

For the Sake of Souls

A Novel Approach to Using the Internet for Evangelization

Hi! I'm known to most of you as Joe Sixpack, but now it's time to reveal my true identity, because it's time to get serious about reaching out to souls. Terrorism, abortion on demand, persecution of religious liberty by the government—all these things and more have led to my decision to expose my identity so you and I can work together to save souls and contradict the reigning secular culture.

So my real name is Larry Ford. I'm a Catholic convert, lay evangelist, and Marian Catechist. Professionally, I'm a marketing consultant, but my passion is to become a saint and evangelize souls. I'm under a vow of obedience to and the direction of Raymond Leo Cardinal Burke. I've made hundreds of converts over the last 30 years, and I'm about to introduce a plan to you that will enable us to reach millions of souls we can't ordinarily reach.

I had a stroke in June that pretty much ended my evangelizing days and my usual way of doing it... ..until the Holy Spirit inspired me with a new idea.

I finally know of a way to use the Internet to evangelize millions of souls! No one (so far as I'm aware) is using the Internet effectively to reach out to souls who are really in need. I've racked my brains for years, trying to figure out how to evangelize souls online.

Don't misunderstand me!

There are lots of great apostolates online doing what they do well. Some reach out to lukewarm and lapsed Catholics. Others reach out to non-Catholics. In many cases, these apostolates try to gently nudge people to a parish or priest to make a reversion or conversion.

While what they do is great and often works well they never really know if they are having an impact. Worse, they can't seem to reach the counter culture that is so prevalent these days.

Thanks to the Holy Spirit, the Sacred Heart of Jesus, and the Immaculate Heart of Mary, all of whom I made consecrations to years ago, I've been

given a remedy for the problem of being able to evangelize the mainstream counter culture.

Before I tell you about it, and in the interests of full disclosure, I have to admit something to you.

I readily admit that I'm a conservative—politically, culturally and economically. But that has no bearing on my Catholic beliefs. In the Church, there's no such thing as a conservative or a liberal. There is only Catholic. You either believe the Catholic Church is the Church founded by Christ, and it teaches wholly and completely what He taught, or you don't. So there is only orthodox and heterodox. Catholics who are heterodox aren't really Catholics at all. You are heterodox if you deny one or more teachings of the Catholic Church. You place yourself outside the Church if you are heterodox, so you're not really any longer a Catholic. If you are in the heterodox category, you might as well stop this video right now. You won't be interested in what I have to say, and, frankly, I don't want to work with you anyway.

When the Internet first got off the ground, we were all excited about the great potential it had for advancing the cause of Christ. But as our Western culture became more secularized and evil, so did the Internet. It seems like we're being drowned out and made irrelevant. Indeed, we feel so much that way online, that most Catholic websites are not keeping up with the break-neck pace of change taking place online. So our sites sit in cyber reality unvisited, except for a few loyal souls who don't really need us anyway. The most heart breaking thing is, we aren't making a dent in the very world and culture Our Lord told us to reach with His gospel message.

But now there is a way we can reach all the billions of people on the Internet. Yes, I said billions.

Experience as a lay evangelist has taught me that the average person out there is hungry for TRUTH. Most of them don't realize they're hungry and searching, but my experience at having made hundreds of converts tells me they are. In my experience, just approaching them with simple truths you and I tend to take for granted will make them get excited and fired up for living a genuine Catholic life.

For example, the average Millennial does not believe in God. But I have learned that if you teach the faith evangelistically, in the fullness of its purity, about 70% of millennials reached will convert during the first article

of the Creed, if you can prove the existence of God, and that evolution is a bogus theory.

The other 30% who convert will do so when you prove that Jesus founded a Church and that Church is the Catholic Church, or when you teach them about the Real Presence of Christ in the Holy Eucharist... and prove it to them.

And that's just the Millennials.

That doesn't count the Gen-Xers and aging Baby Boomers. Among the Millennials, about 80% that are reached will eventually convert. Among Gen-Xers, only about 45% convert. The toughest crowd is the Baby Boomers. Only 20-25% of them convert. But the problem is now, and has always been, reaching these poor, lost souls. But the problem is now, and has always been, reaching these poor, lost souls.

The Internet, though, affords us a great opportunity to reach them. Nearly 100% of Millennials use the Internet daily. About 92% of Gen-Xers surf the web daily. Over 80% of Baby Boomers browse daily. So the Internet is extremely rich with our target market of souls.

Another thing that they love to do is attend webinars for things that interest them. A webinar, for those of you who don't know, is exactly what you see here right now, except they're ordinarily live events in real time, and participants can ask questions and make comments through a chat-box that the presenter can see in real time, and respond to those questions & comments. The webinar is usually recorded and made available later to viewers who missed it originally.

