



Preaching that Connects

Mark Galli

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Master the craft of effective communication that grabs attention and wins hearts. Like everyone else, preachers long to be understood. Unfortunately, the rules first learned in seminary, if misapplied, can quickly turn homiletic precision into listener boredom. To capture heart and mind, Mark Galli and Craig Larsen suggest preachers turn to the lessons of journalism. In *Preaching That Connects*, they show how the same keys used to create effective, captivating communication in the media can transform a sermon. Amply illustrated from some of today's best preachers, *Preaching That Connects* walks through the entire sermon, from the critical introduction to the bridge to illustrations and final application. Key points include the five techniques for generating creative ideas, your six options for illustrations, and the ten rules for great storytelling—and why the transition sentence is the hardest sentence you'll write. *Preaching That Connects* is for all who seek to hone their craft to communicate the truth of the gospel effectively.

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