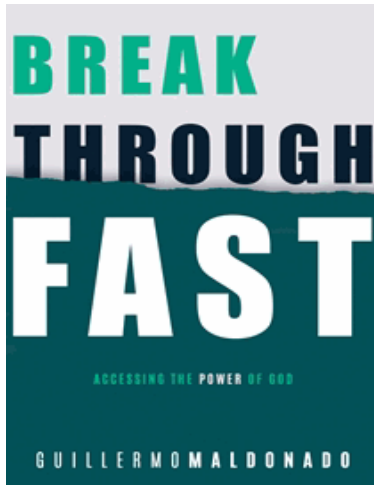




WHITAKER
HOUSE



Title: Breakthrough Fast
Subtitle: Accessing the Power of God
Additional Edition:
Author: Guillermo Maldonado
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BISAC Category 1: Religion/Christian Life/Spiritual Growth (REL012120)
BISAC Category 2: Religion/Christian Life/Spiritual Warfare (REL099000)
BISAC Category 3: Religion/Christian Rituals & Practice/General (REL055000)

Description:

Expanding on the theme of his dynamic book *Breakthrough Prayer*, Apostle Guillermo Maldonado explains how to fast to break through with divine power for overcoming obstacles and advancing the kingdom of God.

Key Selling Points:

- Author has a continual media presence with his television program and website. *The Supernatural Now* has a reach of millions worldwide.
- Founder of one of the fastest-growing multicultural churches in the United States.
- Leads a growing network of over 300 churches, the New Wine Apostolic Network, in 50 countries.
- 3.2+ million likes on Facebook; 85,000+ followers on Twitter; 409,000 followers on Instagram.
- Hundreds of thousands of Guillermo Maldonado books in print.

Marketing and Publicity:

- Author will promote book through his websites and his various conferences, including CAP (Apostolic and Prophetic Conference), October 4-6, 2018, a yearly event drawing attendance of 18,000 with speakers such as Renny Mclean and Cindy Jacobs.
- Extensive reach through social media consumer advertising campaign.
- TV crawler and advertisements on a wide range of television programming.
- Consumer email campaign through growing list of ministry and publisher contacts.
- Direct marketing campaign to both English and Spanish network churches.
- 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.
- Exclusive Whitaker House Author App to promote book through author's speaking engagements.
- Co-op print and online advertising.



Author Bio:

Active in ministry for over twenty years, Apostle Guillermo Maldonado is the founder of King Jesus International Ministry (Ministerio Internacional El Rey Jesús)—one of the fastest-growing multicultural churches in the United States—which is recognized for its visible manifestations of God's supernatural power. He is a spiritual father to a growing network of over 300 churches in 50 countries that comprise the New Wine Apostolic Network, which he founded. Apostle Maldonado has a doctorate in Christian counseling and a master's degree in practical theology. He resides in Miami, Florida, with his wife and partner in ministry, Ana, and their two sons, Bryan and Ronald.

·<http://kingjesusministry.org/>

·[Facebook.com/apostlegm/](https://www.facebook.com/apostlegm/)

·Twitter @apostlegm

Author Residence:

Miami, FL 33186

AUTHOR SALES TRACK:

- *How to Walk in the Supernatural Power of God*, Maldonado, Guillermo , 978-1-60374-278-8 , Whitaker House , 3/18/2011 78,000
- *The Glory of God*, Maldonado, Guillermo , 978-1-60374-490-4 , Whitaker House , 4/1/2012 48,000
- *The Kingdom of Power*, Maldonado, Guillermo , 978-1-60374-744-8 , Whitaker House , 3/19/2013 41,000

COMPARATIVE:

- *Fasting for Breakthrough and Deliverance*, John Eckhardt , 978-1-62998-646-3 , Strang Communications Company , 1/5/2016 32,044
- *Fasting: Opening the Door to a Deeper, More Intimate, More Powerful Relationship with God*, Jentezen Franklin , 978-1-62136-619-5 , Strang Communications Company , 1/1/2014

COMPETITIVE:

- *Fasting for Spiritual Breakthrough, revised and updated: A Practical Guide to Nine Biblical Fasts*, Elmer L. Towns , 978-0-7642-1839-2 , Bethany House Publishers , 11/1/2017
- *The Daniel Fast: Feed Your Soul, Strengthen Your Spirit, and Renew Your Body*, Susan Gregory , 978-1-4143-3413-4 , Tyndale House Publishers , 1/1/2010 77,110

SUPPLY CHAIN:

- *Ayuno de rompimiento*, Maldonado, Guillermo , 978-1-64123-166-4 , Whitaker House , 12/4/2018
- *Breakthrough Fast*, Maldonado, Guillermo , 978-1-64123-169-5 , Whitaker House , 12/4/2018
- *Breakthrough Prayer*, Maldonado, Guillermo , 978-1-64123-161-9 , Whitaker House , 9/30/2018