

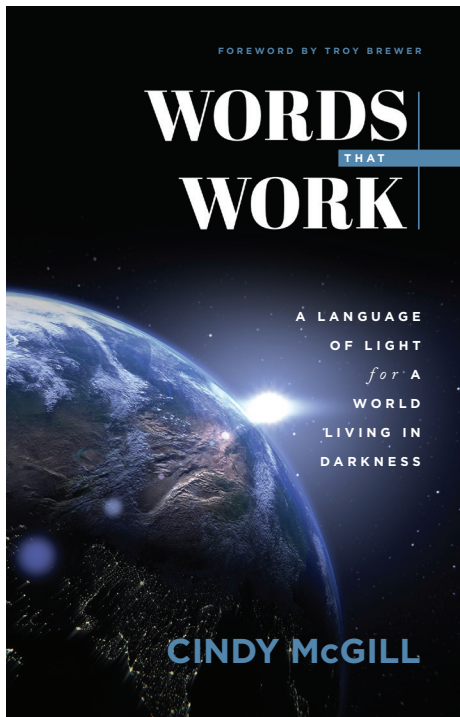
BOOK ANNOUNCEMENT

New Days Demand New Ways

Words That Work

A Language of Light for a World Living in Darkness

by Cindy McGill



Words That Work

by Cindy McGill

Trade Paper

ISBN 979-8-5107-9722-0

\$15.99 retail; 176 pages

Release Date: May 29, 2021

“This is one of the most important books I know of for anyone who has a heart for revival and awakening. God has given Cindy McGill a unique ability to reach those that other people would not even try to reach. It is eye-opening, challenging, and an absolute must for believers everywhere to read.”

**—Cindy Jacobs,
Generals International**

Media Contact

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In 2003 Cindy McGill created the Freedom Lounge theme camp at the Burning Man festival in the Black Rock Desert of Nevada. From there, her efforts evolved to reaching young women and men within porn conventions, using dream interpretation as a tool to reach those living a life they have settled for instead of the one they are made for. From pagan festivals, new age events, film festivals, adult entertainment arenas, gay pride events, gothic cultures, and just about any place people are starving for Truth, Cindy and her teams are there.

Words That Work contains a language of light for a world living in darkness so you can reach people who would never enter the door of present day-church or a Christian meeting of any kind. This book will help you to

- Avoid “language landmines” that hinder outreach efforts and communicate effectively to a confused, angry world that doesn’t know who God really is.
- Feel the real heart of the “seeker generation” and navigate situations where people are searching for God but don’t know it.
- Keep the walls down so people can experience God’s unconditional love and encounter the Holy Spirit, resulting in transformation out of darkness into His kingdom of Light.

Jesus sends us out like sheep among wolves, so we must be wise as serpents and harmless as doves. *Words That Work* will help you follow Jesus, hear His voice, feel His heart, and learn to share the truth with others in language they can receive.

Cindy McGill has spent decades of her life taking the gospel of Jesus into the mission fields of New Age, adult conventions, paranormal spiritualism and creating a theme camp to introduce Jesus to spiritual seekers at Burning Man, a festival that gathers 100,000 young people seeking identity and spiritual direction every year. Her fearless determination to actually see people saved and set free has come from her conviction that Jesus actually loves these people many church folk dismiss as unredeemable. — Troy Brewer, Pastor, Open Door Church



Cindy McGill is a prophetic evangelist who has created and trained outreach teams to reach people effectively in places where the church typically doesn’t go. Cindy’s message to the church is, “What part of Jesus’ commission of *all the world* are we supposed to stay out of?” Cindy is also an author, pastor, Jesus-lover, wife, mother of two incredible

daughters, and grandmother of five grandchildren. She and her husband, Tim, make their home in Dallas, Texas. More at CindyMcGill.org.

SAMPLE INTERVIEW QUESTIONS

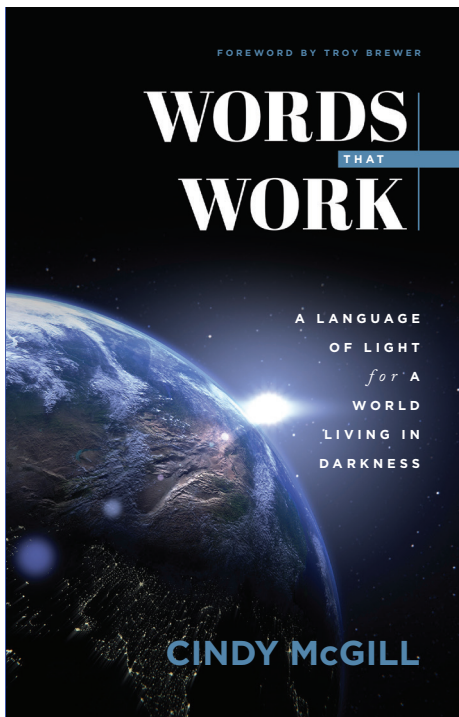


Benefits of Interviewing Cindy McGill

- Hear miraculous stories from an experienced practitioner who is on the frontlines bringing Light into dark places.
- Receive a heart of compassion to reach those who are God-hardened, godless, and God-confused.
- Know how to use “words that work” so people can meet Jesus and not just be turned off by His followers who have hurt them in the past.
- Learn how dream interpretation helps people who don’t believe in God hear God’s voice and receive His purpose for their lives.

