

# Orion's journey – Promoting *Fresh from The Word* in her church

We are excited to share Orion Johnson's story, a dedicated IBRA ambassador, who has been promoting *Fresh from The Word* in her church with remarkable success.

*"When I began promoting Fresh from The Word (FfTW), I aimed to reduce the price for our congregation through the bulk discounts that IBRA offers. I set a target of selling 10, and then the next year 20 copies and shared the discount price. It was heartwarming to see people offering to pay the full price, donating the difference back to IBRA. We received excellent feedback about the fresh style of writing, with some members even buying multiple copies to gift to others. The shorter celebration edition was also a hit, providing a taster of the study notes."*



## Orion's **TOP 5 TIPS** for promoting *FfTW* in your church:

1

**Get your church leader's support:** Ask for permission to announce IBRA and *FfTW* during church services. A supportive leader boosts orders significantly.

2

**Use IBRA's promotional ideas and *FfTW* Celebration edition:** Access promotional materials, book description and a sample edition for inspiring ways to tell your church about *FfTW*. Visit: [www.ibraglobal.org](http://www.ibraglobal.org)

3

**Emphasise ease of reading:** Highlight how *FfTW* offers a manageable daily portion of God's Word, complete with readings, explanations, prayers, and additional reflections.

4

**Engage with church groups:** Encourage individuals to use the book and then discuss their thoughts in group settings, benefiting from the different themes and writers each week.

5

**Start promoting early:** Begin promoting in September when *FfTW* is released, as many people are eager to secure their next year's reading notes early.