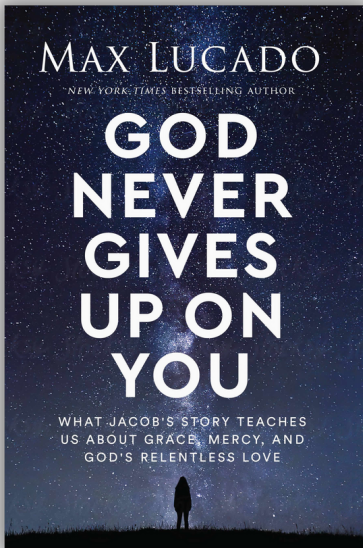




## GOD NEVER GIVES UP ON YOU

### Max Lucado Offers Refresher Course on How God Uses Imperfect People to Do Great Things



Nashville, TN, (March 2023) — *Are you part saint and part scoundrel? Do your breakdowns outnumber your breakthroughs? Does doubt put a dent in your faith?* Pastor and bestselling author **Max Lucado** has been there – wondering how God could love him in the middle of his mess. But he has also seen that our very imperfect human lives are exactly where the God of second chances meets us.

Max Lucado's latest book, *God Never Gives Up on You: What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love* (Thomas Nelson, September 12, 2023), offers hope for all who struggle and fumble.

Lucado writes, "If you are a 'super saint,' this book is not for you. If your halo never tilts, your faith never wavers, your Bible never closes, and your feet never stray from the straight and narrow, let me save you some time. You won't relate to this story. If you are like me and you need no reminder of your failures, however, we could all use a refresher course on God's perfect plan to use imperfect people to do great things."

**Max Lucado** is America's bestselling inspirational author, with more than 145 million products in print. His message, whether in print, audio or video formats, is relentlessly focused on God's grace and love around the globe. The Max Lucado Encouraging Word Podcast has garnered more than six million downloads in just over two years. Lucado has been featured in prominent national media outlets including *Good Morning America*, *Fox & Friends*, CNN, *The Today Show*, and *USA Today*. Nearly five million people follow him across social media platforms.

In *God Never Gives Up on You*, Lucado spotlights the Old Testament story of Jacob, whose messed-up life is a perfect example of God redeeming what seems unredeemable. Lucado recounts the pieces of Jacob's life that could have disqualified him from God's love – deceit, competition, and betrayal. Then he points the reader to a very personal question: If God could love and use Jacob, might he be willing to do the same with me? Lucado's latest book encourages readers to:

- ▶ Learn to see the ways God turns brokenness into blessings
- ▶ Overcome shame and negative thoughts by embracing who they are in the eyes of a loving, merciful God
- ▶ Strengthen relationships by leading a life marked by grace and forgiveness for self and other

**Our God is the God  
of those who  
struggle and  
scrape, sometimes  
barely making it.**

# Press Release

“Our God is the God of those who struggle and scrape, sometimes barely making it, hanging on for dear life,” writes Max. “We don’t have to be strong to be saved. We don’t have to be perfect to be redeemed. We simply need to trust the God of Jacob, believing in a God who sticks with the unworthy and underachievers until we are safely home. He is the God of second chances and new beginnings. The God of grace. His grace never quits.”



## About Max Lucado

**Max Lucado** is known for combining poetic storytelling and homespun humor with the heart of a pastor. His trade books all begin as sermon series at Oak Hills Church, and his sermons all start 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 and 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, animated videos, greeting cards, and even plush toys. Learn more at [maxlucado.com](http://maxlucado.com).

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*The Lucado Encouraging Word Podcast* (6 million downloads)

[www.MaxLucado.com](http://www.MaxLucado.com)

**Thomas Nelson** is a world leading publisher and provider of Christian content, providing readers with quality inspirational products for more than 200 years. With over 250 new, original books and Bibles published each year and distributed in more than 100 countries, translating content in more than 65 different languages, Thomas Nelson is committed to one central mission: inspiring the world by meeting the needs of people with content that promotes biblical principles and honors Jesus Christ. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curricula, and digital content. Thomas Nelson is headquartered in Nashville, TN. For additional information visit [ThomasNelson.com](http://ThomasNelson.com).

