



# Deep and Wide: Creating Churches Unchurched People Love to Attend

*Andy Stanley*

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## **Deep and Wide: Creating Churches Unchurched People Love to Attend** Andy Stanley

Andy Stanley's bestselling and award-winning vision for the local church now includes bonus content: a study guide, church staff helps, and an interview with Andy on the most frequently asked questions about *Deep and Wide*.

With surprising candor and transparency pastor Andy Stanley explains how one of America's largest churches began with *a high-profile divorce* and *a church split*.

But that's just the beginning...

For the first time, Andy explains his strategy for preaching and programming to "dual audiences": mature believers and cynical unbelievers. He argues that preaching to dual audiences doesn't require communicators to "dumb down" the content. According to Stanley, it's all in *the approach*.

You'll be introduced to North Point's spiritual formation model: *The Five Faith Catalysts*. Leaders responsible for ministry programming and production will no doubt love Andy's discussion of the three essential ingredients for creating *irresistible environments*. For pastors willing to tackle the challenge of transitioning a local congregation, Andy includes a section entitled: *Becoming Deep and Wide*.

If your team is more concerned with who you are *reaching* than who you are *keeping*, the expanded edition of *Deep & Wide* will be more than a book you read; it will be a resource you come back to over and over!

"Couldn't be prouder of my son, Andy. And I couldn't be more excited about the content of this book. I wish a resource like this existed when I was starting out in ministry."

- **Dr. Charles Stanley**, Founder, In Touch Ministries

“*Deep and Wide* pulls back the curtain for all of us to see what is required behind the scenes to build a prevailing church. I was both challenged and inspired by this book.”

- **Bill Hybels**, author of *Just Walk Across the Room*

“The most common question I get from pastors is, ‘How do I get the people in my church to be open to change?’ From now on my answer will be, ‘Read *Deep and Wide* by Andy Stanley’. Thanks Andy. Great book!”

- **Craig Groeschel**, Pastor, LifeChurch.TV, author, *It: How Churches and Leaders Can Get It and Keep It*

“It is completely false that churches must sacrifice quality to get quantity, must artificially choose between evangelism and discipleship, or cannot have depth and growth at the same time. Few prove this fact better than the ministry of Andy Stanley, who has grown North Point Community Church *on purpose* and *with passion*. No Christian leader can afford to miss this book.”

- **Rick Warren**, pastor, Saddleback Church; author, *The Purpose Driven Church*

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