

Dear partner in faith,

I hate to break it to you, but you're not one in a million. In fact, you're more like one in nearly seven *billion*. Just *one*. One life, lived in relative obscurity.

Are you okay with that?

Most of us aren't—not in practice anyway. To live and die unnoticed by most of humanity seems a grave injustice, doesn't it? When it comes down to it, we don't want to be nobody. Why else would we spend so much of our time and energy trying to get ahead, gain admiration, make our mark on something—*anything*. What's worse, we often try to mask our attempts to be somebody with kingdom-sounding ambitions.

Yup—much of the Church has bought the lie hook, line and sinker. We're in trouble... big trouble... and most of us don't even know it.

That's why we need this message—you, me, the landscape architect, the congressman and the librarian. Each of us could use a reminder that—even if we're well known in our little bubbles of influence—we're relatively unknown in the grand scheme of history. The good news is that unimportance is surprisingly good for the soul.

I can say that you need to read *Embracing Obscurity* without blushing because this is God's message—not mine. That's why you won't find my name anywhere on it. I'm not trying to build a platform, raise a tribe of followers or seek any credit. No, I'm not trying to wipe myself from existence, but I *am* serious about letting myself fade to the background so that His glory can shine and His message can be heard without the distraction of my own agenda. *Embracing Obscurity* is a call to stop imitating the world's formula for success, and instead follow a different model: That of our Humble King. I couldn't think of any way to reconcile that message while simultaneously promoting myself, so I've chosen to take up the challenge of embracing my own obscurity. Will you join me?

Broadman & Holman has made it easier than ever to make “just one” your life's motto by offering you this free copy of *Embracing Obscurity*. If the message resonates with you, will you spread the word?*

Together, let's awaken the Church to the unsurpassed peace and pleasure of becoming nothing in light of God's everything.

For His Name's sake,

Anonymous

* Spread the word about *Embracing Obscurity*:

- Write a review at Amazon.com or BN.com
- Tell Facebook and Twitter friends about the book