



"... a book of great help to those of us who aspire to walk the spiritual path with practical feet. Don't miss it!"

— Ken Blanchard, Co-author,
The One Minute Manager® and *The Secret*

T H E ABUNDANCE PRINCIPLE

*Five Keys to
Extraordinary Living*



Jeff D. Standridge and Tim Kellerman
Foreword by Stan Toler

Press/Media Kit



Contact: Dr. Jeff D. Standridge
Phone: 501.514.3206
Email: Jeff@AbundantLifeProject.com
Web Info: www.AbundantLifeProject.com

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Businessman and pastor join forces to launch a world-wide “ministry of encouragement.”

Unlikely pair is teaching others to walk the spiritual path with practical feet.

(Little Rock, Arkansas) June 1, 2006 - Late last October, co-Founders Dr. Jeff Standridge and Rev. Tim Kellerman launched The Abundant Life Project (www.AbundantLifeProject.com) to help people live out their faith on a daily basis. “Our vision from the beginning has been to help people put arms and legs on their faith,” explains Standridge, a senior executive at a publicly traded technology company. “We want to help people experience life as abundantly on the inside as they seem to be experiencing it on the outside.”

Dubbed as a “ministry of encouragement,” the message of The Abundant Life Project is resonating with people all around the world. Since launching their website in late 2005, word of the Project has spread quickly, bringing regular visitors from Europe, Africa, China, Australia, and the Middle East, in addition to North and South America. “We now have several hundred people who have chosen to become part of our project and we maintain regular contact with them,” says Standridge.

In addition to the information contained on the website, the pair has co-authored a book entitled, *The Abundance Principle: Five Keys to Extraordinary Living* (www.TheAbundancePrinciple.com). Described as a spiritual guidebook designed to lead you down the path to extraordinary living, it has been lauded by Ken Blanchard, co-author of *The One Minute Manager*® and *The Secret* as “a book of great help to those of us who aspire to walk the spiritual path with practical feet.”

In *The Abundance Principle*, Standridge and Kellerman offer simple, yet profound insights and specific, practical direction for:

- Managing your attitude & the way you think
- Discovering your personal calling or purpose in life
- Building strong relationships
- Managing your finances
- Learning how to enjoy giving

“People want to know how their faith applies to real-life, everyday struggles,” explains Kellerman, Lead Pastor of the First Church of the Nazarene in Conway, Arkansas. “My experience is that people want to rely on their faith, but they’re not sure where faith stops and behavior starts. We teach that both are important to experiencing true joy and personal fulfillment.”

The authors blend personal experiences and best practices from both the pulpit and the boardroom to show readers how to live an extraordinary life. Says Standridge, “Unfortunately, most of us don’t know how to live out our faith on a daily basis. We’re caught up in the rat race, being pulled in ten different directions and we just let life happen. This book demonstrates that *Extraordinary Living* is a deliberate style of living that lies at the intersection of faith and habit. If we want to experience true personal fulfillment, we must have an active faith, as well as a healthy command of our daily habits.”

Dr. Jeff D. Standridge and Rev. Tim Kellerman are co-Founders of the Abundant Life Project (www.AbundantLifeProject.com) and co-authors of *The Abundance Principle: Five Keys to Extraordinary Living* (www.TheAbundancePrinciple.com). They can be reached at Info@AbundantLifeProject.com or by telephone at 501.514.3206.

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The Abundance Principle: Five Keys to Extraordinary Living

By Jeff D. Standridge and Tim Kellerman

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Log Cabin Democrat

Local pair publish 'Abundant Life' book

By **RACHEL PARKER**

LOG CABIN STAFF WRITER

 When a local businessman and pastor teamed up to start a ministry, they developed a project that would resonate with people around the world, they say.

Jeff Standridge, an organizational development leader at Acxiom, and Tim Kellerman, pastor of the First Church of the Nazarene in Conway, meet each Friday for breakfast at Bob's Grill. About a year ago, their discussions began centering on serious issues.

