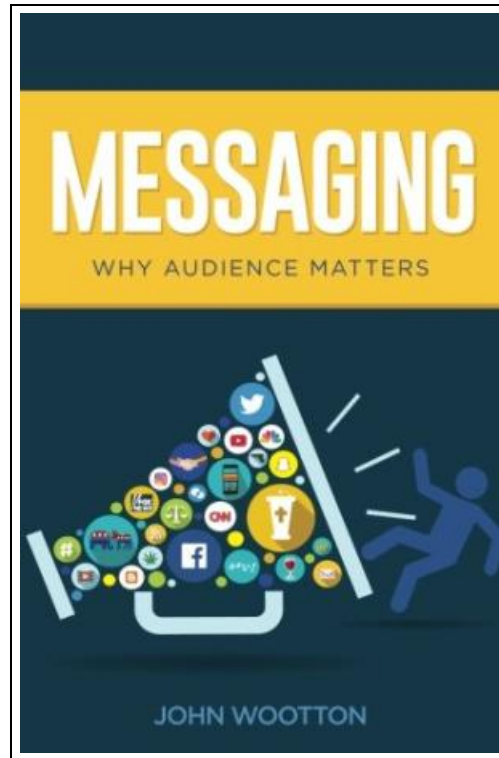


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MESSAGING: WHY AUDIENCE MATTERS (PAPERBACK)



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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Amidst the daily barrage of toxic Tweets, Facebook rants, and cable news shoutfests, Messaging emerges as a hopeful, surprising Communication Playbook for 21st Century Christians. Before the next nasty election cycle, before the next online debate showcasing believers going at it with one another or with the culture at large, readers of Messaging will feel uniquely equipped to maximize their voice with a refreshing kind of biblical confidence the author calls New Testament Normal. Using numerous familiar headlines from current events, John Wootton guides readers through a four-part journey based on repeated, positive, and convincing patterns of New Testament instruction and experience. Along the way, Messaging draws the striking conclusion that there is no biblical support for two practices today s evangelicals routinely employ with nonbelievers in their audience: 1) publicly criticizing fellow believers and 2) using the name of Jesus or His Church to reprimand the immoral or political preferences of people who aren t born again In stark contrast, abundant scriptural support is cited for two radically intentional and effective pursuits: 1) loving fellow believers for all the world to see and 2) consistently proclaiming the good news of the gospel Get ready for lively conversation and greater unity as Christians with differing viewpoints find themselves wrestling with challenging insights that have profound ramification for the Church s end-time mission and effectiveness. Decades of messy messaging have primed the heart of a wayward culture for a refined and rejuvenated reflection of the body of Christ.



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