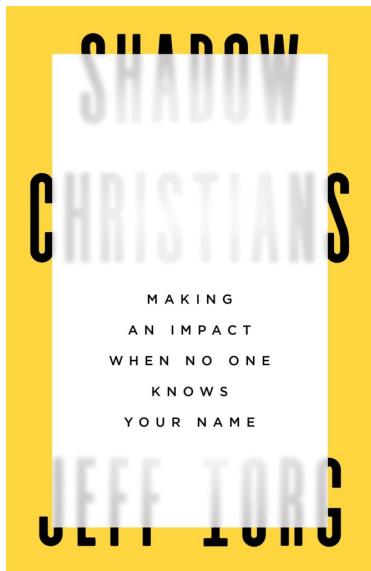




PRESS KIT:

“Shadow Christians” by Jeff Iorg

Releasing on 11.10.20



Are you a shadow Christian?

Shadow Christians are people who work in the margins, in the shadows created by the spotlight shining on others. We often think they—we—are insignificant. But here’s the good news: *God chooses and uses shadow Christians.*

There are some names in the Bible that everyone knows: Adam and Eve, Noah, Moses, Mary, Peter, Paul. But the Bible is also full of stories with unnamed characters. People who made a difference not in the spotlight, but in the shadows.

If you’re a shadow Christian, you matter to God, and he wants to use you to make a difference.

Book information

- **Trade Paper:** 208 pages
- **Publisher:** B&H Books (11/10/2020)
- **Language:** English
- **ISBN-10:** 1535999098
- **ISBN-13:** 9781535999090
- **Product Dimensions:** 5.5 x 0.52 x 8.5 inches

Talking Points and Interview Angles

- According to Pew Research Center’s Religious Landscape Study, three-in-ten Christian Evangelicals say they are highly involved in the church. “Shadow Christians” highlights the people that make up this group and shows readers how vital they are to the life of the church.

Publicity requests: Please direct media requests for Jeff to Jenaye White, Jenaye.white@lifeway.com, who can provide high-resolution images and other publicity assets and discuss interview availability and content ideas.



PUBLISHING

- Dr. Iorg teaches seminary courses on teaching, leadership, and church ministries along with speaking at conferences and publishing several books.
- Churches impacted by the pandemic have been forced to make changes in their ministries and are looking for wisdom.
- In our culture, those in the spotlight are celebrated - almost idolized; meanwhile, those in the shadows are forgotten. Dr. Iorg reminds everyday Christians—those who live outside of the spotlight—that they matter to God and encourages them to make a difference with their lives.

About Jeff

Jeff Iorg is president of Gateway Seminary, a learning network with five campuses and a robust distance learning program. He speaks frequently on leadership and pastoral ministry issues in conferences and classroom settings. Iorg maintains a leadership website at www.jeffiorg.com, is featured on the Lead On! podcast, and has written or edited several other books. He and his wife, Ann, live in Ontario, California.

Q&A with Jeff

Why did you write this book? What inspired you to write it?

The book emerged from my convictions about the importance of everyday believers to the success of any church or ministry organization. It is based on extensive Bible study of the anonymous, unnamed characters in the New Testament who were consequential to the story of the advance of the gospel..

For whom did you write this book?

This book is written to encourage and inspire everyday believers who serve in the shadows, not the spotlight.

Can you define what a “shadow Christian” really is?

A shadow Christian is an everyday believer who lives and serves in relative anonymity yet makes a significant contribution to his or her church or community.

Who are some examples of shadow Christians in Scripture?

There are dozens - the Woman at the Well, the Leper, the men who started the church at Antioch, the man who loaned Jesus a colt to ride into Jerusalem, the woman who washed Jesus' feet with her tears, etc.

How does God use shadow Christians to accomplish his work? Can you give us some examples of how you've seen this in people's lives?

The book is filled with dozens of these stories! Rusty and Sheila were the key instigators (and have been faithful members for 30 years) of the church we started in Oregon. Their sacrificial service makes them the real heroes of the story. As the church planter, I was in the spotlight. But the dozens of people like Rusty and Sheila who came along in the early years and built the church deserve all the credit.

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Why are shadow Christians important to the body of Christ?

They are the ministry workforce that gets the job done. While we need a few spotlight leaders, they are only successful if large numbers of shadow Christians implement, support, and pay for the fulfilment of their vision.

What do you hope readers will take away from the book and do after reading it?

I hope they will be encouraged and inspired to keep making an impact even though no one may know their name. The only name that deserves any fame is Jesus. I hope the book helps all of us live like that and remember that.

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