### *God Never Gives Up on You:*

### *What Jacob’s Story Teaches Us About Grace, Mercy, and God’s Relentless Love*

By Max Lucado

Available from Thomas Nelson • September 12, 2023 • Price: US \$28.99 • Pages: 240 • Format: Hardcover • ISBN-13: 978-1400239535

Review copies, reprint permission and interviews are available.

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## MAX LUCADO

Author of *God Never Gives Up on You:*

*What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love*



**Max Lucado** is a pastor, speaker, and bestselling author with more than 145 million products in print, which have been translated into 56 languages and distributed across 80 countries worldwide. Known for delivering timeless messages of hope and encouragement in his signature writing style, combining poetic storytelling and homespun humor, Lucado is America's favorite and most prolific inspirational author.

If anyone suspects Max's writing success is God's reward for a life lived perfectly, Lucado will be the first to set the record straight – he is no super-saint. In his latest book, *God Never Gives Up on You: What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love* (Thomas Nelson, September 2023), Lucado unpacks the life and misdeeds of Old Testament

patriarch Jacob, and the author honestly reflects on some of his own struggles and flaws. Lucado explains that Jacob's imperfect life, like every imperfect human life, is exactly where God chooses to display perfect love and undeserved redemption.

During the first decade of his ministry, Max Lucado served churches in Miami, Florida, and in Rio de Janeiro, Brazil. Since 1988, he has served at Oak Hills Church in San Antonio, Texas. All of Lucado's trade books first begin as sermons to his beloved congregation – and his sermons all begin with Max asking himself, "What can I say on Sunday that will still matter on Monday?"

When a global pandemic broke out in 2020, Max began a daily video check-in to encourage people who felt fearful and isolated. The video messages were enthusiastically received and have been viewed more than 42 million times over the last 36 months (now published as The Lucado Encouraging Word Podcast). In addition to the daily video check-ins, Max found other ways to spread encouragement during the COVID crisis. Lucado and his publisher offered free online Bible studies for three of Max's books which matched the emotions of that season: *Anxious for Nothing*, *You'll Get Through This*, and *Facing Your Giants*. Max accepted more than 200 interview invitations during the second half of 2020 – from **Fox News**, **Dave Ramsey Radio**, **KLOVE**, **TBN**, **CBN**, **Moody Radio**, **The FISH**, **Extra TV**, and more – presenting messages of hope and comfort during that long season of uncertainty.

Lucado's prolific writing ministry has been recognized with numerous awards, including the **2021 ECPA Pinnacle Award** for outstanding contribution to the Christian publishing industry and society at large. His books have sold more than 120 million copies across 54 languages, and they regularly appear on bestseller lists, including *USA Today*, *Publishers Weekly* and *The New York Times*. His writing has been featured in Bible studies, Bible commentaries, songs, greeting cards, and even plush toys. Lucado has been dubbed "America's Pastor" by *Christianity Today*, and he was called "The Best Preacher in America" by *Reader's Digest*.

**Max** and Denalyn live in San Antonio, Texas and celebrated forty years of marriage in 2021. They have three grown daughters, three sons-in-law, and three grandchildren.

 @MaxLucado

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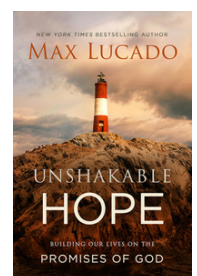
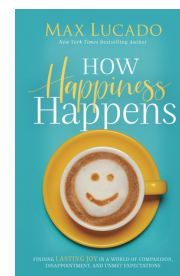
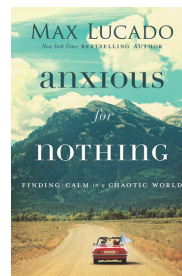
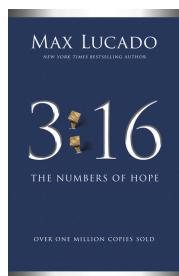
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*The Lucado Encouraging Word Podcast* (6 million downloads)

www.MaxLucado.com

## MAX LUCADO STATS (\*as of 3/24/23)

- **2.4 million** followers on Facebook (facebook.com/MaxLucado)
- **1.3 million** followers on Twitter (twitter.com/MaxLucado)
- **343,000\*** followers on Instagram (instagram.com/maxlucado)
- **83.1k** subscribers on YouTube (youtube.com/MaxLucadoOfficial)
- **6 million downloads** of *The Max Lucado Encouraging Word Podcast* (since 7/20/20 launch)
- **145 million** Max Lucado products in print
- **92 million** books in print (in 56 languages)
- **1 in 6** Americans are familiar with Max Lucado
- **1 in 7** Americans have read a Lucado book
- Pastor at Oak Hills Church since 1988 (San Antonio, TX)



