



## Surprising Insights from the Unchurched and Proven Ways to Reach Them

By Rainer, Thom S.

Zondervan. Book Condition: New. 0310286131 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!! EXPEDITED SHIPPING AVAILABLE. We've read all the hot books on evangelism, we've attended scores of seminars---and still we're not reaching the unchurched. Eighty to ninety percent of churchless Americans will never enter our culturally relevant, seeker-sensitive doors. What are we missing? Maybe we've been asking the wrong people. Instead of consulting the unchurched masses, it's time we heard what the small but important minority who have recently begun attending a church have to say. What made the difference for them? What critical factors helped spark their faith in Jesus and drew them into the community of believers? Thom Rainer shares results and conclusions of this groundbreaking survey of the formerly unchurched. At last, here are proven insights into what evangelistically effective churches are doing right. Filled with charts, graphs, and other visual aids, plus an abundance of true-life accounts, this book explodes myths about the unchurched. You will discover: \* Why pastors and doctrinal preaching are critical \* The enormous influence of family and relationships \* Which things matter more than we thought, and which matter less \* The...



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