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**Max Lucado**

## **Pastor Max Lucado Boldly Addresses End Times in New Book**

### ***What Happens Next: A Traveler's Guide Through the End of This Age***

Nashville, TN (April 2024) - A 2022 Pew Research Center found that four in ten Americans believe we are living in the end times; a majority (55%) of U.S. adults say they believe that Jesus will return to earth someday.<sup>1</sup> News feeds issue dire warnings—wars, terrorism, natural disasters, famine, government chaos, financial collapse—all of these recent occurrences have been trumpeted by people of all faiths as the “end of days.” Are they correct?

*New York Times* bestselling author and pastor **Max Lucado**, whose products recently surpassed 150 million in print, addresses the topic of end-times in the hopeful, accessible style that readers have come to expect. In ***What Happens Next: A Traveler's Guide to the End of This Age*** (Thomas Nelson, August 2024), Lucado follows the time-line of milestone events offering an optimistic and well-researched guide to what the Bible says about such a long-debated topic.

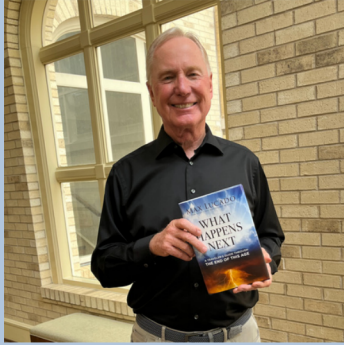
***What Happens Next*** aims to provide a reassuring overview of what the Bible has to say on a topic that often creates confusion and anxiety, so that readers from any walk of life can be encouraged to ponder God's plans and promises for the future. Throughout the book, **Lucado** points people back to key truths such as, "It's all about hope. It's all about God."

Exploring topics such as Paradise, the rapture, Armageddon and other events as foretold in the Bible, **Lucado** says his main goal is to help readers face the future with faith, not fear: “Understanding the future empowers us to face the present.”

**Lucado**, called “America’s Pastor” by *Christianity Today* and *Extra TV*, frames ***What Happens Next*** with four big ideas that will provide a Bible-based foundation for understanding the end times:

- **Feeling Lonely?** We were made to be with God;
- **Believe You Have Been Betrayed?** God has made promises...and will keep them;
- **Fearful for Today?** Heaven has a timeline; and
- **Lost Hope for Tomorrow?** A golden era, the millennium, awaits God's children.

<sup>1</sup> <https://www.pewresearch.org/short-read/2022/12/08/about-four-in-ten-u-s-adults-believe-humanity-is-living-in-the-end-times/>



## Max Lucado

### WEBSITE:

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### SOCIALS:

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## Max Lucado Stats

(as of 1/10/24)

150 million Max Lucado products in print

2.4 million followers on Facebook  
([facebook.com/MaxLucado](https://facebook.com/MaxLucado))

1.3 million followers on Twitter  
([twitter.com/MaxLucado](https://twitter.com/MaxLucado))

365,000 followers on Instagram  
([instagram.com/maxlucado](https://instagram.com/maxlucado))

99.1k subscribers on YouTube  
([youtube.com/MaxLucadoOfficial](https://youtube.com/MaxLucadoOfficial))

6 million downloads of  
The Max Lucado  
Encouraging Word Podcast  
(since 7/20/20 launch)

“We are all headed somewhere,” **Lucado** writes. “Each day brings us closer to a final breath, a final heartbeat, a final sigh. No one is getting younger. Death comes to the young, the old, the rich, the poor, the decent, the decadent, the king, and the commoner. Shouldn’t our destination be an obsession?”



The *What Happens Next* product suite will include three products – the hardcover trade book, the six-session Bible study, and a 64-page booklet created to support church outreach and conversations about what happens after we die. Nelson Books is launching *What Happens Next* with a national advertising and publicity campaign, with an innovative video marketing campaign and a strong digital component, harnessing the power of **Lucado’s** more than two million followers on social media. Nelson is partnering with ChurchSource to host a virtual pastor’s conference on April 23 for **Lucado** to encourage pastor’s how to preach about the end times.

## About Max Lucado

**Max Lucado** is known for combining poetic storytelling and biblical, accessible teaching with the heart of a pastor. His trade books all begin as sermon series at Oak Hills Church, and his sermons all start with **Lucado** 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*, “The Best Preacher in America” by *Reader’s Digest*, and the “Ted Lasso of Pastors” by the *Dallas Morning News*. **Max Lucado** has penned more than 40 works of adult nonfiction, standing alongside dozens and dozens of bestselling children’s books, gift books, Bible studies, commentaries, and collections. His books have been published in 56 languages worldwide and regularly appear on bestseller lists, including *The New York Times*, *Publishers Weekly*, and *USA Today*. With more than 150 million products in print, **Lucado** was the recipient of the 2021 ECPA Pinnacle Award for his outstanding contribution to the publishing industry. Learn more at [MaxLucado.com](http://MaxLucado.com).

**Thomas Nelson** is a world-leading publisher and provider of Christian content and has been providing readers with quality inspirational products for more than 200 years. As part of HarperCollins Christian Publishing, Inc., the publishing group provides multiple formats of award-winning Bibles, books, gift books, cookbooks, curriculum, and digital content, with distribution of its products in more than 100 countries and translated into 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. Thomas Nelson is headquartered in Nashville, Tenn. For additional information visit [www.thomasnelson.com](http://www.thomasnelson.com).

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## Interview Questions

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*Understanding the future empowers us to face the present with HOPE.*

*When we unpack what happens next we can:*

Hang in there! - Remember that God is with us NOW.

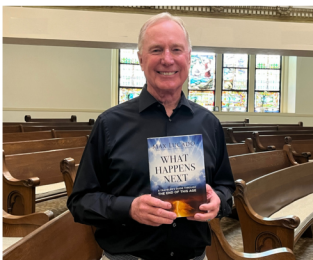
Overcome pessimism - Live life on tiptoe - looking upward for God's purpose and plan.

Pray expectantly - Believe that Jesus will come!

Explore eternity - Trust that we will end up in a better place than we begin.

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- ▶ What prompted you to write an entire book on the topic of the end times?
  - ▶ Do you think we are living in the end times?
  - ▶ What gives you confidence that we as modern people really can know and understand what happens next?
  - ▶ Many end times books focus only on the rapture, or the event when Christians leave the planet. How should we consider the rapture?
  - ▶ What would you say to the person who grew up living in fear of the rapture and end times teaching?
  - ▶ What is “the Antichrist?” And do you think the Antichrist alive today?
  - ▶ The world has once again been focused on Israel and Jerusalem in recent months. What can you tell us about the importance of that nation and that city in terms of biblical prophecy?
  - ▶ What would you say to the skeptic or the person who is not familiar with the Bible who is listening right now and is pondering end times theology?
  - ▶ Why do you think it is important for pastors to preach on the end times?
  - ▶ Did anything surprise you or change your perspective as you researched and wrote this book?
  - ▶ What do you hope readers take away from the book?
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**GUEST:** Max Lucado

**BOOK:** *What Happens Next: A Traveler's Guide Through the End of This Age*

**AVAILABLE:** August 13, 2024

**SOCIALS:** @MaxLucado