

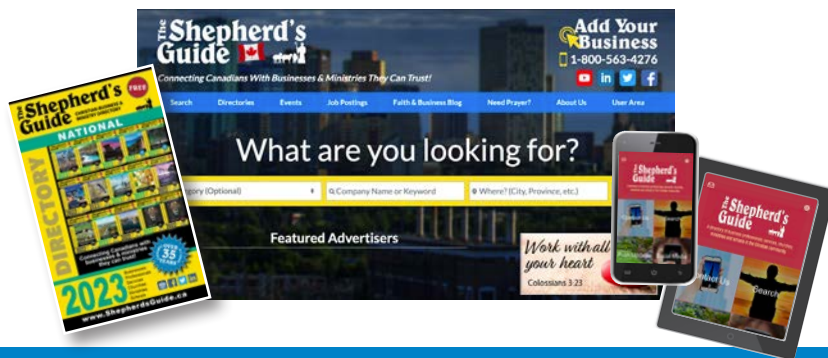
Start Your Own Christian Business

Celebrating **OVER 35 YEARS** in Canada



The Shepherd's Guide

Christian Business & Ministry Directory



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What We're Looking For in Our Publishers

Publishers of **The Shepherd's Guide**, first and foremost, have a desire to serve God in their businesses, and then to serve their community. They communicate well with both business people and church leaders. They have a passion for bringing Christ into the marketplace. The successful publisher has a strong work ethic, is efficient in how he manages his time, and excels in building and working with a team. He, or she, is committed to the local church and, with his or her family, serves there faithfully. They are a good steward of their finances and have a good reputation in the Christian community.

The Shepherd's Guide is a unique combination of a business and a ministry. While we must follow sound business practices and be diligent in serving our advertisers, God provides many opportunities for us to encourage and pray for those who are in need.

About The Shepherd's Guide:

History

The Shepherd's Guide was introduced to Canada in 1988 in Central Alberta. Our network of independently owned directories has expanded to 17 areas of coverage across five provinces. Each directory is a part of the national advertising coalition which enables businesses and ministries to gain access to all 17 markets through their local publisher. To find out more, contact your local publisher (see pages 5 thru 11).

Our Purpose

To strengthen, edify and unite the body of Christ by providing a tool for consumers to find Christian professionals in every area of business and/or ministry. We also offer a means by which Christian business people can connect with each other to establish strategic alliances for mutual encouragement and synergy.

Our desire is to break down the walls of division between Christians so that Jesus' prayer would become a reality – "May they be brought to complete unity to let the world know that you sent me." (John 17:23 NIV)

Our Values

The Shepherd's Guide seeks to draw believers together and break down the walls of division between churches, promoting unity in the Body of Christ. We endeavor to serve the Lord by providing quality directories so that consumers are able to identify and support the Christian business and professional people in their community.

Our goal is to strengthen, edify and unite the Body of Christ in the marketplace. We desire to provide an opportunity that benefits everyone. The consumer is able to access business people who will serve them with excellence; the business person is able to find good quality customers; and the churches and ministries are blessed as business people give.

We believe in the words of Paul when he said to the Church in Galatia, "Therefore, as we have opportunity, let us do good to all people, especially to those who belong to the family of believers."

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Why Publish The Shepherd's Guide?

We are Canada's largest publisher of Christian Directories, and we are pleased that you are interested in knowing more about this ministry.

The purpose of **The Shepherd's Guide** is to serve the Lord by providing quality directories, so that Christian consumers are able to find Christian business people.

The Shepherd's Guide, since 1988, has built its network of licensees on quality. You will find several benefits from being part of a Canada-wide network. First, because of the Shepherd's Guide's 35 years of experience doing Christian business and ministry directories, you will learn proven methods and procedures, that, combined with your diligence and hard work will ensure you the greatest chance of success.

11 Reasons for Owning a Shepherd's Guide

1. Where ministry and business meet — work for the Kingdom by helping your fellow Christian business people.
2. Work from the comfort of your home with a database accessible online.
3. Built-in brand recognition.
4. Mass purchasing power.
5. We provide Success Training for sales, marketing and administration.
6. Ongoing operational support.
7. Proven systems to save you time and create success.
8. Turnkey online office providing you CRM, E Marketing, Invoicing and much more.
9. Easy steps to follow in a policy and procedures manual.
10. National Sales Program.
11. Most of all you will be working with a Christian organization. We operate our business according to what we request of our advertising family with our "Statement of Faith."



I have received Jesus Christ as my personal Savior and my desire is to live my life for His Glory. I have been born again according to John 3:3 which states, "...except a man be born again, he cannot see the Kingdom of God." I pledge to hold the highest Biblical code of ethics in my transactions. It is my ambition to treat my clients with the utmost respect and integrity.

The Shepherd's Guide logo is a sign of trust. Our trademark appearing in an ad indicates that the owner of the business (or advertiser) has signed this statement of faith.

