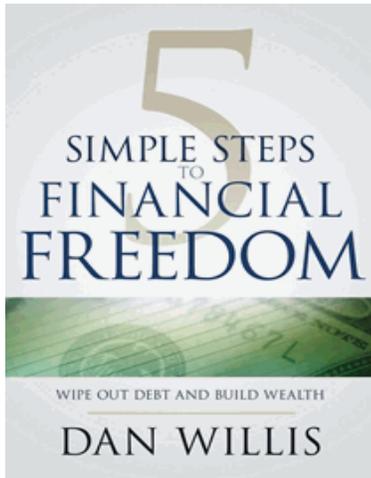




WHITAKER
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Title: 5 Simple Steps to Financial Freedom
Subtitle: Wipe Out Debt and Build Wealth
Additional Edition:
Author: Dan Willis
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BISAC Category 1: Religion/Christian Life/Personal Growth (REL012070)
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Description:

As a young and naïve pastor, Dan Willis maxed out twenty-three credit cards and ruined his credit to support his ministry. It wasn't until massive debt caused the cards to stop working that he realized that God never asked him to do this. Through his candor and honesty, Dan reveals the five steps God showed him to get out of debt: stop spending, create a budget, develop a debt payoff plan, begin saving, and repair bad credit. This led him to becoming a thriving and financially-free ministry. Now, Dan is on a mission to teach this to the world. Using biblical principles, but not relying on miracles or "name-it-and-claim-it" theology, Dan provides easy-to-follow, practical steps that can be used by anyone to escape financial bondage. Finally, he encourages readers to use their financial freedom to help others and advance God's kingdom, and to use their newfound fiscal wisdom to store up wealth. Without shaming those who struggle financially, *5 Simple Steps to Financial Freedom* is the perfect combination of spiritual wisdom and practical advice for those who desperately need it.

Key Selling Points:

- The powerful candor and authenticity of Dan's story of getting out of debt.
- Provides practical, easy-to-follow steps for budgeting, getting out of debt, and repairing bad credit.
- Encourages those who succeed to then build wealth and invest in God's kingdom.
- Does not depend on miracles or name-it-and-claim-it theology, but on practical methods.

Marketing and Publicity:

Marketing Code: CBA //

Exclusive Territories: Worldwide Rights

- Landing page featuring videos, photos, infographics, free downloads, and more.
- Review mailing to top Christian print, online, television, and radio outlets.
- Influencer mailing to key pastors and people of influence within author's network.

Author Bio:

As a young boy, Dan Willis's dreams involved entering the medical field until that fateful day when, at age sixteen, he was called to "temporarily" take over the pastor position of a local church. More than thirty years later, Dan is still there, serving as the senior pastor of The Lighthouse Church of All Nations in Alsip, Illinois. He took the small ministry of sixteen people and nurtured it into a thriving multicultural body of more than 1,500 people. Dan's previous books with Whitaker House were *Freedom to Forget: Releasing the Pain from the Past*, *Embracing Hope for the Future* and *Praise Is My Weapon*.



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Author Residence:

Alsip, IL 60803

AUTHOR SALES TRACK:

- *Freedom to Forget*, Willis, Dan , 978-0-88368-222-7 , Whitaker House , 6/1/2007 11,000
- *Praise Is My Weapon*, Willis, Dan , 978-1-62911-339-5 , Whitaker House , 3/1/2016 4,500

COMPARATIVE:

- *Slaying the Debt Dragon*, Cherie Lowe , 978-1-4143-9720-7 , Tyndale House Publishers , 1/1/2014
- *Total Money Makeover*, Dave Ramsey , 978-1-59555-527-4 , Thomas Nelson Pub. , 9/1/2013 888,384

COMPETITIVE:

- *Debt-Proof Living*, Mary Hunt , 978-0-8007-2145-9 , Revell , 8/5/2014
- *Mastering Your Money*, Ron Blue , 978-0-8024-1451-9 , Moody Publishers , 4/1/2016

SUPPLY CHAIN:

- *5 Simple Steps to Financial Freedom*, Willis, Dan , 978-1-64123-157-2 , Whitaker House , 1/8/2019