



OUT  
LIVE  
YOUR  
LIFE

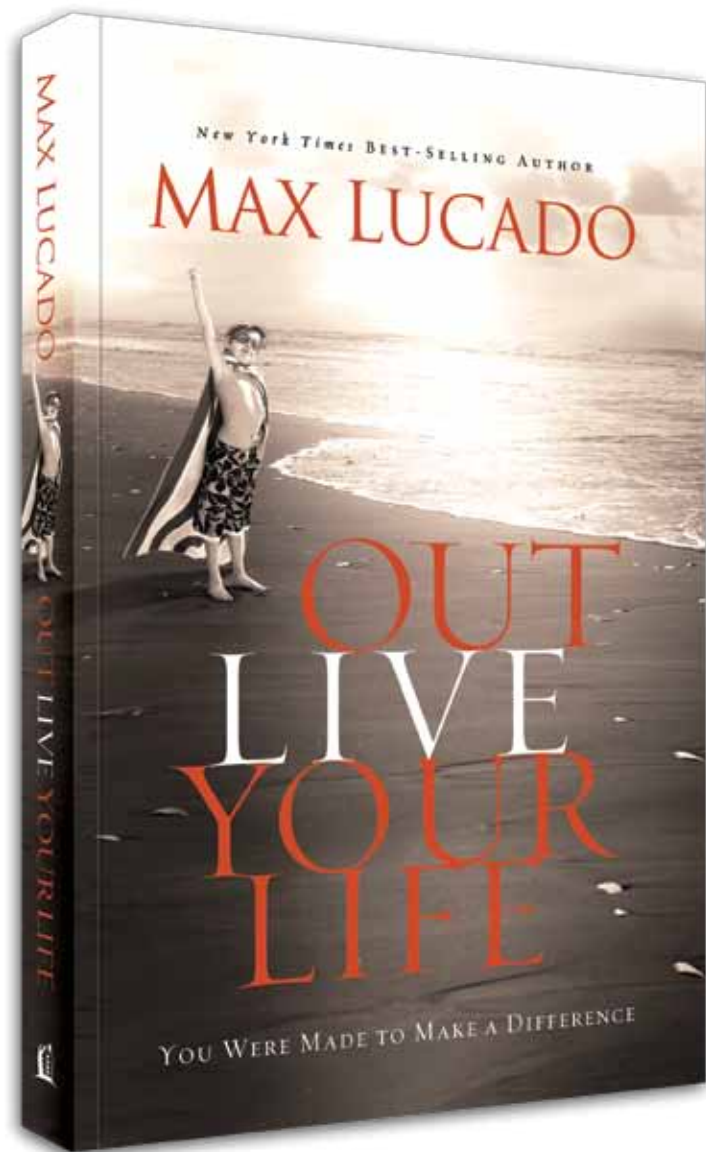
— A FIELD GUIDE —



— A NEW MESSAGE —

*from*

MAX LUCADO



— WHAT IS *Outlive Your Life*? —

#### Book Description

These are difficult days in our world's history. 1.75 billion people are desperately poor, natural disasters are gouging entire nations, and economic uncertainty still reigns across the globe. But you and I have been given an opportunity to make a big difference. What if we did? What if we rocked the world with hope? Infiltrated all corners with God's love and life? We are created by a great God to do great works. He invites us to outlive our lives, not just in heaven, but here on earth. Let's live our lives in such a way that the world will be glad we did.

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#### Unique Promise

Most of Max's books encourage readers to get on their knees and pray. *Outlive Your Life* invites them to roll up their sleeves and act.



— TRI-FOCAL VISION —

“You will be my witnesses *in Jerusalem*, and in all *Judea and Samaria*, and to the *ends of the earth*.”

Acts 1:8



Max Says

“You will spearhead a movement that will explode like a just-opened fire hydrant out of Jerusalem and spill into the ends of the earth: into the streets of Paris, the districts of Rome, and the ports of Athens, Istanbul, Shanghai, and Buenos Aires.”



