

## MORE DETAILS ABOUT NEAL'S NEW BOOK:

### ***BUSINESS AS MISSION (BAM) IN A NUTSHELL— ALL THE BASICS: THE ESSENTIAL ROAD MAP FOR CHRISTIAN ENTREPRENEURS***

This new book is a step-by-step practical guide through all the basics—both how to have a strong, sustainable, viable business (the “B” of BAM) and how to honor Christ and His gospel in every aspect of the business (the “M” of BAM). In short, how to equip readers to have a life that truly matters!

*The Essential Road Map for Christian Entrepreneurs* is just that! It is your Road Map to understanding the fundamentals—the basics—of faith-based Entrepreneurship, Business, and Community Development.

**The Business Basics** give each reader a detailed “how to do it” approach to virtually every aspect of (1) **starting** a new business, (2) **buying** an existing business, and (3) buying into a **franchise**.

The book further explains: How to lead, structure, and manage your company from a sound business and biblical perspective; how to discern, set, and measure your company goals (your multiple bottom lines); the methods to determine how much money you need, where to find the money, and how to account for your money; bank lending practices, types of loans you need, applicable laws, and so much more.

**The Mission Basics** show God’s purposes for business and answer the questions:

- What is BAM and how does it work?
- Is BAM right for you and your family?
- Where will you plant/build your business?
- What People Group should you be ministering to?
- What is their view of reality (their worldview)?
- How do you access them?
- What are the cultural, political, spiritual, and practical obstacles you will encounter?
- Are you ready for the challenges God will place before you and your family to test your faith and commitment?

**Both the Business and Mission Mandates** require each BAM practitioner (BAMer) and would-be BAMer to honestly **assess their own Personal Endgame**:

- What is “success” for you—How do you define it?
- As an entrepreneur?
- As a Christian missionary?
- As a BAM practitioner?
- As a family man or woman?
- As a faithful follower of Jesus, the Christ?

This book not only addresses these issues, but closes asking:

- “**BAM vs. God**—Have we sold out God?”
- Are you an **Authentic Christian**?
- What does that mean, and how do you know?

To help you answer these questions, this book shows:

- How to perform a detailed, private, confidential **Spiritual Self-Audit**; and
- How to develop a workable **Accountability Structure** to avoid spiritual and mission drift.

This BAM textbook will strengthen your faith, your mission calling, your family ties, and your relationships—to God’s glory and your own happiness.