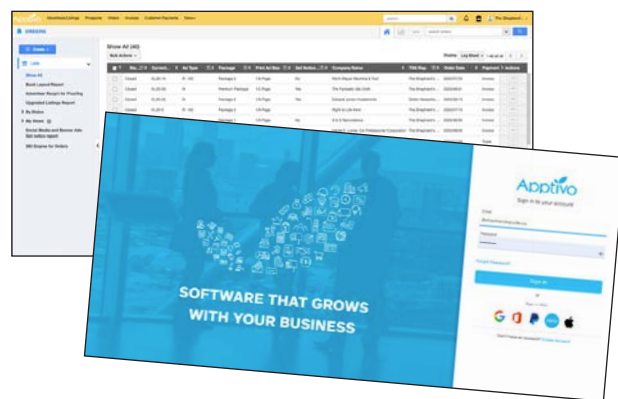
Why a Statement of Faith?

Having the boldness and confidence to stand up in a crowd and make a statement about the things we believe in can often be very difficult, particularly if by doing so we may face ridicule or persecution. This is the case in many countries where freedom of expression and religious belief is opposed or forbidden. Here in Canada making such a statement will inevitably drive some away, but it will also attract others who share the same faith or belief or, at least, respect the standard that such a statement expresses.

By agreeing to and declaring their faith, our advertisers indicate that they endeavor, by the grace of God, to model their behavior, their words and their actions in line with the laws and principles of the Kingdom as taught and exemplified by Jesus Christ. To conduct their business with the highest of integrity and moral standards means that the customer has a level of assurance that they will be treated with fairness and equality in the same spirit and attitude of love and care that our Lord expressed. Our advertisers make themselves accountable to this divine standard and request that you hold them to that standard.

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What You Will Receive

- ✓ A National website including an Online version for your publication
- ✓ Exclusive territory & license to use the trade name & logo
- ✓ Training consisting of continual sales training and administration
- ✓ Web-based custom designed Customer Management and Sales System
- ✓ Sales & marketing support and marketing material
- ✓ Credit card processing through the National office
- ✓ Radio jingle and scripts
- ✓ TV commercials
- ✓ National advertiser account program
- ✓ Access to an online mapping and distribution app for delivering your printed editions
- ✓ Ongoing mentorship through monthly conference calls
- ✓ Quarterly Publisher's conference calls
- ✓ Access to an experienced graphic artist at special rate for publishers
- ✓ An easy-to-follow, step-by-step procedures manual

What our publishers are saying about The Shepherd's Guide:

Shelley Alexander

As publishers of **The Shepherd's Guide** for over 25 years, one of the greatest benefits we've experienced is meeting some of the finest men and women in the marketplace. We have the opportunity everyday to connect and learn from Christians from a variety of denominations, cultures and businesses. Publishing The Shepherd's Guide also allows for flexibility in your schedule and creativity in your marketing. If you enjoy talking to Christian business people and leaders in the Christian community, you should look into The Shepherd's Guide.

James King

I have been a publisher for over 7 years. The opportunity to connect with other Christian business owners, and the ability to work for myself at home, is very enjoyable for me. Being part of **The Shepherd's Guide** team of fellow publishers has been a blessing.

Tan & Dai Ngo

As the people of God we have been richly blessed. We are called and anointed for serving and building His Kingdom.

Being publishers of the Shepherd's Guide is a privilege and blessing for us to serve Christians and to establish relationships in meaningful ways with so many in the Christian Community.

The mission of The Shepherd's Guide is not only to give Christian owned businesses maximum exposure to fellow-believers throughout Greater Calgary and Red Deer, but also to encourage them to take a stand for "...whatever is true, whatever is pure, whatever is lovely. Whatever is admirable – if anything is excellent or praiseworthy – think about such things... put it into practice..." (Philippians 4:8,9).

Thank you all for your prayer, encouragement and support of The Shepherd's Guide and helping us bring the Christian community closer together in biblical unity to glorify His Name. Our prayer is that "... these who have trusted in God may be careful to devote themselves to doing what is good. These things are excellent and profitable for everyone." (Titus 3:8)

Shalom In His Almighty Name!

Trevor Szusz & Linda Szusz

Being a publisher of The Shepherd's Guide is a unique and rewarding opportunity to be a witness and a light in your community.

In 2007 my parents, Dave & Linda Szusz, took a leap of faith into this full-time ministry which continued until Dad was called home in February of 2020.

Working behind the scenes in design layout and marketing/media, along side my mom and dad since they started in 2007, I have now taken on this unique opportunity with the assistance of my mom Linda.

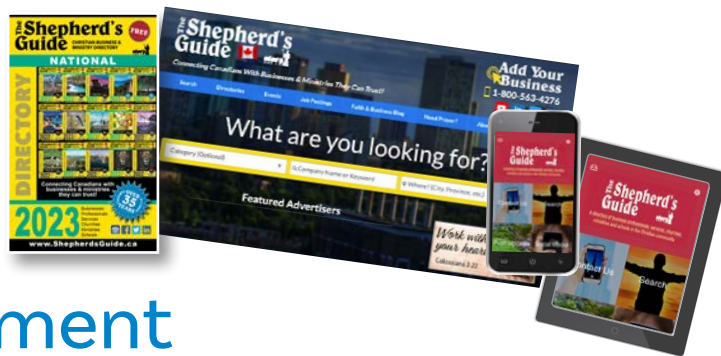
I am looking forward to the future as we work to expand our footprint; as we promote our advertisers, churches, schools, events and more by reaching the people in our community of Windsor plus Essex County and the surrounding area in Southwestern Ontario.