— WHAT IS OUR JERUSALEM? —

Max Says

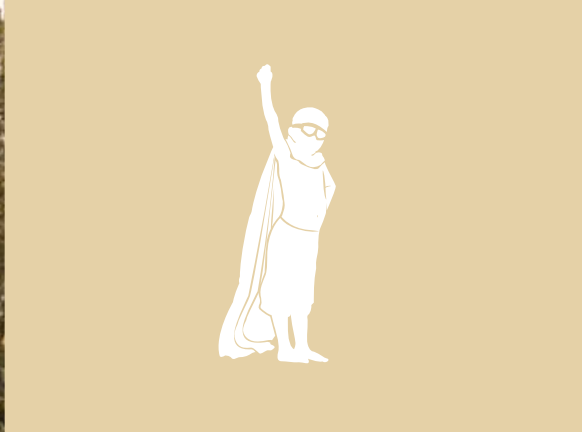
“Something holy happens around a dinner table...Hospitality opens the door to uncommon community.”



— WHAT IS OUR JUDEA/SAMARIA? —

Max Says

“It’s not enough for you to do well. You want to do good. You want your life to matter. You want to live in such a way that the world will be glad you did.”





— WHAT ARE OUR ENDS OF THE EARTH? —

Max Says

“God has given this generation, *our generation*, everything we need to alter the course of human suffering.”





— CONGRATULATIONS MAX! —

— MUCH TO CELEBRATE —

Celebrating 25 Years of Inspirational Writing

Max Lucado's words have been our steadfast companion along life's journey. When we're hurting, he assures us that God cares. When we're happy, he reminds us that God is celebrating. And everyday, no matter where we find ourselves, he tells us that God loves us— completely, unconditionally.





— JOIN US! —

Max Says

“You have a one-of-a-kind lifetime, and a once-in-history opportunity.”

“Does God still use simple folks like us to change the world? The message of *Outlive Your Life* is a resounding ‘yes.’”

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World Vision Partnership Details

For over 20 years Max Lucado has partnered with an amazing organization called World Vision, the largest Christian humanitarian organization in the world. Their desire is to provide poverty-stricken communities worldwide with the physical, spiritual and social resources that children and families need to survive. World Vision’s prayer is that every child, in every country, will experience the fullness of life that Jesus describes in John 10:10.

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In commemoration of his twenty fifth year of inspirational writing, Max Lucado has committed to help World Vision raise up sponsors for **25,000** children.

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Max Lucado’s Role

100% of author royalties from all *Outlive Your Life* products will benefit children and single moms through World Vision and the James 1:27 Foundation.



— PARTNERS —

Max Says

“No one can do everything, but everyone can do something.”

- Thomas Nelson
- LifeWay Resources
- Hallmark & DaySpring
- Bluefish TV
- Ambassador Advertising
- UpWords
- Thomas Nelson Live Events  
(Women of Faith & Revolve)
- Inciite  
(Media Shout & WorshipMusic.com)

