

Title: "The IA book Is a Fantastic Value!"

November 12, 2016

Greetings all,

Some people are taken aback by our Immanuel Approach book costing \$30.00. Here's why this is actually a fantastic value:

- First, this book is 784 pages, with top quality paper and top quality binding.
- It has an extensive (expensive!), professional index.
- The printing was done here in the United States (where everything costs more, but the increased costs pay for good pay and benefits for the workers, and also for environmental protection).
- Furthermore, it has taken me 15 years to develop this material, and 20 - 40 hours per week for the last several years specifically on this writing project.
- As a reference point, 100 page books comparable to *The Immanuel Approach* are currently selling for \$15 per book. If we were pricing this book proportionally, with respect to the amount of material included, it would cost close to \$120 per book.

So in my opinion, \$30 for this book is a FANTASTIC deal. The reason we are charging so little is that many who will be using it are lay person volunteers, and many lay people are not able to pay a lot for resources that help them provide volunteer ministry. (You probably would be paying \$100 to \$120 if it were being sold as a resource for professionals).

I thought this additional information might be helpful for any who are feeling inspired to help us with marketing/promotion.

Blessings,

Dr. Lehman/Karl

Here's another endorsement, just for fun:

"My wife, Malia, and I were introduced to Dr. Karl Lehman and the Immanuel Approach several years ago by the Director of Spiritual Formation at our church. Our life experience includes leading prayer teams and community groups, providing soul care and prayer counseling, and of course being parents and grandparents. We are currently "city leaders" of Immanuel Prayer in San Francisco, under Pastor Patti Velotta, trainer and author of "Immanuel, A Practicum."

Though there are many other pathways to inner healing work, we have found the Immanuel Approach to be simple to do and teach. Above all, we have found great healing and intimacy with Jesus in our own lives. The key to caring for others is “putting our own oxygen masks on first.” As both my wife and I experience knowing Jesus ourselves, the Immanuel Approach has increased our capacity to be loved, and to love in ways that are beyond our wildest imagination.

Connecting with Jesus. Intimacy. Hearing what Jesus wants us to know. Allowing Him to lead us into places that, though there was trauma, hurt and pain, He is with us. Never alone. Being with others as Jesus leads, seeing Him connect is one of the greatest privileges.

Dr. Karl’s pioneering work, *The Immanuel Approach: For Emotional Healing & For Life*, with the authority derived through thousands of hours of clinical practice as an M.D and Psychiatrist, has paved the way for life-changing breakthrough. People with or without a formal education now have a proven “map” to help themselves and others connect in an interactive way to the “Chief Physician”

David and Malia McKinney
Immanuel City Leaders – San Francisco
Parents – Grandparents – Elders