



Point of View

Dear Marketplace Friend,

Whatever your pace for the last 50 weeks, the demands are accelerating right now, aren't they? A few thoughts - and a request - as you face the two-weeks-to-go moment for the current calendar year...

We've been riding a roller coaster, haven't we? Using the Dow Jones Industrial Average as a speedometer, the last 26 months have been an E-Ticket experience. October 2007, we topped at 14,164. Just one year ago today, we were sliding downhill at 8,600, on our way to the bottom on March 6; Death Valley was 6,626. We're heading into Christmas, half-the-way back up, pegged last Friday at 10,471.

So what? If you aren't selling... what does it matter? The real effect is the emotional havoc that was - and, is - possible when the bases for emotional stability (economic conditions) are shaken. Jesus predicted that Christians would be worthless to the Kingdom when "the worries of this life and the deceitfulness of wealth choke it (the



Word of God), making it unfruitful." (Matthew 13:22) Lots of our friends have become diverted by financial fear during this time of marketplace clamor. Has it hit you?

The Bible is the account of God's Kingdom activities, played on the stage of history against a backdrop of changing conditions. There are times when the backdrop paints a picture of prosperity and human achievement, and God's action recedes. Then, when the conditions of culture become conflicted, the action in the Spiritual realm picks up. *The times of greatest Kingdom opportunity have always been featured against a backdrop of circumstances that cause people to question their self-sufficiency...*

For **The Master's Program**, the last two years have been the most

powerful time of ministry we've ever experienced; the horizon before us is even better. In Wall Street Journal jargon, for us, business goes "up" when the markets go "down." Wise Christians realize that life is *short*, eternity is *long*... and the things they do during life that impact eternity matter *most*. There has *never* been a time when it was more important to get clear about your Kingdom calling... and to integrate Kingdom leadership into your already-busy life.

Conventional wisdom says that most people are hunkering in, financially, as they prepare to put 2009 to rest. I'm asking you to be unconventional, and to take another look at the stage of history. *Are you at risk of being distracted by the sets, and missing the drama at the forefront?*

God's up to something, right now. Great ministry is happening while most wring their hands and cringe. Warren Buffet is on a smart-money investment mission during this market earthquake, making shrewd moves with great potential. *Is it time for smart-money Kingdom investors to do the same?*

Like most ministries, we will experience most of our "surprise" contributions during the next two weeks of the year. "Surprise" means

that we have no idea if the gift is coming until we open the envelope. After 25 years of ministry leadership, I trust God - and friends like you - to provide the capital we need to say "yes" to the open doors of ministry. New cities like Miami and Manhattan and Minneapolis - all set to launch this winter - will welcome **The Master's Program** because of the funding that will come in at year-end.

Jesus described people who were *fruitless* as they were *worried by the world* and *deceived by money*, and others who - in the same "real time challenges" - produced fruit. Are you one of those extraordinary fruit-producers who resists worry and deception... and trusts God through stewardship? I'm writing to ask you to consider a year-end investment in **The Master's Program** as we work to unlock the leadership leverage found in the under-exploited Kingdom Calling of leaders like you.

All it takes is a click at:

www.mastersprogram.org/donate/

You'll be taken to a page that will tell you what you can do to mail a gift, enable a secure on-line gift, or how to set in motion a non-cash gift of stocks or securities.

Thanks for being a friend and colleague in our effort *to prepare*

*Christian leaders to change their world
and build God's Kingdom through their
irresistible lifestyles and influential works
of service...*

Bob Shank

*Bob Shank is Founder and Chief Mentoring
Officer of The Master's Program (TMP).*

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