World Vision presents

# MAKE A DIFFERENCE TOUR 2010

an OUTLIVE YOUR LIFE event

featuring



**Max Lucado**



**Toby Mac**



**Third Day**



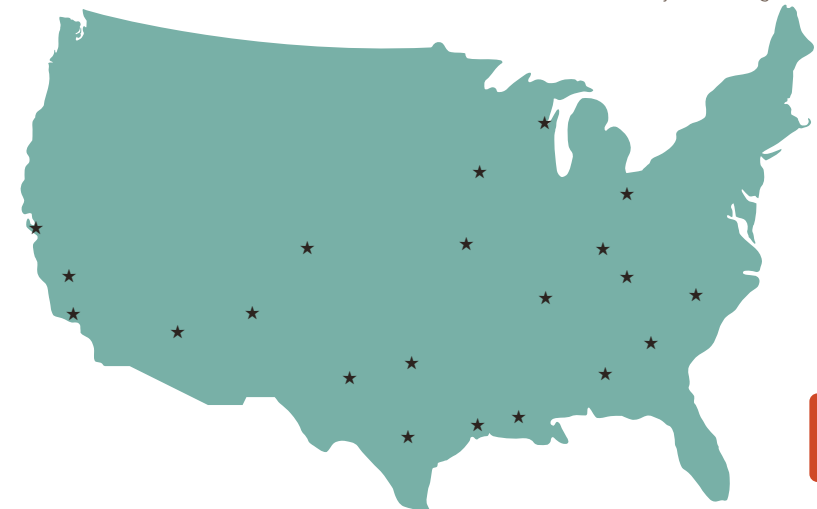
**Michael W. Smith**

*The Tour*

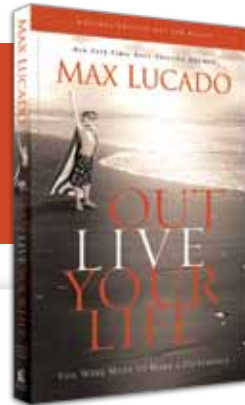
9-30 Youngstown, OH  
 10-1 Corbin, KY  
 10-2 Alpharetta, GA  
 10-3 Cape Girardeau, MO  
 10-7 Austin, TX  
 10-8 Beaumont, TX  
 10-9 Lafayette, LA  
 10-10 Columbus, GA  
 10-14 San Jose, CA  
 10-15 Bakersfield, CA  
 10-16 Ontario, CA

10-18 Glendale, AZ  
 10-19 Rio Rancho, NM  
 10-21 Colorado Springs, CO  
 10-22 Lubbock, TX  
 10-23 Wichita Falls, TX  
 10-24 Topeka, KS  
 10-27 Cedar Rapids, IA  
 10-28 Green Bay, WI  
 10-29 Dayton, OH  
 10-30 Winston-Salem, NC

*\*Tour Dates Subject to Change*



ADVANCE EDITION  
Info



Dear Friend,

May I take just a moment to introduce you to a story that is very dear to my heart? It's a story of hillbillies and simple folk, net casters and tax collectors. A story of a movement exploded like a just-opened fire hydrant out of Jerusalem and spilled into the ends of the earth: into the streets of Paris, the districts of Rome, and the ports of Athens, Istanbul, Shanghai, and Buenos Aires. A story so mighty, controversial, and head spinning that two millennia later a middle-aged, redheaded author from Texas would be writing a book that wonders:

Might it happen again?

This is the hope of this book, *Outlive Your Life: You Were Made to Make a Difference*. Walking through the first twelve chapters of Acts, we see firsthand how a few faithful people can change the world. And we're asking, Lord, do it again. These are devastating times: 1.75 billion people are desperately poor, natural disasters are gouging entire nations, and economic uncertainty still reigns across the globe. We are given a choice—an opportunity to make a big difference during a challenging time. What if we did? What if we rocked our world with hope? **Will you join me in praying for a resurgence of compassion and outpouring of service?** Will you ask God to do it again in this generation? Let's hear it for the difference makers. I'm thanking God that you are one of them.

All the best,

**P.S.** This book arrives in stores this fall, but I wanted you to have this advance copy. 100% of author royalties from all *Outlive Your Life* products will benefit children and mothers through World Vision and the James 1:27 Foundation. If you have time to read only one chapter, I suggest reading Chapter 10: Stand Up for the Have Nots. Any comments you might have can be sent to [mlucado@maxlucado.com](mailto:mlucado@maxlucado.com) or visit [maxlucado.com](http://maxlucado.com).

MARKETING OPERATIONS

The Market

- Ministry Leaders
- Core Lucado consumers
- Christian readers & those who embrace missional living

Website & Style Guide

- [MaxLucado.com/OutliveYourLife](http://MaxLucado.com/OutliveYourLife)

Advance Edition

- 20,000+ advance copies will be printed and distributed in spring 2010 to ministry leaders and other influencers.

Merchandising

- The following will be available for merchandising *Outlive Your Life* products:
  - Standup Display *isbn 978-0-8499-4823-7*
  - Endcap Kit *isbn 978-0-8499-4822-0*



## — ONLINE EFFORTS —

### Online:

- Limited time free audio & book digital downloads
- Banner advertising, e-blasts, & content partnerships will occur from September-December with the following outlets, but not limited to:
  - ChristianityToday.com
  - Preaching.com
  - SermonCentral.com
- Video & Content Partnerships
  - BeliefNet
  - YouTube
  - Tangle
  - Our Prayer
- Booksneeze Bloggers
  - Utilization of 1,500 blog reviews to be posted the first week of September on retailer web sites.
- Core Lucado consumers
  - Community.MaxLucado.com (4,000+ members)
  - Twitter/Facebook (65,000+ followers/friends) focusing on book message
  - Lucado & Thomas Nelson e-mail list (150,000+)
  - MaxLucado.com daily devotional focused on book message
  - Multiple consumer contests