"If you look at statistics," Standridge said, "there is no difference in bankruptcies, divorce, job burnout, relationship struggles, levels of giving or philanthropy, between Christians and non-Christians. We started talking about how to impact that. All these teachings in scripture, are they there to help us enjoy life more after we die, or are they there to help us in the here and now?"

Kellerman said, "I come from the pastoral perspective where I deal with church people all the time, many of whom are living life abundantly, while a vast amount of people come to church and they listen to the sermon; they may even agree with everything that's said. And yet they, or we, all go home still searching, looking for what the Bible says can be ours in living life to the full."

The two launched The Abundant Life Project in October (www.abundantlifeproject.com), taking the name from a verse in the Bible, John 10:10. In that verse, Jesus says, "I have come that you may have life and have it to the full."

Kellerman added, "Some translations say 'more abundantly,' which is the title and what we landed on in our project."

The pair also wrote a book titled "The Abundance Principle: Five Keys to Extraordinary Living." Thousands of people from around the world have visited the Web site and requested copies of the book, the partners said.

In the book, the two introduce five keys, Standridge said, which "if we could start getting a handle on those, we would live in a much fuller and richer fashion."

The Abundance Principle

The "abundance principle," Standridge said, is the concept that "an abundant life has been God's plan for us from the very beginning." The book has key actions in each chapter in order to make the principles applicable.

"It's not just reading," Kellerman said. "It makes it real practical. It's not pie in the sky stuff."

The first of the five keys is "master your thoughts and change your life," Standridge said.

"If you choose to get a healthy control of your thought process, it will make a change in the way you feel," and the outcomes in your daily life, he said.

Kellerman said, "The result of changing the way you think is a changed life."

In the book, the two advocate a 30-day "negativity fast."

"Plan your life and live your passion" is the second key to extraordinary living, Standridge said.

"Understand what you're passionate about, what you're here to do, and build a plan around it. A quality life doesn't just happen. It requires some self-understanding, and it requires a plan," he said.

Kellerman said, "None of us are created in a vacuum. We're all created with a purpose. I think we find our greatest joy in fulfilling it."

The two said the third key is building and maintaining strong relationships. Kellerman said this is more difficult in today's society because people tend not to know their neighbors and children are staying inside on the Internet.

"The result is we're missing out on the joy that comes from knowing one another," he said.

Standridge said, "We were created to live in relationship with one another. We're best when we're in healthy relationships with one another."

The fourth key is "No matter how much you earn, spend less," Standridge said.

For the first time in the U.S., more people will declare bankruptcy this year than will graduate from college," he said. "As a society, we're enticing people to live beyond their means, to incur massive amounts of debt and forcing them into bankruptcy at a faster rate than we're educating them and releasing them into the work force."

He alluded to the biblical story of the Good Samaritan, who helped a stranger who had been robbed and beaten. The Samaritan took the man to an inn and gave the innkeeper money to care for the man's needs.

"Jesus told us to go and do likewise. We're not saying just follow Jesus until you get rich, but the Good Samaritan could not have done that if his finances had not been in order," Standridge said.

Kellerman said the book includes a step-by-step system of getting finances in order, starting a budget and paying off debt.

The final principal is "give more and you live more." Being generous and focusing on others rather than self is a matter of "swimming upstream" the authors said.

Kellerman said he was impressed by the community's generosity to the Hurricane Katrina evacuees last year.

"I think many have a built-in desire to give back, but, because of the world we live in, we end up hoarding; we think we have to. But if we all gave more, we'd all have more."

They said they are advocating not waiting for a disaster to be generous, practicing anonymous giving and generosity on a daily basis, "regardless of whether anything is going to come of it."

The book is available at www.abundantlifeproject.com or any online retailer. The Christian Book Outlet in Conway has ordered a shipment of the books, and any other bookstore in town can order the books as well if they are not in stock, the authors said.

Kellerman concluded, "We are not about the book, we're about the message. This is simply a tool for the message we are passionate about. Our mission is helping people put arms and legs on their faith."

