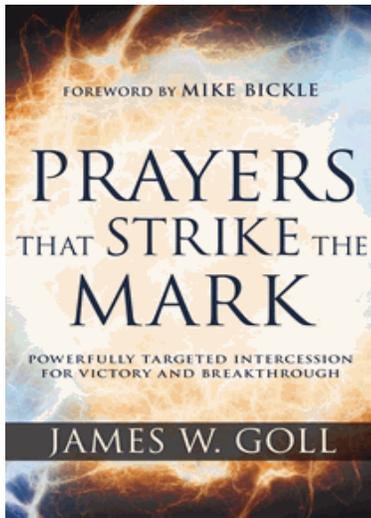




WHITAKER
HOUSE



Title: Prayers That Strike the Mark
Subtitle: Powerfully Targeted Intercession for Victory and Breakthrough
Additional Edition: Breakthrough
Author: James W Goll
Publisher: Whitaker House
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BISAC Category 1: Religion/Christian Life/Prayer (REL012080)
BISAC Category 2: Religion/Christianity/Pentecostal & Charismatic (REL079000)
BISAC Category 3: Religion/Christian Life/Spiritual Warfare (REL099000)

Description:

Prayers That Strike the Mark are specific prayers authorized by the Holy Spirit and endowed with divine power to accomplish the will of God in your life and for the needs of the world. On the cross, Jesus fulfilled the ultimate answer to all of our prayers, but He awaits our invitation to come into our situations and circumstances. When people of prayer intercede, they create a meeting place between the heavenly Father and His children. God comes upon the person who is praying and moves them from the natural to the supernatural. Empowered by God, the intercessor has the authority to cut down enemy forces and pick out "targets" for God's lightning bolts of glory, bringing victory and breakthrough.

Intercession could be called "extreme prayer," because it links extreme needs with the extraordinary power of God. Inserting ourselves into the gap between God and a need, we call upon the Holy Spirit, our Helper, who is ready to move us from finite ability to infinite ability, take hold of difficult situations, and help accomplish the will of God. We have the great honor of being called to "paint targets" on cities, churches, ministries, family members, contemporary "Sauls" (those who persecute or cause difficulty), and even ourselves. Our believing, persistent prayers will strike the mark!

"He covers His hands with the lightning, and commands it to strike the mark" (Job 36:32 NASB).

Sales Handle:

Learn to pray "targeted" prayers with bull's-eye precision to bring unusual spiritual breakthrough and victory.

Key Selling Points:

- Author of *The Seer*, with over 100,000 sold.
- Foreword by Mike Bickle.
- Potential endorsements by Jennifer LeClaire, Brian Simmons, Shawn Bolz, Kynan Bridges, Patricia King, Johnny Enlow, and more.
- Book includes special reader resources for practical instruction and application: "Prophetic Promises of Restoration," "Scriptural Prayers and Blessings," and "Prayers in the Psalms."
- Social media consists of almost 150,000 followers.
- James Goll is a trusted and experienced global voice in the prayer and prophetic movements. He is a founder of the Group of the Apostolic Council of Prophetic Elders.



Marketing and Publicity:

- Marketing Code: CBA
- Exclusive Territories: Worldwide Rights
- Marketing and Publicity Plans:
 1. Aggressive prelaunch campaign.
 2. Extensive reach through social media consumer advertising campaign.
 3. Consumer email campaign through growing list of ministry and publisher contacts.
 4. Co-op print and online advertising.
 5. Landing page featuring videos, photos, infographics, free downloads, and more.
 6. Review mailing to top Christian print, online, television, and radio outlets.
 7. Influencer mailing to key pastors and people of influence within author's network.
 8. Exclusive Whitaker House Author App to promote book through author's speaking engagements.

Author Bio:

JAMES W. GOLL is the president of God Encounters Ministries and has traveled around the world sharing the love of Jesus, imparting the power of intercession, prophetic ministry, and life in the Spirit. He has recorded numerous classes with corresponding study guides and is the author of more than forty books, including *The Seer*, *The Discerner*, *Releasing Spiritual Gifts Today*, *Passionate Pursuit*, *The Lost Art of Intercession*, and *The Lifestyle of a Prophet*. James is the father of four wonderful children with a growing number of grandchildren, and makes his home in Franklin, TN.

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AUTHOR SALES TRACK:

- *Discerner, The*, Goll, James W , 978-1-62911-902-1 , Whitaker House , 11/16/2017 16,700
- *Releasing Spiritual Gifts Today*, Goll, James W , 978-1-62911-604-4 , Whitaker House , 1/18/2016 10,000
- *Seer, The*, Goll, James W , 978-0-7684-2232-0 , Destiny Image Publishers , 1/1/2005 100,000

COMPARATIVE:

- *Intercessory Prayer*, Dutch Sheets , 978-0-7642-1787-6 , Bethany House Publishers , 7/19/2016 8,259
- *Intercessory Prayer*, Dutch Sheets , 978-0-8307-1900-6 , 6/1/1997 29,012
- *Intercessory Prayer*, Dutch Sheets , 978-0-8307-4516-6 , 3/1/2008 18,826
- *The Circle Maker, Expanded Edition*, Mark Batterson , 978-0-310-34691-3 , Zondervan , 12/6/2016 63,573

COMPETITIVE:

- *Prayers for Victory in Spiritual Warfare*, Tony Evans , 978-0-7369-7309-0 , Harvest House Publishers , 9/1/2018
- *The Prayer That Turns the World Upside Down*, R. Albert Mohler , 978-1-4002-0762-6 , Thomas Nelson Pub. , 1/29/2019

SUPPLY CHAIN:

- *Prayers That Strike the Mark*, Goll, James W , 978-1-64123-216-6 , Whitaker House , 5/7/2019
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