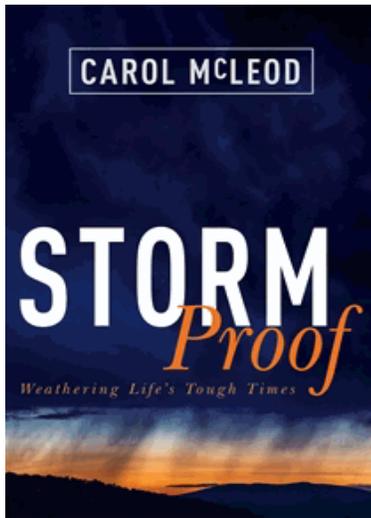




WHITAKER  
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**Title:** StormProof  
**Subtitle:** Weathering Life's Tough Times  
**Additional Edition:**  
**Author:** Carol McLeod  
**Publisher:** Whitaker House  
**Pub Date:** 03/05/2019  
**Ship Date:** 02/15/2019  
**ISBN13:** 978-1-64123-221-0  
**Item #** 770987  
**Format:** Trade Paper  
**Trim Size:** 6 x 9  
**Page Count:** 256  
**Carton Qty:** 48  
**Price:** \$16.99 (\$22.49 CAD)

**BISAC Category 1:** Religion/Christian Life/Women's Issues (REL012130)  
**BISAC Category 2:** Religion/Christian Life/Spiritual Growth (REL012120)  
**BISAC Category 3:** Religion/Christian Life/Personal Growth (REL012070)

### Description:

Go “storm chasing” through the pages of the greatest Book ever written! What storm has blown into your circumstances? Are you—or someone you love—suffering from the trauma of plans that have been washed away, relationships that have been uprooted, or security that has been devastated? Many believers have been known to ask, “God, where are You in this storm?” or, “Lord, did You send this storm into my life?” Just what does a believer do during a stormy season? *StormProof: Weathering Life's Tough Times* tackles these and other tumultuous questions.

Author Carol McLeod is a storm survivor—more than that, a victor—over infertility, depression, and cancer. She understands the spiritual, emotional, and physical challenges of the trials we face in our lives. A gifted Bible teacher, she provides “life preservers” of hope and faith through the eternal, practical wisdom found only in God’s Word.

By examining key storms in the Bible, and the lives of those affected by them, Carol guides you to uncommon comfort for your own storms, offering the shelter of hope, joy, and faith. In *StormProof*, you will step out of the boat to walk the waves with Peter, knowing that Jesus always comes to be with you in the midst of your storms; you will be rocked aboard a wind-driven ship with the apostle Paul, in danger of being smashed against the rocks, but be preserved by God’s power; you will watch the gathering storm clouds with Noah, holding on to faith in God’s purposes. You will also experience Jonah’s self-inflicted tempest while affirming God’s unconditional love, sit in silence with Job and ponder his questions about the greatest storm of *testing*, and huddle with the disciples as their boat is swamped by surging waves—only to hear Jesus’s eternal words, “Peace, be still.” You will also hear about storms of harsh circumstances that others from recent history have encountered and overcome.

Storms are common in every season of life. Yet, for a believer in Christ, the damage such storms cause can be contained, depending on how we navigate their tumultuous waves. There is a way—a triumphant way—to encounter the fierce gales of life and then exit the tempests with strength and resilience. There is a definitive way to walk through the most devastating of circumstantial tornadoes and emerge with grace, empowered for the future. There is a way to be *StormProof*.

### Sales Handle:

You *can* weather your tough times and come through with grace, faith, and resilience—empowered for the future.



### Key Selling Points:

- Carol has 11 popular YouVersion devotionals, including *Holy Emotions*, which has had to date over 189,000 unique user completions; *A Jolt of Joy* has had over 89,000; *21 Days to Beat Depression* has had over 42,200.
- Numerous past media appearances on radio and TV, including *100 Huntley Street*, Cornerstone Network, *Herman and Sharon Show*, the Miracle Network, and the Daystar Network.
- Weekly readership of Carol's blog, *Joy for the Journey*, is ~20,000; popular posts have peaked at 250,000.
- Carol has a daily podcast, *A Jolt of Joy!* on the Charisma Podcast Network and a weekly podcast, *The Joy of Motherhood*. She has a weekly column online for *Ministry Today*.
- Featured writer for FaithHappenings.com and WomensMinistryTools.com.
- Published articles for *Faith and Travel*, *BeliefNet*, *The Christian Post*, and *Charisma*.
- In 2017, Carol had over 25 speaking engagements, including at Roberts Wesleyan College, the University of Mobile, Kingdom Bound 2017, Day of Joy, Iron Sharpens Iron, and the WoodLake Women's Conference. In addition, she speaks regularly to MOPS groups all over the country.
- StormProof* extracts applicable and life-changing lessons from each biblical storm explored, and includes interactive questions and Bible readings.
- Includes a list of "30 Scriptures to Declare Before, During, and After a Storm"
- Affinity groups include grief support groups, caregivers, military families, disaster-recovery groups, cancer survivors, single parents.