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Dr. Jeff D. Standridge and Rev. Tim Kellerman are co-Founders of the Abundant Life Project (www.AbundantLifeProject.com) and co-authors of *The Abundance Principle: Five Keys to Extraordinary Living* (www.TheAbundancePrinciple.com). They can be reached at Info@AbundantLifeProject.com or by telephone at 501.514.3206.

813 Oak Street, Suite 10A-310 * Conway, AR * 72032 * 501 514 3206 * info@AbundantLifeProject.com

Possible Media Topics

- 1.) Businessman & minister launch a world-wide “Ministry of Encouragement.”
- 2.) Businessman & minister join forces in effort to change lives, take their message around the world.
- 3.) Practical Faith - Businessman and minister have vision of teaching others to live life to the full.
- 4.) Businessman and minister combine best practices from the pulpit and the boardroom to teach others that *Extraordinary Living* lies at the intersection of faith and habit.
- 5.) Authors of new book recommend “negativity fast” - propose a 30-day period of filling our minds with positive, encouraging music and messages.
- 6.) New book embraces the psychology of gratitude.
- 7.) Authors recommend a strategy to eliminate consumer debt rapidly.
- 8.) Authors of new book help people experience the joy of giving.
- 9.) Businessman & minister launch project to help Christians discover their God-given callings.
- 10.) An unlikely pair - businessman and minister join forces to lead congregations toward better ways of living.

In addition to providing a number of free books as “give-aways” to radio or TV callers, we can provide your viewers, listeners, or readers a number of innovative tips for improving their lives starting today! For example ...

30 “Bad Influence” Blackout or “Negativity” Fast

Remove the influence of negative media and create a 30 blackout of all electronic media except for those relating to work (only during work hours) and those of a positive, encouraging, or inspirational nature. Instead, read books, listen to inspirational music, exercise, meditate, begin a hobby, spend time with family members, do what you have been putting off. Entertain your kids by telling stories or reading books or playing games. Take note of attitudes in the home (yours and others’) before and after the blackout period).

Day of Liberation

Make an intentional decision to remove from your life every grudge, unforgiving attitude, and feeling of resentment. Mark on your calendar a date not later than 30 days away. On that specific day mark your calendar, “Day of Liberation.” For the next 30 days, determine to forgive and release anyone toward whom you hold ill-will. Write letters, make phone calls, or go visit if necessary. However or whatever you do, decide that you will release those people from your resentment once and for all. Make an appointment with a professional counselor, therapist or pastor if you need help to proceed. One your Day of Liberation, celebrate with friends or simply treat yourself to something special to honor the day.

Write it Down

Start making a list every single day of the 5 most important things you must accomplish that day. Work to get those things completed before you even consider starting anything else. If unavoidable distractions do occur, roll your unfinished actions to the next day’s list. Build into your list an hour or so of “personal” time to take care of those luxury items special to you (nails, certain TV show, reading, shopping, etc.). But, only allow yourself the personal time if and when you complete your major tasks.

Retro-lationship Trip

Show appreciation for the positive relationships in your life. Take a trip down memory lane to express appreciation to those who influenced you when you were younger. Write letters, make phone calls, go visit those who molded your lives in a positive way. These people might be teachers, coaches, pastors, Sunday School teachers, parents of friends, employers, etc. Make a point to somehow let them know of your genuine and specific appreciation.

The 24-hour Rule

Instead of making impulse purchases, implement a “cooling off” period prior to making any unplanned purchases over a pre-determined amount. Consider establishing \$50 or \$100 as your limit (depending on your level of income). If you find something you impulsively wish to purchase, and it costs more than your predefined limit, invoke a 24-hour rule to determine if it is really something you need. If the desire to purchase it is as strong after the full-day wait, then consider the pros and cons of doing so before making your final decision.

