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Selling Swimsuits in the Arctic: Seven Simple Keys to Growing Churches

Adam Hamilton

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The pastor of one of today's most dynamic churches illumines the basic principles of attracting the unchurched to the Christian message.

Using the story of Bob, a successful swimsuit salesman whose business takes a turn for the worse when he moves to Alaska, Adam Hamilton reminds us that all of life is about sales. Whether we are in a job interview, a candidates' debate, or a classroom, we are selling something: our skills, our convictions, our selves. The same is true of presenting the gospel to the unchurched. In leading a friend to a saving relationship with Christ, in inviting them to join us at church, we are presenting them with something that we believe they need, that will make all the difference in their life. Yet if we don't understand what we are presenting, who we are presenting it to, if we don't believe in the message we are offering, or if we don't believe that people need that message more than anything else, then we will not be faithful witnesses to it. In short, says Hamilton, if we don't understand some of the most basic principles that all successful salespersons know, then we will not succeed in presenting the message of Christ to those who most need to hear it.

By telling the humorous and quirky story of Bob trying to sell swimsuits in the Arctic, Hamilton explains the fundamental concepts of sales that also apply in how we spread the gospel message. Drawing on his experience as the leader of one of the country's fastest-growing churches, he offers pastors and other Christian leaders solid, simple guidance on how to share the faith, and grow one's congregation.

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