

The Way of the Father

Lessons from My Dad, Truths about God

Michael W. Smith with Robert Noland

THE BOOK

Grammy Award winner Michael W. Smith's *The Way of the Father* offers a deeply personal reflection on his father Paul Smith's legacy and its profound effect on every area of his life. Through the life and lens of his earthly dad, the multi-platinum selling Christian artist gives glimpses of a Father in Heaven that anyone can approach and experience.

Each chapter identifies a quality and characteristic of his dad that came out of an obedient and sacrificial life, committed to serving his Abba Father, including:

- Finding truth in tragedy
- Loving unconditionally
- Persevering through pain
- Bringing righteousness to the world
- Influencing and inspiring generations
- Discovering identity and approval in Christ

Michael shares how his dad inspired and encouraged him using biblical principles and virtues. He hopes that by sharing his father's legacy, readers will come to find that no matter who our earthly parents have been in our lives, our Abba Father will never fail us.

THE PLAN

- \$25,000 Marketing Budget & National Media Campaign (plus K-LOVE promotion valued at \$400K)
- 3.5+ million followers across Facebook, Instagram, and Twitter, plus 5 million across K-LOVE socials
- Extensive promotion through K-LOVE and Air1 (13 million weekly listeners)
- Pre-sale campaign and ARC distribution
- TBN release event airing June 4, 2021

THE AUTHOR

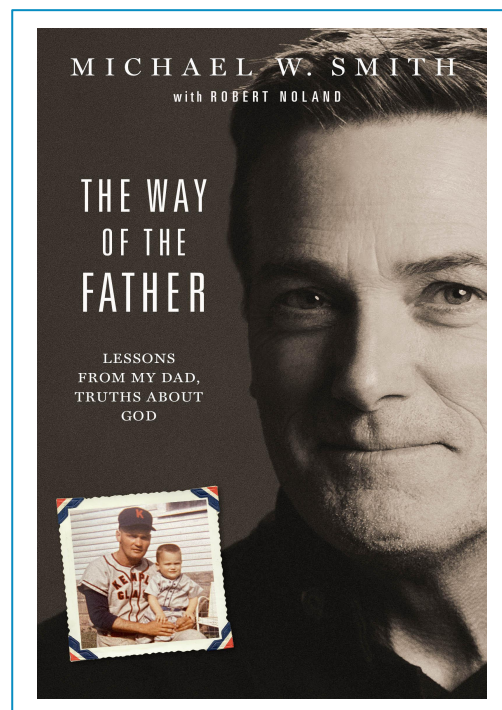
Michael W. Smith, a multi-platinum recording artist, has won three Grammy Awards, forty-five Dove Awards, an American Music Award, and has sold more than fifteen million albums. He has also given back to the global community, having raised funds to battle AIDS in Africa alongside U2's Bono; started Rocketown, a safe haven for young people in Tennessee to meet and find hope; and has helped to improve more than 70,000 children's lives through Compassion International. With a career spanning more than four decades, Smith has also starred in two films and written fourteen books, including a children's book series. He lives with his wife, Debbie, in Franklin, Tennessee. They have five adult children and sixteen grandchildren.

THE COMPS

9780800726881 Between Heaven and the Real World...
9781433689123 Unashamed
9780785216735 I Can Only Imagine: A Memoir

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