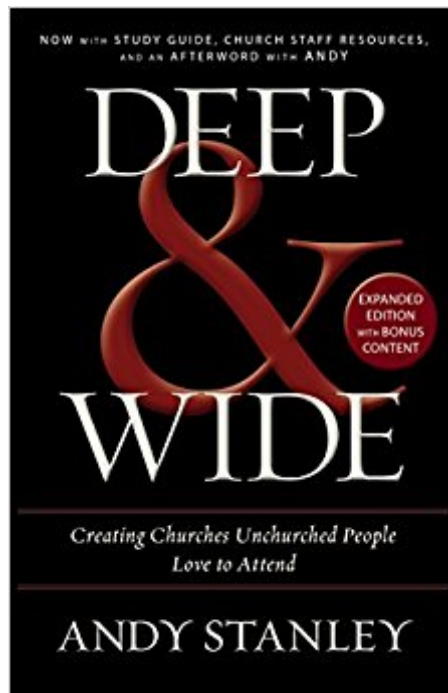




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# Deep And Wide: Creating Churches Unchurched People Love To Attend



## Synopsis

Andy Stanley's bestselling and award-winning vision for the local church is now available in softcover. New bonus content includes a study guide, church staff helps, and an interview with Andy on the most frequently asked questions about Deep and Wide. With surprising candor and transparency pastor Andy Stanley explains how one of America's largest churches began with a high-profile divorce and a church split. But that's just the beginning. Deep and Wide provides church leaders with an in-depth look into North Point Community Church and its strategy for creating churches unchurched people absolutely love to attend. For the first time, Andy explains his strategy for preaching and programming to "dual audiences": mature believers and cynical unbelievers. He argues that preaching to dual audiences doesn't require communicators to "dumb down" the content. According to Stanley, it's all in the approach. You'll be introduced to North Point's spiritual formation model: The Five Faith Catalysts. Leaders responsible for ministry programming and production will no doubt love Andy's discussion of the three essential ingredients for creating irresistible environments. For pastors willing to tackle the challenge of transitioning a local congregation, Andy includes a section entitled: Becoming Deep and Wide. If your team is more concerned with who you are reaching than who you are keeping, the expanded edition of Deep & Wide will be more than a book you read; it will be a resource you come back to over and over!

"Couldn't be prouder of my son, Andy. And I couldn't be more excited about the content of this book. I wish a resource like this existed when I was starting out in ministry."

Dr. Charles Stanley, Founder, In Touch Ministries

"Deep and Wide pulls back the curtain for all of us to see what is required behind the scenes to build a prevailing church. I was both challenged and inspired by this book."

Bill Hybels, author of Just Walk Across the Room

"The most common question I get from pastors is, 'How do I get the people in my church to be open to change?' From now on my answer will be, 'Read Deep and Wide' by Andy Stanley."

Thanks Andy!

Great book!

Craig Groeschel, Pastor, LifeChurch.TV, author, It: How Churches and Leaders Can Get It and Keep It

"It is completely false that churches must sacrifice quality to get quantity, must artificially choose between evangelism and discipleship, or cannot have depth and growth at the same time. Few prove this fact better than the ministry of Andy Stanley, who has grown North Point Community Church on purpose and with passion. No Christian leader can afford to miss this book."

Rick Warren, pastor, Saddleback Church; author, The Purpose Driven

Church

## Book Information

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## Customer Reviews

Communicator, author, and pastor Andy Stanley founded Atlanta-based North Point Ministries in 1995. Today, NPM consists of six churches in the Atlanta area and a network of more than 50 churches around the globe that collectively serve nearly 90,000 people weekly. As host of Your Move with Andy Stanley, which delivers over six million messages each month through television and podcasts, and author of more than 20 books, including The New Rules for Love, Sex & Dating; Ask It; How to Be Rich; Deep & Wide; Visioneering; and Next Generation Leader, he is considered one of the most influential pastors in America. Andy and his wife, Sandra, have three grown children and live near Atlanta.

Deep and Wide: Creating Churches Unchurched People Love to Attend is a great site map of the birth and development of the Northpoint Church in Atlanta, Georgia. Andy Stanley opens the journal of his early years in ministry giving a glimpse of the troubles and thrills of developing a new location for his father's church, the First Baptist Church of Atlanta. While the plan was clear to open a new campus, God took control as like-minded Christ followers prayerfully focused on developing a dynamic church for the "Unchurched" where people love to come. It is an amazing story and the mission, vision and strategies employed gives church leaders much to think about in the evaluation of their churches' effectiveness in these times. Andy Stanley does a masterful job of opening his

heart and soul to church leaders with no claims to developing a master template for all churches. However, it fills the reader excitement and some trepidation to change to a model far more like the "Early Church" than churches of our modern day.

You might not find yourself agreeing with every point made by Stanley, especially if you've grown up in the Bible Belt, and accustomed to a church culture that hasn't changed in years, but if you pick up this book you will be challenged as a church leader for sure. Stanley and his team are dead certain of their mission, vision, model, & programming at North Point, and its evident in this book. This is a must read for any church leader, despite your denomination or church model.

Some excellent suggestions for making a church movement Biblical sound and appealing to a broad cross section of people. Recognizing that what works today will likely not be so dynamic to future generations, Stanley urges a flexible approach to fulfilling our vision.

This is a must read if you have ever wondered how North Point became "North Point". Andy does a great job at poignantly giving readers the highs and lows of the journey. This can be inspiring for church leaders to ask the tough questions about how they reach their communities.

Not written originally for everyone, but it has so much value from a Jesus Following model that anyone can find much to contemplate and discuss. It doesn't matter if you agree with all of it but really offers people food for thought if they have given up on faith.

I love this book. I am not finished yet, but I really appreciate what Andy is trying to get us to see. I think it is a must ready for any church leader.

This book is absolutely great and I highly recommend it to any pastor or leader in a church. While Andy's story is interesting, the helpful tips about how to improve your church so it's appealing to unchurched people are priceless. Thank you Andy Stanley!

Excellent book about creating churches unchurched people love to attend. The North Point story was interesting but the mission/vision info was worth the cost of the book.

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