

BY THE WAY



Mike & Kathleen Matthews
48 Vaquero Rd,
Bonners Ferry, Id 83805
Phone: 208 267-7071
Worldview Resource Group
Summer 2017

mmatthews@wrg3.org kmatthews@wrg3.org www.wrg3.org

Greetings Friends,

It has been a long time coming. A book I've been working on is now (finally) available – via Amazon in paper and hardback (soon on Kindle, as well).

The publisher (a Canadian company) is about to announce the press release. Here is what their marketing consultant has concocted for that release. (A sneak preview.)



-For Immediate Release-

July 15, 2017

THE POWER OF STORY IN THEOLOGICAL CROSS-CULTURAL COMMUNICATION

BONNER'S FERRY, IDAHO– How does one tell the biblical story in such a manner that it has maximum impact? Michael Matthews asked himself this question and then invested years of research, field experience, and writing to compile answers in his newly published book.

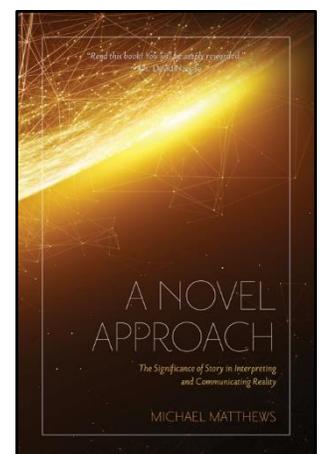
A Novel Approach: The Significance of Story in Interpreting and Communicating Reality (Tellwell Publishing) has practical insights for missiologists, seminary professors, students, and mission practitioners and leaders. The fundamental goal of *A Novel Approach* is to guide cross-cultural workers towards understanding communication through a worldview lens.

“To truly understand and effectively communicate to another culture, community, or person, it's important to know the story of the cultural group you are communicating with,” said Matthews. “I wrote *A Novel Approach* because I wanted to create space for more meaningful, authentic, and impactful conversations to transcend the all-to-often drive-by efforts of sharing the Bible story.”

A Novel Approach is not limited to people working in religious institutions—anyone looking to learn more about how to better communicate in any context will find herein the methods and tools to do so.

ABOUT THE AUTHOR – Michael Matthews is a consultant/trainer with Worldview Resource Group. He and his wife have lived and ministered in three geographical settings: Canada, Alaska, and Siberia. Currently they live in northern Idaho. **More info:** www.novelapproach.org.

A Novel Approach is now out through Tellwell Publishing and available through Amazon. For reduced rate bulk orders email mmatthews@wrg3.org.



NEWS, PRAISE, & PRAYER

- Three couples with InterAct Ministries of Canada are currently working through the process of *A Novel Approach* as they prepare for the more formal evangelism, discipleship, and church-planting efforts that will follow their learnings and discoveries.
- Several new ministry teams in Canada will be introduced and trained in *A Novel Approach* this coming fall.
- Our youngest son, Trevor, and his wife, Sara, are due for an addition to the family come September.

BY THE WAY...

Bottom line: there is really nothing “novel” concerning the fundamental biblical principles put forth in this book. The principles are as old as the Trinity. And that's old!

In His grace and for His glory,
~Mike and Kathleen Matthews