### Marketing and Publicity:

- Audience: ABA/CBA
- Exclusive Territories: Worldwide Distribution
- Prelaunch campaign through Carol's ministry, Just Joy!, with email list of over 10,000 names.
- Promotional campaign through a 30-day YouVersion devotional with content from the book.
- Experienced marketing consultant working on book promotion.
- Landing page featuring videos, photos, infographics, free chapter downloads, and more.
- Promotion and sale of the book through author's blog.
- Review mailing to top Christian print, online, television, and radio outlets.
- Influencer mailing to key people of influence within author's network, including Dr. Paul Osteen, Lisa Osteen Comes, Dr. Billy Wilson, Lynette Lewis, Carol Kent, and Dr. Steven Greene.
- Exclusive Whitaker House Author App to promote book through author's speaking engagements.

### Author Bio:

Carol McLeod is a popular speaker at women's conferences and retreats through Carol McLeod Ministries. She is the author of ten books, including *Guide Your Mind*, *Guard Your Heart*, *Grace Your Tongue* (Whitaker House, 2018), *Joy for All Seasons* (Bridge-Logos, 2016), *Holy Estrogen* (Harrison House, 2012), and *Defiant Joy* (Thomas Nelson, 2006). Carol hosts a daily podcast, *A Jolt of Joy!* on the Charisma Podcast Network, and a weekly podcast, *The Joy of Motherhood*, which is listened to by thousands of moms around the world. Her blog, *Joy for the Journey* (formerly *A Cup of Tea with Carol*), has been named in the Top 50 Faith Blogs for Women. After her 2013 devotional *21 Days to Beat Depression* had nearly 100,000 downloads in the first month, YouVersion picked it up, where it has been read over 500,000 times in five years. She also has ten other devotionals on YouVersion, including *Guide Your Mind*, *Guard Your Heart*, *Grace Your Tongue*. Carol writes a weekly column for *Ministry Today* and often writes for *Charisma* magazine. She is also a frequent guest on and has cohosted *100 Huntley Street*. Her teaching DVD *The Rooms of a Woman's Heart* won a Telly Award in 2005 for excellence in religious programming. The first Women's Chaplain at Oral Roberts University, she currently serves on the university's Alumni Board of Directors. Carol has been married to her college sweetheart, Craig, for nearly forty years and is the mother of five children in heaven and five children on earth. Carol and Craig are now enjoying their new titles as "Marmee and Pa" to seven delicious grandchildren! She and her husband will soon be moving to Oklahoma, where Craig serves as the North American Director for Global Partners, a missions organization that plants churches in remote areas of the world.

### Author Residence:

Orchard Park, NY 14127



**AUTHOR SALES TRACK:**

- *Defiant Joy!*, McLeod, Carol , 978-1-59951-019-4 , Thomas Nelson Pub. , 7/11/2006
- *Guide Your Mind, Guard Your Heart, Grace Your Tongue*, McLeod, Carol , 978-1-64123-000-1 , Whitaker House , 4/3/2018
- *Pass The Joy, Please!: Passing the Joy of Motherhood from Generation to Generation*, McLeod, Carol , 978-1-61036-901-5 , Bridge-Logos Publishers , 2/1/2018

**COMPARATIVE:**

- *The Red Sea Rules: 10 God-Given Strategies for Difficult Times*, Robert Morgan , 978-0-529-10440-3 , Thomas Nelson Pub. , 5/13/2014 60,396
- *You'll Get Through This: Hope and Help for Your Turbulent Times*, Max Lucado , 978-0-7180-3151-0 , Thomas Nelson Pub. , 3/10/2015 87,730

**COMPETITIVE:**

- *Remember God: How to Ruthlessly Believe in an Incredibly Kind God*, Annie F. Downs , 978-1-4336-4689-8 , B&H Publishing Group , 10/2/2018
- *Suffering Is Never for Nothing*, Elisabeth Elliot , 978-1-5359-1415-4 , B&H Publishing Group , 2/1/2019

**SUPPLY CHAIN:**

- *StormProof*, McLeod, Carol , 978-1-64123-222-7 , Whitaker House , 3/5/2019
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