Sample Interview Questions

1. What is Burning Man and how did you get started doing counterculture outreaches?
2. You say in your book that angels have shown up in your tent and at the Burning Man pagan temple and arrest people’s attention. What happened?
3. You go to porn conventions, new age festivals, and other places that make most Christians very uncomfortable. Are you afraid to go into such dark places?
4. What draws you to the adult entertainment industry to reach the young people who are misguided and going in such a destructive path?
5. As a mother of two girls, what is the unique connection you have with the girls at a porn convention? How do they respond to you?
6. You say that you can feel God’s presence in these dark places. What miracles have you seen God do?
7. What are the four groups of “seekers” that you meet and how do you reach them?
8. How do you use “words that work,” and what have been the results?
9. How are “words that work” effective with the three primary groups of culture you talk about in your book—the God-hardened, the godless, and God-confused?
10. What are some of the names of God you use that people readily receive?
11. In your book you talk about how you use dream interpretation as an outreach tool. How open are people to telling you their dreams and what happens when they do?
12. Why is having Jesus’ heart of compassion so important to see God break through in people’s lives?



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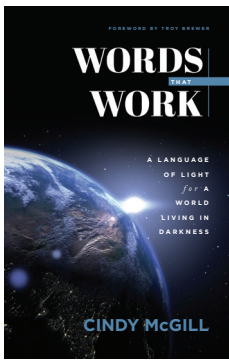
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BOOK EXCERPTS

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1. “The church’s approach to reaching others is horribly outdated. Speaking truth in simple words and parabolic language will enable us to advance the message of Jesus. Just take a look at how Jesus spoke to the multitudes. He spoke to them in parables” (p. 5).
2. “God wants to encounter people where they are, which means that we need to learn their language in order to communicate the love of God their souls desperately crave. Followers of Jesus need to be stealthy and strategic cultural ambassadors so that seekers can openly accept the gift of grace” (p. 10).
3. “Most people’s trust bridges are ruined. The basic need and hunger in every human’s heart is to know pure love and have a true understanding of how to live life. When we describe Jesus by His character and nature instead of initially using His name, it provides a safe place for people to allow the actual Giver of Life into their lives and situation without any fear or offense” (p. 20).
4. “People are both hungry for spiritual truth and eager to help others find guidance for their lives. Sadly, they often use information they receive from other sources (darkness) instead of Jesus, who is the Truth” (p. 37).
5. “I began to get prophetic words for people and, unlike those at the psychic workshop, I began giving them without charge. I found myself using language like *energy*, *light*, *enlightenment*, *spiritual cleansing*, and others. When I spoke their basic language, the people there were very receptive to what God wanted to say to them (pp. 37–38).
6. “Dream interpretation has proven that helping people understand a message they’ve had in a dream is rewarding for the dreamer as well as our team members. Dreams are fascinating, and people most often feel valued when they are listened to in the telling of a dream” (pp. 43–44).
7. “It’s important to understand that the ones who are attacked by the enemy early on in life are usually appointed by God to make a great difference in this world” (p. 64).
8. “God cannot be contained in a box. Neither can the artists, free thinkers, and creatives. The church has not really made a place for them to express their creativity. Consequently, many of the people we meet have been turned off by the church simply for not being allowed to be who they were created to be” (p. 81).
9. “It is extremely important that we learn to do things God’s way. God sent Jesus to a world that was broken, hurting, angry, and deceived. If we are going to bring people into freedom from their trauma, from their past and their pain, and give them a whole new identity, we have got to do things very differently” (p. 87).
10. “When people tell me their dreams, they are giving me a glimpse into their lives. God asked me to learn to interpret dreams because it is His secret language for giving people a message regardless of whether they believe in Him” (p. 109).
11. “We must begin to believe God’s Word and use the gifts and authority He says we have. If Jesus gave us authority over all the works of darkness, then we have full authority in Him to completely cancel every assignment of hell over the people that He is so desperate to reach” (p. 132).
12. “We live in a world that is starving for spiritual truth, identity, and direction. People aimlessly wander around trying to figure out life. Without a vision, people die. Thankfully, there is an answer in Jesus” (p. 146).