30 Day Give Away ... Random Acts of Kindness

Thirty days to a more generous disposition. For thirty days, make plans to give thirty different gifts away to thirty different people. It could be buying dinner, giving someone their favorite candy or drink unexpectedly. It may even be as creative as tipping the server at the fast food drive through. Even better, give \$10 or \$20 extra and ask that it be applied to the purchase of the person behind you and then just drive off. You may never know the outcome. But then, who cares. Giving is not about you anyway.

*Do you suffer from **The Scarcity Mentality?***

Answer the questions below to determine whether you suffer from this chronic condition.

- 1.) When clearly undercharged by a cashier or when I am given too much change after a purchase, I always correct the cashier.
- 2.) When preparing my Income Tax Return, I only take deductions for which I am clearly entitled and I always have the proper documentation to substantiate those deductions.
- 3.) When a co-worker, spouse, sibling or friend receives a promotion or special recognition for a job well done, I am always very happy for them and demonstrate that happiness without reservation.
- 4.) When approaching an on-ramp while driving down an interstate highway, I routinely move into the left-hand lane, or at least slow down, in order to allow vehicles on the on-ramp to merge successfully.
- 5.) When I have a meal at an “all-you-can-eat” buffet, I only fill my plate with that which I know I can eat, and I resist the urge to over-indulge.
- 6.) When traveling by plane, I only put one carry-on bag in the overhead storage in order to allow others to have space for their bags also.

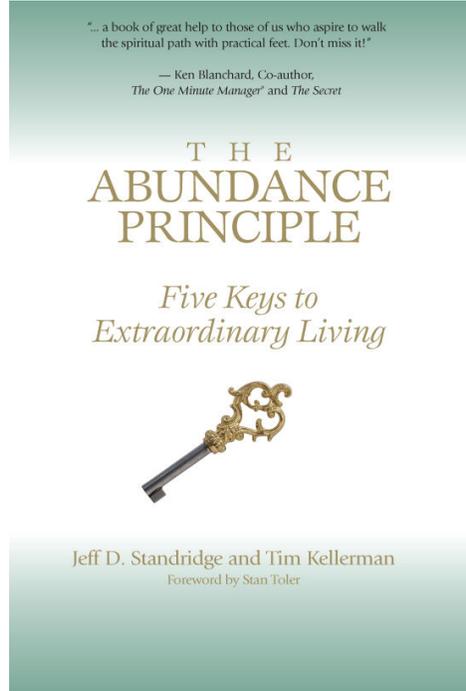
Suggested Interview Questions

- 1.) From reading your website, I see you are co-founders of The Abundant Life Project. That is an interesting name, what does it mean?
- 2.) Clearly, the two of you come from completely different backgrounds. Can you tell us how you came together, and what led you to launch this ministry?
- 3.) Is there a Biblical foundation to The Abundant Life Project? The name sounds like it has spiritual overtones.
- 4.) What's the mission of the Abundant Life Project?
- 5.) You describe your project as a “ministry of encouragement.” Can you explain that a little?
- 6.) You speak of the scarcity mentality. What are some examples of that condition as you see it?
- 7.) Let's make it personal. Have either of you had your own experience of scarcity? If so, how did you overcome it?
- 8.) Have you ever witnessed abundant living as you explain it in the project?
- 9.) Do you see abundant living as a general term or can it be applied to specific areas of life?
- 10.) Can you give our listeners, viewers, readers any tips for improving their life right now?

- 11.) I understand your Project has received widespread attention, even world-wide attention. What do you believe is drawing people to your message?
- 12.) You've written a book called *The Abundance Principle*. Tell me more about this principle.
- 13.) Who do you consider as your target audience, who could benefit from *The Abundance Principle*?
- 14.) You've identified these things you call the *Five Keys to Extraordinary Living* and your mission is to transform lives. How do you go about doing that?
- 15.) Do you have plans for any other books?
- 16.) How can members of our audience receive more information about the Abundant Life Project?
- 17.) What message do you want to leave with our audience?

The Abundance Principle: Five Keys to Extraordinary Living

Transform Your Life Starting Today!