### *God Never Gives Up on You:*

### *What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love*

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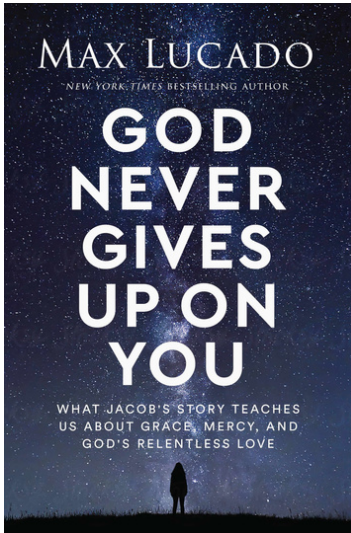
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# Interview Questions for Max Lucado

*“God does great things through the greatly broken.  
It’s not the strength of the vessel that matters;  
it’s the strength of the One who can use it.”*

**-Max Lucado**



**GUEST:** Max Lucado has served at Oak Hills Church in San Antonio for three decades. He is America’s bestselling inspirational author.

**BOOK:** *God Never Gives Up on You: What Jacob's Story Teaches Us About Grace, Mercy, and God's Relentless Love*

**AVAILABLE:**  
September 12, 2023 from  
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**WEBSITE:**  
[www.MaxLucado.com](http://www.MaxLucado.com)

**SOCIALS:**  
@MaxLucado

- ▶ Your new book isn’t written for the “super saint,” but for those with a “tilted halo.” Do you count yourself among the first group or the second?
- ▶ It can be sobering to acknowledge that we are all fumlbers, strugglers, doubters. What is the upside of this gloomy news?
- ▶ *God Never Gives Up on You* highlights the story of Jacob, the Old Testament patriarch. Why Jacob?
- ▶ Why did Jacob try to bargain with God? Why do we do the same, and does it ever work?
- ▶ Sometimes the misdeeds of others hurt us as much as our own bad choices. How did God use Laban’s misdeeds for good in Jacob’s story? What can we learn from Jacob and Laban?
- ▶ You describe how Jacob needed to come face-to-face with his past so he could move into his future. Tell us how this may be needed in our lives today.
- ▶ You write that Jacob was stuck in a “poisoned system.” How did he get out, and how can we do the same?
- ▶ Why did God give Jacob a second chance? How do we know God will do the same for us?
- ▶ What holds us back from accepting God’s grace? What holds us back from offering it to others?
- ▶ How does the truth of Christ’s death, burial, and resurrection repair the brokenness we feel?



# Q&A with Max Lucado

## Author of *God Never Gives Up on You*

**Q** *God Never Gives Up on You* highlights God’s grace and faithfulness. Why did you choose the life of Jacob as the case study?

**A** If you are looking for a star in a Hallmark movie, Jacob is not your guy.

If, on the other hand, you want to see God’s steadfast devotion  
... If you need to know how long God will put up with a scoundrel and his scandals  
... If you are wondering if God’s plan has a place for botchers, bunglers, schemers, and last-chancers  
... If you could benefit from a tale of God’s unending, unbending, unswerving faithfulness  
... If you wonder if God could use a person whose halo has slipped  
... Then the story of Jacob is what you need.

When God wanted to identify himself to his people, he declared, “I am the God of Abraham, Isaac, and Jacob.” Not just of Abraham and Isaac. He’s also the God of Jacob. God used Jacob in spite of Jacob. Period. The word for such devotion? Grace. Grace came after Jacob. Grace found him in the desert. Grace protected him when he lived in exile. Grace wrestled him to the ground in Jabbok and blessed him. Grace led him home to Canaan.

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**Q** What does Jacob’s life tell us about God’s character?

**A** Jacob’s story is a testimony to divine, unexpected, unrequested, undeserved kindness. God’s grace isn’t only as good as you are. God’s grace is as good as he is. God’s grace isn’t a lucky charm crucifix on a necklace. God’s grace is a tiger in your heart. His grace never quits. That’s the kind of God he is—he’s the “God of Jacob.” Our God is the God of those who struggle and scrape, sometimes barely making it, hanging on for dear life.