### Grassroots Movement

- 500 volunteers will deliver campaign materials to churches in all 50 states.
  - Bloggers & volunteers will post excerpts and book contests on partner websites.
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### Print Advertising

- Christianity Today  
October/November 2010 issues
- Outreach –  
October/November 2010 issues
- Preaching –  
October/November 2010 issues
- Leadership –  
Winter 2010 issues



### National Radio Campaign

- Radio spots, book giveaways, and interviews with Max Lucado during Fall 2010.
  - Ambassador Radio UpWords content will focus on book message.
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### Audio/Video

- Interview with Max to be distributed online through media and consumer outlets.
  - A promotional video will be created that highlights the book project and scope of the overall campaign.
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### Mobile Phone Applications

Will be developed for the Max Lucado community in Fall 2010.



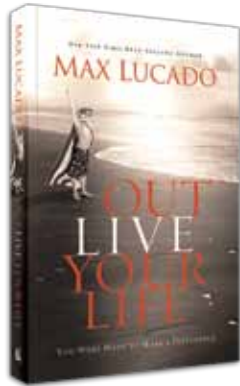
## — PUBLICITY CAMPAIGN —

- Pre-publication national print campaign will include galleys and press kits being serviced to the following publications:
  - Trade
  - Christian
  - Mainstream
- Post-publication national print campaign will include finished books and press kits being serviced to the following outlets:
  - Top 100 daily newspapers and magazines
  - Wire services
- Extensive online campaign
  - To promote online awareness, pitches will be targeted to sites and online publications that have a religious/spiritual/Christian audience and will cover lifestyle issues, women's issues, men's issues, military issues, book reviews and related topics as appropriate
- Major national satellite media tour at book launch
  - A television and radio satellite tour at the launch of the book will reach a broad cross-section of the national population
- 20 City Media Tour in conjunction with the World Vision "Make a Difference" Tour.
- International publicity campaign



PICTURE YOURSELF  
MAKING A DIFFERENCE





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Visit Max online at  
[www.MaxLucado.com](http://www.MaxLucado.com)

Join the Max Lucado community  
<http://Community.MaxLucado.com>

Follow Max on Twitter @MaxLucado  
or on Facebook

Retailers, for more information contact your  
Thomas Nelson sales representative at  
1-800-251-4000



[www.ThomasNelson.com](http://www.ThomasNelson.com)  
[www.ThomasNelsonBibles.com](http://www.ThomasNelsonBibles.com)





\*Foreign licenses in Portuguese, Korean, Dutch, German, Afrikaans, Italian, Indonesian, Russian as of printing April 1, 2010.

## PRODUCT GUIDE

### Outlive Your Life: You Were Made to Make a Difference

This is the core message trade book

**Format:** Jacketed Hardcover **Price:** \$24.99  
**ISBN-13:** 978-0-8499-2069-1  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Outlive Your Life Audiobook

**Format:** Audiobook CD  
Unabridged in Clamshell Box  
**Price:** \$24.99  
**ISBN-13:** 978-0-8499-4613-4  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Outlive Your Life International Edition (in English)

**Format:** Paperback **Price:** \$14.99  
**ISBN-13:** 978-0-8499-4668-4  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Live to Make a Difference

In addition to key selections from *Outlive Your Life*, the booklet will include stories that embody the spirit of making a difference in the church as well as in the local community, region, and world.

**Format:** Paperback **Price:** \$2.99  
**ISBN-13:** 978-0-8499-4612-7  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Greeting Cards and Specialty Products

Outlive Your Life by encouraging others! Send a greeting card from Max's newly updated card line. Specialty product also available.

**Format:** various **Price:** various  
**ISBN:** various  
**Publisher:** DaySpring/Hallmark  
**Ship Date:** August 2010

### Outlive Your Life Spanish edition Más allá de tu vida

**Format:** Paperback **Price:** \$13.99  
**ISBN-13:** 978-1-6025-5404-7  
**Publisher:** Thomas Nelson  
**Ship Date:** 9/1/10

### You Were Made to Make a Difference (Teen Edition)

This adaptation of *Outlive Your Life* for teens offers practical tips youth can take into their community to make a difference, plus real-life stories about those who have done just that.

