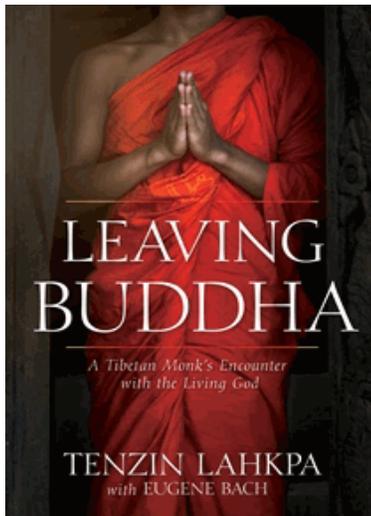




WHITAKER  
HOUSE



**Title:** Leaving Buddha  
**Subtitle:** A Tibetan Monk's Encounter with the Living God  
**Additional Edition:**  
**Author:** Tenzin Lakhpa; Eugene Bach  
**Publisher:** Whitaker House  
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**BISAC Category 1:** Biography & Autobiography/Religious (BIO018000)  
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### Description:

As a child, Tenzin Lakhpa (pseudonym) was forced to join a Buddhist monastery, where he suffered beatings and abuse. Even so, he grew to up to be a dedicated, fervent follower of Buddha, becoming an official reader of the sacred texts and a trainer of students at the monastery. Yearning to visit the Potala Palace in Tibet, traditional home of the Dalai Lamas, he embarks on a painstaking 2000-mile trek over the Himalayas--with no extra gear, changes of clothing, or money--alternately standing and bowing prostrate each yard of the way. Inspired to continue his pilgrimage, he travels to India to meet with the renowned teachers of the Dalai Lama school. But the people he is supposed to meet have left, and the only ones remaining there are some Christians--from whom he hears for the first time about Jesus Christ and His sacrifice on the cross. On his return trip to Tibet, he begins to have dreams and visions about Christ...

This is the fascinating story of a highly dedicated Tibetan Buddhist monk who makes the radical, almost unheard-of decision to leave his monastery and follow after Jesus Christ. His hometown neighbors and former colleagues want him dead. His own family members abduct him and try to kill him by stoning. But Tenzin escapes and begins a new pilgrimage as a humble follower of Jesus and a church leader--sharing the love of God as one of only thirty Christians living among eight million Buddhists in his region.

*Leaving Buddha* opens a window on the mysterious world of Buddhism. But ultimately, it is a moving story of redemption, reconciliation, and the power of the gospel--for all people of all nations.

### Key Selling Points:

- Riveting, one-of-a-kind story chronicling the unlikely conversion to Christianity of a fervently dedicated Buddhist monk.
- Gives readers an insider's understanding of Buddhism and its variations.
- Demonstrates the power of love and forgiveness.
- Inspires Christians to share their faith with people of other religions.
- Author has growing internet/media presence. Facebook: 35k followers.
- Author travels extensively and will promote the book in the US and other nations.



### **Marketing and Publicity:**

Marketing Code: ABA/CBA

Exclusive Territories: Worldwide Rights

- October 2018 tour of US cities with author's organization Back to Jerusalem (BTJ) with preorder sales promotion.
- December 2018 missions conference with 7000+ attendees, with preorders.
- Spring 2019 multicity tour, currently in development.
- Experienced marketing professional focusing on online promotions.
  - Promotion through BTJ daily podcast (podcast had almost 10,000 downloads in 90 days from 48 countries; subscribers grew 3x from 2016 to 2017).
- Exclusive BTJ phone app with preview excerpts from the book.
- Consumer email campaign through growing list of BTJ and publisher contacts.
- Co-op print and online advertising.
- Landing page featuring videos, photos, infographics, free downloads, and more.
- Influencer mailing to key people of influence within author's network.

### **Author Bio:**

Eugene Bach is a pseudonym for a member of the Chinese underground church who does not wish to be identified. He has been working with the underground church in China for more than fifteen years, helping them to establish forward mission bases in closed countries around the world, including Iraq and Syria. Eugene leads the Chinese mission movement called Back to Jerusalem, which provides essential support for Chinese missionaries in Africa, Asia, and the Middle East, and he has written books about the underground church in China, North Korea, and Iran, as well as about ISIS.

### **Author Residence:**

Baton Rouge, LA

### **COMPARATIVE:**

- *Surprised by Joy*, C. S. Lewis , 978-0-15-687011-5 , Houghton Mifflin , 3/1/1966 145,360
- *The Heavenly Man: The Remarkable True Story of Chinese Christian Brother Yun*, Brother Yun , 978-0-8254-6207-8 , Ingram Book Co. , 12/1/2002 76,901

### **COMPETITIVE:**

- *Paul: A Biography*, N. T. Wright , 978-0-06-173058-0 , HarperCollins Publishers , 2/27/2018
- *Seeking Allah, Finding Jesus: A Devout Muslim Encounters Christianity*, Nabeel Qureshi , 978-0-310-52723-7 , Zondervan , 4/19/2016 65,000

### **SUPPLY CHAIN:**

- *Leaving Buddha*, Lahkpa/Bach , 978-1-64123-103-9 , Whitaker House , 2/5/2019