

JOHN BLANCHARD



WHY ON EARTH

did Jesus come?

'God has landed on this enemy-occupied planet in human form'
C. S. Lewis

The new
evangelistic booklet
from John Blanchard,
author of 'Ultimate Questions'
and 'Jesus: dead or alive?'

Read John Blanchard's new
booklet to find out exactly
what the reason was for
Jesus' visit to earth.



What people are saying

'Here is Blanchard at his best, tackling the Incarnation and showing us what it means and why it matters. Wonderfully clear, admirably succinct and profoundly helpful.'

Alistair Begg, Senior Pastor, Parkside Church, Cleveland, Ohio

'I marvel at how much research John Blanchard fits into a small book. There is so much here that is fascinating — for example, the section on Mary and her place in the church mustn't be missed. Throughout the book, the reader is challenged as Blanchard presents arguments for and against popular versions of Jesus' story. I can't think of a better short read to give to a sceptical friend at Christmas.'

Rico Tice, Associate Minister, All Souls, Langham Place, London, and author of *Christianity Explored*

'This booklet is clear, concise and compelling. Clear in that John Blanchard strips away the myths and embeds the Christmas story in documented historical evidence. Concise in that it cuts straight to the key issues. Compelling in that the reader is drawn in to a position where he or she can no longer view Jesus objectively, but is compelled to come to a verdict about him.'

Charles Price, Senior Pastor, People's Church, Toronto

'This booklet leaves us in John Blanchard's debt as he tackles this crucial question and drives home the powerful implications of the evidence for all of our lives. If God really did send his Son into our world in this one-of-a-kind way, we urgently need to know why, and there is no better place to find the answers.'

Jeremy McQuoid, Teaching Pastor, Deeside Christian Fellowship Church, Aberdeen, Scotland

'John Blanchard strips away the mythology about Christmas and explains afresh why this festival exists, letting the testimony and evidence of Scripture speak for themselves. Here is a straightforward guide to what Christmas is all about.'

Mark G. Johnston, Pastor, Grove Chapel, Camberwell, London

'In this brilliant booklet John Blanchard turns his pen to the Christmas story with clarity, warmth and passion, clearing aside the myths, underlining the truth and showing why it matters for each and every one of us. I think you'll find the booklet hard to put down. If you're looking for something to give away at church this Christmas — this is it. If you're looking for something to send to friends with their Christmas cards — this is it!'

Gary Benfold, Pastor, Moordown Baptist Church, Bournemouth

about ... Why on earth?

'John Blanchard has done us yet another favour by answering the question in his usual easy-to-read style. "Why on earth did Jesus come?" is the question of all questions and here is a booklet ideal for Christians as well as those who have not yet discovered the answer.'

Frank Retief, Presiding Bishop, Church of England in South Africa

'An immensely stimulating and readable apologetic backed up by thorough research and well-marshalled facts. Here is a realistic challenge for everyone to face the facts and put them to the test of personal experience.'

Doug Barnett, preacher and trainer, working in the UK & Middle East

'Once again John Blanchard has provided us with a powerful and relevant evangelistic tool, and as usual is thoughtful, reasonable, engaging and honest. This is a great book for anyone honestly willing to examine the Bible's own account of Jesus' birth and its implications. It is a real treat.'

Philip Swann, Pastor, Llanelli Free Evangelical Church, Wales

'Dispensing with the myths and legends surrounding Jesus of Nazareth, John Blanchard establishes who Jesus was and why he came. Clear, concise and convincing, Why on earth did Jesus come? is a persuasive response for the critic, doubter and seeker alike.'

Brian Edwards, author, preacher and conference speaker, Surbiton

'In persuasive and convincing fashion we are shown that Jesus' virgin birth, miracles and radical claims demand the conclusion that he is God made flesh. After a clear explanation of why Jesus came, we are pointed towards the necessity of an urgent and life-changing response.'

Bill James, Pastor, Emmanuel Evangelical Church, Leamington Spa

'Presented in lucid terms and accessible language, here is a reliable and substantial booklet for anyone who is sincerely seeking or wearily cynical. It gets beyond the sentimental fog surrounding Christmas and shows with thrilling clarity that every aspect of the birth of Jesus is essential to the message of authentic Christianity.'

Alistair Malcolm, Minister, Inshes Church of Scotland, Inverness

'John Blanchard has provided us with yet another effective evangelistic tool. Anyone looking for a Christ-centred evangelistic presentation that answers a number of common misconceptions about the meaning of Christmas need look no further.'

**Terry Johnson, Senior Minister,
Independent Presbyterian Church, Savannah, Georgia**

Millions of people who celebrate Christmas have no idea of its real meaning. This booklet strips away the myths and 'tells it like it is'. Here is the real Christmas message, the dynamic truth that revolutionizes lives.

- Buy copies for use in your own personal evangelism
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- Encourage your Christian friends to get copies

Perfect for evangelism this Christmas!

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