**Format:** Paperback **Price:** \$14.99  
**ISBN-13:** 978-1-4003-1600-7  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### You Changed My Life: Stories of Real People With Remarkable Hearts

Inspiring message that provides a personal touch with a dedication page where the giver celebrates the person who has changed their life.

**Format:** Jacketed Hardcover **Price:** \$15.99  
**ISBN-13:** 978-1-4041-8783-2  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### One Hands, Two Hands

Parents can teach their children the attitude of service, sharing how their hands are a blessing from God that they can use to help others.

**Format:** Jacketed Hardcover **Price:** \$16.99  
**ISBN-13:** 978-1-4003-1649-6  
**Publisher:** Thomas Nelson/Tommy Nelson  
**Ship Date:** 10/6/10

### Made To Make a Difference Youth Ministry Curriculum Kit

Every generation of students dreams of changing the world. There's a hunger to be a part of something that counts ... something that will be remembered. In *Made to Make a Difference* we'll follow the real-life stories of people who are trying to make their life count, and Max Lucado will teach us how the church in Acts left a legacy that is alive and vibrant 2000 years later.

**Format:** 4 session DVD set **Price:** \$99.99  
**ISBN-13:** 978-1-57275-266-5  
**Publisher:** Bluefish  
**Ship Date:** 8/18/10

### Outlive Your Life DVD Based Study

Max Lucado presents four DVD sessions that follow the real-life stories of people who are making their lives count, showing you not just *why* but *how* to live intentionally so that everything in your life ---your time, your skills, your passions---all add up to something bigger than you. Designed for individual study or for a small group experience.

**Format:** DVD Box Set **Price:** \$34.99  
**ISBN-13:** 978-1-4185-4394-5  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Outlive Your Life DVD Based Study Participants Guide

Companion Participant Guide for Nelson DVD Study is available for individual sale.

**Format:** Trade Paper **Price:** \$9.99  
**ISBN-13:** 978-1-4185-5395-2  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/18/10

### Outlive Your Life Worship Experience

in:ciite media in partnership with Media Shout and Worshipmusic.com bring you *Outlive Your Life* Worship Elements. Video motion & still backgrounds, templates, countdowns, video teaching moments with Max Lucado; everything you need to bring *Outlive Your Life* to your church worship service all in one package. Also available the *Outlive Your Life* Worship CD with music from Travis Cottrell, Lenny LeBlanc, Robin Mark, and other well known worship artists.

**Format:** DVD **Price:** \$80.00  
**UPC:** 878207006596  
**Format:** CD **Price:** \$14.98  
**UPC:** 878207006428  
**Publisher:** in:ciite  
**Ship Date:** Fall 2010

### Outlive Your Life: *Joining God's Plan to Change the World* (LifeWay's Curriculum)

DVD-driven Bible Study for groups that includes 6 sessions of teachings from Max sharing the message from *Outlive Your Life*. Leader Kit will include DVD, CD-ROM, hardcover copy of book, and group study guide.  
\*available at LifeWay Stores

**Format:** 6 session DVD set with trade book and workbook.  
**Price:** \$49.99  
**Book Item#:** 00527129  
**Kit Item#:** 005189411  
**Publisher:** LifeWay Resources  
**Ship Date:** 8/18/10

### The Lucado Life Lessons Study Bible, NKJV Inspirational Applications for Living Your Faith

This beautifully designed Bible contains 1,000 practical application "Life Lessons" offering insights straight from Max Lucado's complete works including *Outlive Your Life*.

**Format:** Hardcover **Price:** \$49.99  
**ISBN-13:** 978-1-4185-4396-9  
**Format:** Leathersoft **Price:** \$69.99 ea.  
**ISBN-13:** 978-1-4185-4398-3 Burgundy/Gray  
**ISBN-13:** 978-1-4185-4399-0 Black/Gray  
**Publisher:** Thomas Nelson  
**Ship Date:** 8/4/10

OUT  
LIVE  
YOUR  
LIFE



THOMAS NELSON  
*Since 1798*