Then holding webinars to share the faith is a way to reach people all over the world!

What has to happen is, there would have to be highly targeted advertising on Google and Bing... as well as a few choice online advertising venues. Once people sign up for the webinar, we simply share the faith!

There are two ways I teach the Catholic faith. When I teach it to Catholics, I do so in an engaging but traditional manner. When I teach it to non-Catholics with the intention of evangelizing them, I use a method I call the "Curiosity Approach". In other words, I don't come right out and say I'm sharing Catholicism. With the average person, when you say the word "Catholic" you can almost hear their minds slam shut. But by truthfully telling them I'm a well educated man who has spent years searching for religious truth in and on the meaning of life, spending many years of my life

doing the sort of in-depth research others rarely do, the recipients of that message are very receptive to allowing me to share with them the results of my research. It's actually several lessons into what I'm teaching them before they realize that I'm teaching Catholicism, if they realize it at all before I tell them flat-out when I teach the 9th article of the Creed.

I label my teachings as an in-depth discovery of what Christians in the first century believed. Since they are scandalized by the very fact that there are over 40,000 Christian religions in America alone, my curiosity approach works very well.

So I'm testing the webinar idea by preparing a number of presentations like this (but with lots of graphics) as catechism lessons for Catholics, so I can work out all the bugs I may encounter on the webinar provider's platform.

I'm going to first advertise this to a Catholic market online. Then I'm going to actually teach the entire Catholic faith online in a series of lessons. As this is being recorded, I currently have four lessons completed, and the fifth in the works. That fifth lesson takes us all the way through the 9th article, stating our belief in the Holy Catholic Church.

So what do I need from you?

First and foremost, I need your enthusiastic prayers. Pray especially to the Sacred Heart of Jesus, the Holy Spirit, and the Immaculate Heart of Mary.

Second, I'm interested in forming a sort of active advisory board. What I mean by active is, while I want advice and input, I also want people who are willing to help me with various aspects of this so I don't mess up, drop the ball, and lose souls. In other words, I want folks willing to work.

The third thing I'm asking you to do is spread the word to everyone you know about what we're doing here. That includes asking them to attend the webinar classes. (By the way, you'd love these classes. They're never boring, and always engaging. I've never had anyone so much as yawn while I'm teaching.)

The fourth thing I need from you is a bit more difficult.

This whole idea is going to cost money. I estimate this will cost about \$4300 per month. But even that is a whole lot less cost than other national apostolates. The last I heard, about ten years ago, it cost Catholic Answers about \$120,000 a month to stay in the ball game of evangelization. We're nowhere near that, and never will be.

Production is nothing. It simply requires me taking hours sitting at my computer putting the lessons together. The expense of the webinar can be as much as \$3000, but I think I can do it a lot cheaper than that.

Then there is the expense of online advertising. Although online advertising is a lot less expensive than off-line, it's still costly... especially for someone who has nothing.

Then there is writing effective ads. I'm a great marketer and ad writer, but like everyone else in my field, I can't write effective ads for myself to save my life. So I'll have to get a seasoned ad writer to write the ads for me.

When it comes to the graphics for banner ads, I can get that done inexpensively on fiverr.com. But it will still come to \$60-\$100 per banner. And I need lots of banners for what we marketers call A/B testing. In other words, so we can track the response results and see which ones work the best.

Bottom line is, I need money to pull this off. An unfortunate reality of evangelization is, souls cost money. From the time of the apostles, that's the way it's been.

All of you watching this know a lot of good, dedicated Catholics. Telling them about this and getting them involved is a great way to let them share in the graces and other spiritual rewards of bringing new souls into the Catholic Church.

Help me help numerous souls find their way to the Catholic Church. Let's unify and make all devoted Catholics and Catholic apostolates work together to more efficiently and effectively fulfill the Great Commission.

However I contacted you, respond to that medium and let me know what you can do to work with me to reach souls for Christ. Or in the alternative, send me an email at LarryFord1486@gmail.com to get in touch with me immediately.

So you can more easily share this with others, and so you can mull it over yourself, the button below is linked to a PDF file that is a transcript of this video.

Help.

Please.

This may be our last chance to effectively defeat the powers of hell to win souls for Christ, heal an ailing Church in America, and change the ever more godless secular culture.

Sacred Heart of Jesus, have mercy on us!

Various Means of Contact

LarryFord1486@gmail.com

CatholicDirect@gmail.com

ConservativeDirect1@gmail.com

ConservativeDirectMarketing.com

CatholicDirectMarketing.com