Rather than being buffeted to and fro by the waves of life, wouldn't you like to have a clear direction, a clear understanding of your life purpose, strong relationships, and a healthy degree of career and financial success? This book is your personal guide to get you there.

In *The Abundance Principle*, you'll uncover a radical concept in the ancient words of Scripture – a concept that, if properly applied, will lead to an extraordinary life!

You'll learn how easy it is to:

- Managing your attitude and the way you think;
- Discovering your personal calling or purpose in life;
- Building strong, healthy, and lasting relationships;
- Managing your personal finances;
- Learning how to enjoy the gift of giving and serving;

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Jeff and **Tim** bring a unique blend of perspectives and insight, drawing on their personal experiences in business, organizational leadership, academic research, and pastoral ministry.

The concepts taught in *The Abundance Principle* are being sought after by people all over the world. What's stopping you from seeking them also?

High Point Publishers

info@AbundantLifeProject.com

www.TheAbundancePrinciple.com

ISBN 0-9779340-7-1 (Hardcover) - \$21.99

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Read what others are saying about *The Abundance Principle ...*

"The Abundance Principle: Five Keys to Extraordinary Living by Jeff Standridge and Tim Kellerman is a book of great help to those of us who aspire to walk the spiritual path with practical feet. Don't miss it!"

-- Ken Blanchard, Co-author, *The One Minute Manager*® and *The Secret*

"Abundance is your divine right. Read Jeff's and Tim's great book and make it your reality now!"

-- Mark Victor Hansen, Co-author, *Chicken Soup for the Soul*® Series

*"I highly recommend this book as a practical guidebook to lead you down the path of extraordinary living. Open the book, start reading now, and unleash the joy of **The Abundance Principle** in your life today!"*

-- Stan Toler, Author & Pastor, Oklahoma City, Oklahoma

*"**The Five Keys to Extraordinary Living** are so simple, yet so profound. Jeff and Tim do a great job of laying them out in a direct and clear-cut way for all of us to understand and apply."*

-- Dr. Maxie Dunnam, Chancellor, Asbury Theological Seminary

*"**The Abundance Principle** is the amplified version of III John 1:2. The foundation of genuine success is wisdom and the **Five Keys to Extraordinary Living** reflect the wisdom of the authors."*

-- Charles "T" Jones, Author of *Life is Tremendous*

*"In **The Abundance Principle**, Tim and Jeff have brought together a number of success principles and tied them together with practical biblical teachings in a way that will be helpful to anyone who reads it. They blend personal stories into the narrative in a way that makes the reader sense that they are writing truth that they have personally worked out in real life."*

-- Ray Pritchard, Author & President of Keep Believing Ministries (www.keepbelieving.com)

*"Let's face it, life can be complex. But was it intended to be that way? What if someone could show you how to simplify your life? What if someone could give you five very basic principles which could improve your life? Would you be interested? I think so. Check out **The Abundance Principle** – and enjoy moving from frustrating complexity to fulfilling simplicity."*

-- Dr. Jim Garlow, Author, Historian, Radio Commentator & Pastor, Skyline Wesleyan Church, San Diego, CA

What others are saying continued ...

*"In writing this highly readable spiritual guidebook, master teachers Jeff Standridge and Tim Kellerman have followed Jesus' example of presenting profound spiritual principles through simple stories that everyone could understand. Two thousand years later, Jesus' parables are quoted and repeated around the world. As **The Abundance Principle** circulates worldwide, these simple yet profound stories drawn from down-to-earth living will be repeated by believers who receive these blessings. I wish that 55 years ago, my wife and I had had this spiritual guidebook to teach us how to structure our new life together."*

-- Dr. Dale R. Jordan, Author, Retired Professor, & Learning Expert, Morrisville, NC

"Like a beautiful tapestry, these two Godly men, turned authors, have woven together a collection of personal experiences, scripture passages, and ideas and quotes from the greatest literary minds, both past and present, that will light the path and serve to help any person achieve a truly abundant life. It is a pleasure for me to endorse and commend this book to any person who wishes to experience the joy of knowing God, that only comes from serving others."

