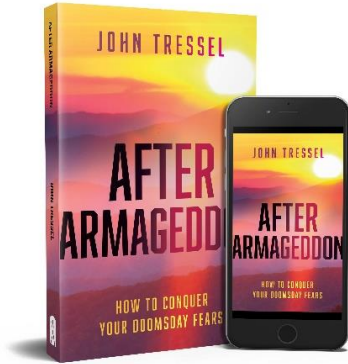


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AFTER ARMAGEDDON

How to Conquer Your Doomsday Fears

By John Tressel

Released November, 2022

A QUICK READ! FIND REAL ANSWERS ABOUT END TIMES PROPHECY.

"...EASY TO READ, HARD TO PUT DOWN."

Set against the backdrop of worldwide political turmoil, war, nuclear threat, global pandemics, supply shortages, food insecurity, and climate change, people across the planet are fearful that life on Earth may soon come to an end, regardless of their faith. We all want to know:

How does the Bible intersect with current world events?

After Armageddon examines what the Bible says about what is to come in a simple, rational, understandable tone and explains how you can face the future without fear.

"HONEST, REAL, LIKE TALKING TO A TRUSTED FRIEND."

This little book answers those questions about what the Bible says in a simple, conversational tone, and explains how you can face Armageddon without fear.

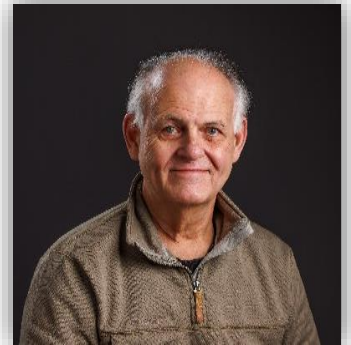
"The questions we have in our hearts about what to expect are normal. In this little book, we focus on the simple words of Jesus and certain prophets who have been speaking to us since antiquity. Now is the moment to better understand the times we live in."

—John Tressel

- **NO** unfounded speculation
- **NO** sectarian doctrine
- **NO** date-setting
- **NO** fear-mongering
- **NO** mystical or hard-to-understand theology

Who is *After Armageddon* written for?

- **FOR** those who have heard about the Anti-Christ, the new world order, the last battle, supernatural signs, the return of Christ, and other end-times talk but don't know what the Bible actually says.
- **FOR** those who live in fear of the end of the world—and for those who don't.



Non-fiction

4.25"x7" - 128 pages

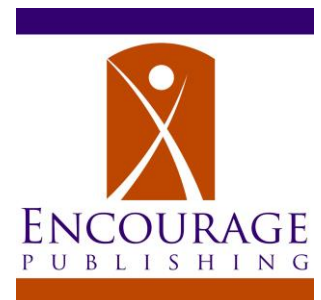
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Ebook SRP: \$ 6.95 US

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About the Author

John Tressel, originally from Canton, Ohio, is the president of the Institute of Theology by Extension (INSTE) Bible College in France. INSTE courses help men and women become disciples of Jesus Christ and provide training for those entering the ministry.

INSTE is an educational organization established in forty countries, teaching in at least sixteen languages. John is responsible for all French-speaking countries, ten of which have schools already established. He also serves on the national leadership team for ANTIOCHE, or Antioch Network of Churches, a church-planting organization established in eight countries as of 2021.

John was a founding partner of Editions MENOR, a French publisher serving the entire French-speaking world. MENOR has published over one hundred books, primarily in the field of Christian Church life.

John taught in numerous Bible schools on four continents. Ministry has led him to fifteen countries throughout the world. He has published two books in French, primarily focused on the Church and prophecy.

John and his wife, Gloria, have been missionaries in France for over forty-five years through French World Ministries. They have served as church planters, pastors, teachers, and traveling ministers focused on helping revive struggling churches and launch new ministries. John and Gloria have given themselves to the French-speaking world, including the many Muslims living in France. They currently live in Alsace, France. Their three children were raised in France—literally in the four corners of the country.



UPCOMING BOOKS: John has two books scheduled for release in 2023. The first covers the important topic of welcoming, encouraging, and correcting the prophetic gifts in the local church. The second discusses in laymen's terms the biblical role of the church as we approach the rapture and tribulation period.

Facebook: <https://www.facebook.com/john.tressel.7>

Editorial and Marketing Notes:

After Armageddon is a non-fiction book written in the Christian world view that helps those who have become concerned or curious about the End Times, whether they have faith in Jesus Christ or not. Carefully written to leave out theological jargon, each chapter gives the reader an easy path to understanding how world events today relate to the Bible's predictions, and a way to have important conversations with others about the topic without getting tripped up by speculation.

PART ONE: ROADMAP TO ARMAGEDDON

Opening with a realistic assessment of the changes we see all around us, Part One closes by addressing some of our most common and vexing questions. Is Armageddon a real place? Where is it? Of whom should we be afraid? When will Armageddon take place?

PART TWO: ARMAGEDDON AND THE CHURCH

Have you left your church? Have you seen your faith family divided? You are not alone, and you may be surprised to learn what the Bible says about the critical role of the church, now and in the last days. Spoiler alert: don't count her out just yet.

PART THREE: AFTER ARMAGEDDON

Yes, there is an "after." In this final short section you will decide if you are in with those who have no hope, those who are relying on false hope, or those who have found a source of true hope. You will find the simple answer to the most important question of all: how to conquer your doomsday fears.

Cultural interest in the topic of end times prophecy is strong within books and podcasts, for both secular and faith-based audiences. The structure and size of this book could also place it in the ever popular "quick read" section. This topic took the #1 spot in ECPA's November 2022 best-seller's list, with two more books in the top 50 on the subject. Unlike any of the books making the list, *After Armageddon* is short, simple, and written for the seeker and the disenfranchised, as well as those believers who are struggling with fear about the end of the world.

The audience for this particular title trends from adults ages 20-80, though men and women of all ages and cultures will benefit from the message, as would teens and young adults.

Marketing efforts include:

1. Initial market analysis, pre-launch promotion, website and media kit launch, initial review campaign
2. Book signings and media interviews, podcast interviews
3. Social media and both online and in-person launch campaigns
4. Ongoing presence online, and speaking engagements
5. \$1000 spend on targeted ad campaigns
6. Initial print of 1,000 copies

For hi-res photos, to receive an ARC, or to schedule an interview contact Encourage Publishing.

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