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**Q** What does Jacob’s messed-up family say about our own flawed families?

**A** A person might read about Jacob’s clan and ask, “Where are the heroes? Who am I supposed to be emulating? Who is the redeeming character in this polygamous mess?” The answer: God! Where you and I see a family that spends more time at each other’s throats than in each other’s arms, God sees an opportunity to display his strength — “Watch what I can do.” God used, and uses, flawed people. He made a promise to Abraham: his children would be like dust on the earth and stars in the galaxies. The greatest person who ever lived would spring from his loins. The story of heaven would be told and distributed through these odd and curious people. God had made them a promise. He never breaks his promises. Case in point: the family of Jacob. Dysfunctional families can be used, even fixed. Function can happen. Good intentions to love can become real. God can flick everything into healing mode. No family is beyond the possibility of a miracle.

## **Q** How did God use a difficult relative to bring about good in Jacob's life?

**A** God used Laban to teach Jacob to trust God. Jacob didn't like Laban. He wanted to leave Laban. Yet he was better because of Laban. Laban was Jacob's catfish. Research the phrase "catfish and codfish," and you'll find this apocryphal, yet insightful, tale. Fishermen struggled to find a way to deliver codfish to market. They tried freezing them, but the fish lost its flavor. They tried transporting them in a seawater tank. The codfish would be inactive too long, making it soft and mushy. Finally, someone came up with a solution. Catfish and codfish are natural enemies. A catfish was placed in the tank. It chased the codfish during the transport, resulting in the delivery of healthy cod. Great story. While there's no proof that fishermen use catfish, there's ample evidence that God does. In Jacob's story Laban was Jacob's catfish.

And you? Might God be saying the same words to you he said to Jacob? "I see what is happening. I know about the manipulation. The unfairness. The disregard for your feelings or future. I see it. I see you. And I am using this experience to train you." God is prone to do this. Scripture explains, "This trouble you're in isn't punishment; it's training, the normal experience of children. . . God is doing what is best for us, training us to live God's holy best" (Heb. 12:8, 10 MSG). Are you being trained? You, like Jacob, are part of God's delivery system of hope. You are a courier of his covenant. Yet, you, like Jacob, have your share of foibles and flaws. So "God is at work in you, both to will and to work for his good pleasure" (Phil. 2:13 RSV, emphasis mine). He will "equip you with everything good that you may do his will, working in you that which is pleasing in his sight" (Heb. 13:21 RSV, emphasis mine).

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## **Q** How is the Spirit our advocate?

**A** Nothing. Jacob had not sought God. Yet what Jacob saw scarcely compares with what Jacob heard. You'd expect a lecture, a holy scolding. But God gave Jacob something altogether different. God told Jacob that he would make him and his descendants a great people who would cover the earth. Despite Jacob's deception and shortcuts, God repeated to him the blessing he gave Abraham and Isaac: "I am with you and will watch over you wherever you go, and I will bring you back to this land. I will not leave you" (Gen. 28:15 NIV).

The fugitive had not been abandoned. The trickster had not been cast aside. God committed himself to the lifelong care of Jacob. Again, we might wonder why. Had Jacob done anything to show he was worthy of the blessing? No. Jacob has done nothing but slimy stuff thus far. He leaked integrity like a sieve. He played his brother like a two-dollar fiddle. He worked the system like a riverboat gambler. There is, thus far, not one mention of Jacob in prayer, Jacob in faith, or Jacob in earnest pursuit of God. Even so, God drenched his undeserving fugitive with a Niagara of unexpected kindness. God did not turn away from one who had turned away from him. He was faithful. He still is. "If we are faithless, he remains faithful" (2 Tim. 2:13 NIV).

Grace does this. It pursues. Persists. Shows up and speaks up. In our dreams. In our despair. In our guilt. Grace is God on the move saying, "I am with you and will watch over you wherever you go . . . I will not leave you until I have done what I have promised you" (Gen. 28:15 NIV).

## **Q** How did Jacob respond to God's blessing?

**A** Jacob haggled. Rather than receive the blessing and be grateful, the bargain hunter hammered out the key points of a contract. He spoke to God the way he would speak to a camel trader. He suggested a contract. A transaction. An agreement. A working term for this might be transactional theology.

