

MAX LUCADO
Author of
3:16—The Numbers of Hope

Max Lucado is a pastor, speaker, and bestselling author who, in his own words, “writes books for people who don’t read books.” He serves the people of Oak Hills Church in San Antonio, Texas, and his message is for the hurting, the guilty, the lonely, and the discouraged: God loves you; let him.



His latest book, *3:16—The Numbers of Hope* (Thomas Nelson, February 2022), Max considers his core message since it is based on John 3:16, his life’s verse. Originally released in 2007, *3:16—The Numbers of Hope* has been revised and updated for a new generation of readers and includes a new foreword and afterward, and is accompanied by a new five-session Bible study curriculum and new audiobook featuring Max himself reading the book.

In 2020 during the global pandemic, Max started a daily video check-in. These messages have continued and have been viewed more than 42 million times since March 2020 and has now turned into the *Lucado Encouraging Word Podcast*, with more than three million downloads since it launched in Summer 2020 making it one of the top podcasts in Religion & Spirituality.

As a writer, Max is known for combining poetic storytelling and homespun humor with the heart of a pastor. All of his trade books began as sermon series at Oak Hills Church, and his sermons all begin with Max asking himself this question: “What can I say on Sunday that will still matter on Monday?” He’s been dubbed “America’s Pastor” by *Christianity Today*, and “The Best Preacher in America” by *Reader’s Digest*.

Max’s books have sold more than 92 million copies in 54 languages worldwide. Max’s books regularly appear on bestseller lists, including *The New York Times*, *Publishers Weekly*, *USA Today* and *The Wall Street Journal*. His writing has also been featured in Bible studies, Bible commentaries, songs, greeting cards, and even plush toys.

Max’s love for everyday people began during his childhood in the small town of Andrews, Texas. His father was an oilfield mechanic, his mother was a nurse, and Max spent a lot of his time either running from or running after his brother, Dee. Max grew rebellious in his teenage years, and after one specific drunken night, he began to wonder if there was more to life than parties and chasing girls. He now believes that if Jesus hadn’t found him, alcoholism would have been in his future.

After high school, Max attended Abilene Christian University and left with two degrees and a heart for following Jesus and helping others learn about him, too. He moved to Miami, Florida, and took a position as an associate pastor at a small church. This is where Max started writing about Jesus for the first time in the church’s monthly newsletter. Those columns were put together as a manuscript and sent to 15 publishers. Fourteen rejected his book, but the 15th said yes. That first book, *On the Anvil*, was published in 1985. Florida was also where Max met his wife, Denalyn. Together, they lived first in Miami and then spent several years in Rio de Janeiro, helping plant churches. They celebrated 40 years of marriage in 2021.

During 2020, in addition to the daily video check ins, Max was featured on more than 200 interviews including Fox News, Dave Ramsey Radio, KLOVE, TBN, CBN, Moody Radio, The FISH and Extra TV to name a few. He and his publisher started free online Bible studies on his bestselling books *Anxious for Nothing*, *You’ll Get Through This*, and *Facing Your Giants* to respond to the COVID crisis. In 2021, Max was awarded the Evangelical Christian Publishing Association (ECPA) Pinnacle Award for outstanding contribution in publishing.

Max and Denalyn live in San Antonio, Texas. They have three grown daughters, two sons-in-law, and two grandchildren.

Website: MaxLucado.com

SOCIALS:

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[YouTube.com/MaxLucadoOfficial](https://www.youtube.com/MaxLucadoOfficial)

[The Max Lucado Encouraging Word Podcast](#)

Max Lucado Stats

- 2.4 million followers on Facebook (facebook.com/MaxLucado)
- 1.3 million followers on Twitter (twitter.com/MaxLucado)
- 308,000 followers on Instagram (instagram.com/maxlucado)
- 71k subscribers on YouTube (youtube.com/MaxLucadoOfficial)
- 1.6 million podcast downloads in first 10 months (Launched 7/20/2020)
- 145 million Max Lucado products in print
- 92 million books in print (in 56 languages)
- 1 in 6 Americans are familiar with Max Lucado and 1 in 7 Americans have read a Lucado book
- Served Oak Hills Church in San Antonio as pastor since 1988
- 42 million video views during Coronavirus Check-Ins and Online Church since mid-March 2020
- 45% growth in book sales during COVID months (compared to same months last year)