

Title: "Please help us with marketing"

November 2, 2016

For any of you who feel inspired to do so, we would greatly appreciate help with marketing. Charlotte and I don't have a marketing team or any experience with marketing, and we would much prefer to keep focusing our time and energy on actual ministry, training, and developing new material, so we are hoping that the Immanuel Approach community will help us with marketing. We have absolutely no need or desire to try to convince people to buy this book if they won't use it, but we very much want to get copies to those who are ready for it and would be blessed by it. As a resource for those of you who would like to help us with our low-key, relational marketing effort, I have included (below) some thoughts that might be helpful.

Thanks again to those of you who have been praying (we hit an unexpected bump right in the middle of running the main text through the presses, but we were able to catch it and sort it out).

Blessings,

Dr. Lehman/Karl

Marketing thoughts:

- My vision for this book is that few will read it cover to cover, but rather that it will be a reference resource for a wide range of different scenarios in the Immanuel Approach community. For example, if you are a therapist and you want to introduce the Immanuel Approach to a client who has never heard of it before, Chapter 2 and the story chapters distributed throughout the book will provide an accessible introduction. Or if your church small group is learning about the Immanuel Approach and they have questions about whether it is biblical, you can all go through Chapter 35 together. Or if you are a recipient and you like to understand what you are doing, Chapters 6-23 will help you to understand the principles and process so that you can cooperate with the Immanuel Approach more effectively. Or if you are a trainer and you want to include group exercises in your training events, you will find Chapter 24 to be very helpful. And every facilitator and recipient will be encouraged by the story chapters.
- The material in this book will also be helpful in addressing a wide variety of specific issues that come up in Immanuel Approach sessions. For example, if you are a facilitator and you are working with a recipient who has trouble with a supposed "Jesus" presence that doesn't seem to be the true Lord Jesus, you can ask her to read appropriate portions of Chapters 31-33, and then talk with her about how the material applies to her sessions. Or if you are a recipient who wants to move forward more quickly and you are willing to do homework between sessions, you can study and apply the principles and tools described in Chapter 37.

Or if you are a therapist and one of your clients is concerned because her experiences of Jesus seem unusual, you can ask her to read Chapter 28 and then discuss it with her. Or if you are a recipient and you are concerned that you are not receiving genuine Immanuel Approach sessions, you can refer to Chapter 39 to help you discern this question.

- My hope regarding this book is that it will help people to learn about *and experience* the Immanuel Approach. And my greater hope is that the Immanuel Approach will enable people to experience regular, life-changing, interactive connections with the living presence of Jesus.
- In my own practice, I will ask any client who wishes to use the Immanuel Approach to purchase a copy. In addition to the story chapters as a great source of encouragement and faith-building, there will be many points at which I will use portions of the book as homework reading. This will be a very time and cost efficient way for recipients to obtain understanding that will enable them to participate in the process more efficiently.

In summary, I think this book would be a valuable resource for *anybody* who is involved with the Immanuel Approach, including recipients, facilitators, and trainers.