Transactional theology presupposes that we meet God on equal terms. He's got what I want. I have what he wants. So, we reach an agreement. "If you help me in this interview, I'll be kind to my husband." "If you get me out of prison, I'll be a preacher." "If you do this, I'll do that." Really? On what basis do we negotiate with God?

A. W. Tozer wrote, "Left to ourselves we tend immediately to reduce God to manageable terms. We want to get Him where we can use Him, or at least know where He is when we need Him. We want a God we can in some measure control." Anytime we suggest that we control spiritual dividends from God, that God is a genie who awaits our rub on the lamp, that God is an ATM who dispenses goodness if we enter the correct PIN, that God is a sky fairy who is under obligation to do what we want because we have thrashed out a deal with him, we border on heresy. We've exchanged a transcendent God to whom we're accountable for a dependent God who's accountable to us.

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## **Q** If I've really messed up in life, why would God want to bless me?

**A** Each day seems to bring a new way for us to wander off course. Anyone who tells you they haven't needs to read a book on honesty. The Christian life is not difficult; it is impossible. Who has a chance? What hope do we have? The same hope that Jacob did. Grace. "Though sin is shown to be wide and deep, thank God his grace is wider and deeper still!" (Rom. 5:20 PHILLIPS). Isn't that the great discovery? "He pre-destined us to be adopted by Himself as sons through Jesus Christ—such being His gracious will and pleasure" (Eph. 1:5 WNT). God moved you into his family. He changed your name, your address, and gave you a seat at the dinner table. You are "accepted in the Beloved" (Eph. 1:6).

No more self-incrimination. No more self-accusation. No more self-condemnation. Make grace your permanent address. God has joined himself to you. You are "complete" (Col. 2:10). You are "made right with God" (2 Cor. 5:21 NLT). You are "holy, and blameless, and above reproach" (Col. 1:22). "He has perfected for all time those who are being sanctified" (Heb. 10:14 ESV). God has made a covenant to love you with an everlasting love, and he will keep it. He did so with Jacob.

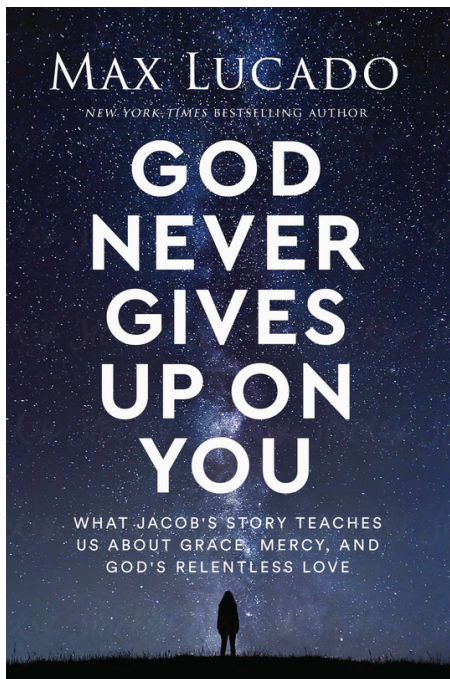
Like Jacob, you struggle. Yet like Jacob, you are never disqualified by your struggles. "But we have this treasure in earthen vessels, that the excellence of the power may be of God and not of us" (2 Cor. 4:7). Your treasure? A birthright. A spiritual heritage and destiny. Yet these earthen vessels don't match our treasure.




## Q So, God can use our brokenness for good?

A Absolutely. We have minds that wander. Bodies that age. Hearts that doubt. Eyes that lust. Convictions that crumble. We crack under pressure. Our porcelain has fissures. Who wants to use a broken vessel? God does. God does great things through brokenness. Broken soil gives crops. Broken eggs give life. Broken skies give rain. Broken crayons still color. Broken cocoons give flight. Broken alabaster jars give fragrance. The broken bread of the Eucharist gives hope. The broken body of Christ on the cross is the light of the world. Which is precisely the point. God does great things through the greatly broken. It's not the strength of the vessel that matters; it's the strength of the One who can use it.


We don't have to be strong to be saved. We don't have to be perfect to be redeemed. We don't have to score straight A's. We simply need to trust the God of Jacob, believe in a God who sticks with the unworthy and underachievers until we are safely home. He is the God of second chances and new beginnings. The God of grace. His grace never quits.



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