-- Jim Davidson, Nationally Syndicated Columnist

*"**The Abundance Principle** is a brilliant reminder of the power of our own thoughts. More than that, it gives clear steps and actions that readers can implement to lead a truly extraordinary life. I've always believed there is enough to go around and this book proves it!"*

-- Bradley Dugdale, Jr., Financial Consultant, Author and Founder of the **Let's Save America** Foundation.

*"**The Abundance Principle** provides the practical tools you will need to create real wealth and live the abundant life God intended for you."*

-- Monroe "Roey" Diefendorf, Jr., Author of **3 Dimensional Wealth: A Radically Sane Perspective on Wealth Management**.

The Abundance Principle™

*An Abundant Life has been God's plan for us
from the very beginning.*



Five Keys to Extraordinary Living



Master your thoughts and change your life.

Plan your life and live your passion.

Build and maintain strong relationships.

No matter how much you earn, spend less.

Give more and you'll live more!

Biographies

Dr. Jeff D. Standridge - currently holds a senior leadership position for a publicly-traded, multinational technology company headquartered in Little Rock, Arkansas. Formerly, he was a professor in the University of Arkansas System and still maintains active involvement with a number of educational institutions. He has been the recipient of numerous professional awards and special recognition, including being recognized in 2004 by Arkansas Business Magazine as one of the Top 40 Business Leaders under 40 years of age. He is retired from the U.S. Army-Arkansas Army National Guard. Dr. Standridge holds the Doctor of Education degree with special work in Adult Learning, Organizational & Leadership Development, and Teaching. He has been an invited speaker, trainer, and/or consultant for numerous businesses, organizations, and institutions of higher education across the US, Canada, & Europe. Additionally, he has been published, interviewed and quoted in a wide variety of business, trade, news, and online publications. He resides in Conway, Arkansas with his wife Lori and his two daughters Katie (13) and Anna (11).

Rev. Tim Kellerman - is Lead Pastor at the First Church of the Nazarene in Conway Arkansas where he has served for 10 years. He holds a Bachelor of Arts degree in Theology and is currently pursuing a Master of Arts degree in Pastoral Ministry with an emphasis in Church Management. Additionally, he is a graduate of the School of Large Church Management. Tim's formative years were in Taiwan where his parents served as missionaries for 17 years. Tim is a certified Search and Rescue Scuba Diver, has attained a brown-belt ranking in TaeKwon-Do, and is an avid Racquetball player. He resides in Conway, Arkansas with his wife Jamie and his daughter Sarah (19) and son Seth (16).

Jeff and Tim are co-Founders of **The Abundant Life Project.™** Together they bring a unique blend of perspectives and insight, drawing on their personal experiences in business, organizational leadership, academic research, and pastoral ministry.

About The Abundant Life Project™

Mission Statement

The Abundant Life Project™ is a ministry of encouragement that transforms the lives of individuals, families, and organizations by helping people develop an active faith. When we put “arms and legs” on our faith and take positive action, miracles happen.

Our goal is that everyone who comes into contact with the Abundant Life Project™ will develop a desire to cultivate hope, healing, & extraordinary living around the world. To achieve this goal we must change thousands of lives, but we must do so one life at a time.

The Abundant Life Project™ fulfills its mission through publishing, coaching, training & speaking. To contact us about any of our coaching, publishing, or speaking programs visit our website at www.AbundantLifeProject.com.

Abundant Giving

A portion of all proceeds generated through the **Abundant Life Project™** will be used to support organizations, ministries and programs that cultivate hope, healing and Extraordinary Living around the world. It is our goal to raise and/or contribute \$1,000,000 to these causes within the next decade. To inquire about possible partnerships in this regard, please email us a Partners@AbundantLifeProject.com.

Contact Information

The Abundant Life Project™

813 Oak Street, Suite 10A-310

Conway, Arkansas 72032

501.514.3206

Info@AbundantLifeProject.com

Websites

www.AbundantLifeProject.com

www.TheAbundancePrinciple.com