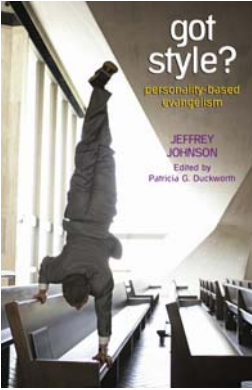


Witnessing with Style



Valley Forge, PA – June 22, 2009 – There’s no question that technology has made it easy to reach out to others, even hundreds or thousands of others, with whatever is on our minds. But this ease of communication has not necessarily translated into a newfound level of comfort or finesse when it comes to sharing one’s faith. Jeffrey A. Johnson’s new book, *Got Style: Personality-based Evangelism*, offers Christians an understanding of evangelism based on the personality style given to them by God.

Available in October 2009, Johnson’s book provides church leaders, outreach committees, small groups, and individuals with the tools and confidence to effectively witness to others. Whether wielding an assertive, analytical, relational, incarnational, invitational, or storytelling personality type, *Got Style* instructs and guides individuals in a personalized evangelical ministry. The book offers readers the “Discover Your Style” inventory test, and for each personality type, Johnson provides:

- A basic definition and description
- Strengths and weaknesses
- A biblical and contemporary case study of the style in evangelistic action

Nationally-recognized author, consultant, and speaker Tom Bandy writes; “We seem to be God’s tongue-tied people, and our cultural situation is too desperate to stay that way. Thankfully, Jeff Johnson makes evangelism possible for ordinary Christians. He gives you confidence that you...yes, even you...can share your faith without making enemies or losing friends.”

Author Jeffrey A. Johnson, MA, PhD, is senior pastor of Mount Vernon Baptist Church of Hurricane, West Virginia, and leads National Ministries’ National Evangelism Team (NET), comprised of American Baptist regional staff, pastors, and key lay leaders. Dr. Johnson is founder of the Berean Institute of Biblical Studies, which offers an accredited program for Baptist lay ministry.

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ABOUT JUDSON PRESS – As the publishing ministry of National Ministries, American Baptist Churches USA, Judson Press seeks to provide Christ-centered leadership resources for the transformation of persons, congregations, communities and cultures. Its backlist of 350 titles is distributed internationally, and resources can be found in churches, libraries, educational institutions, and secular and Christian bookstores. Judson publishes titles on African American issues, Christian living, Christian education, Baptist history and beliefs, church leadership, Bible study, preaching, and discipleship. Other products include church supplies, curriculum and the devotional periodical *The Secret Place*. In 2009, Judson Press celebrates its 185th year of Christian publishing.

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