How to Get Started



If you desire to become a publisher of **The Shepherd's Guide**, here is how you should proceed:

1. Review the enclosed information and contact Terry at 1-800-563-4276 if you have any questions.
2. Complete a letter of intent and send it to our office with a deposit of \$1,000 to indicate your interest, and a map showing the territory you desire. This deposit is fully refundable at any time before the Licensing Agreement is signed.
3. Forward to us a letter of reference from the Pastor of the Church you are attending, along with the letter of intent, a summary of your employment or business history, and a current financial statement.
4. When the above has been completed to our approval, we will send you a copy of our Licensing Agreement and arrange a meeting with you.
5. When the Licensing Agreement has been signed and returned, with the balance of the License fee, we will then schedule you for the initial sales and field training to start your own Shepherd's Guide.



ROI – Return on Investment

What's the Cost and What's the Possible Return?

INITIAL INVESTMENT

Let's set up a Zoom call to discuss how we can work together and to discuss financing options

Email us at info@shepherdsguide.ca or call 1-866-953-9612

Investment to obtain exclusive territory rights, training and start-up materials:

\$15,000

If there is already a current publication in a territory where you would like to publish, you must contact the current publisher to inquire if they are willing to sell. The selling price will be negotiated with the current publisher.

COSTS & POTENTIAL EARNINGS

	GROSS REVENUE			PRODUCTION COST		PERCENTAGE OF REVENUE					
	\$500	\$600	\$700	10K Prod Cost	15K Prod Cost	10K \$500	15K	10K \$600	15K	10K \$700	15K
Average Ad Sale											
50 ads/48 pages	\$25,000	\$30,000	\$35,000	\$5,639	\$7,575	22.6	30.3	18.8	25.3	16.2	21.7
75 ads/64 pages	\$37,500	\$45,000	\$52,500	\$7,444	\$8,714	21.3	23.3	16.6	19.4	14.2	16.6
100 ads/80 pages	\$50,000	\$60,000	\$70,000	\$8,440	\$9,520	16.9	19.1	14.1	15.9	12.1	13.6
150 ads/112 pages	\$75,000	\$90,000	\$105,000	\$12,244	\$14,400	16.4	19.2	13.6	16.0	11.7	13.8
200 ads/128 pages	\$100,000	\$120,000	\$140,000	\$12,988	\$15,048	13.0	15.1	10.9	12.6	9.3	10.8

*Production cost based on: 20,000 copies, saddle-stitched binding, and \$50 per page layout cost.

Our Directories

Meet Our Other Publishers

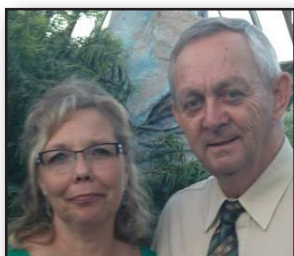
See Our Current Publications



The Shepherd's Guide

Christian Business & Ministry Directory

ALBERTA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 33 years



GREATER EDMONTON & NORTH CENTRAL ALBERTA

Distribution: 23,000 print edition & postcards
 Date of Directory: June
 Email: info@shepherdsguide.ca
 Phone: 780-463-4506 Cell: 780-953-9612
 Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 37,500 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



Tan & Dai Ngo
publishers of The Shepherd's Guide for 15 years

CENTRAL ALBERTA

Distribution: 8,000
 Date of Directory: June
 Email: centralab@shepherdsguide.ca
 Phone: 403-280-4403 Cell: 403-922-2209
 Toll Free: 800-846-6246

CALGARY

Distribution: 10,000
 Date of Directory: July
 Email: calgary@shepherdsguide.ca
 Phone: 403-280-4403 Cell: 403-922-2209
 Toll Free: 800-846-6246





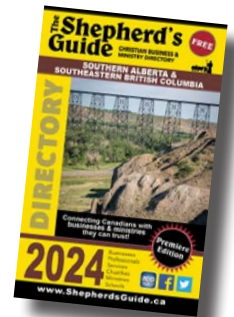
ALBERTA & BRITISH COLUMBIA



Tasher Adaarewa

SOUTHERN ALBERTA & SOUTHEASTERN BC

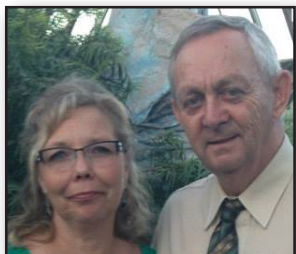
Distribution: 8,500
Date of Directory: April
Email: southernalberta@shepherdsguide.ca
Toll Free: 800-563-4276 Cell: 778-533-0493
Fax: 866-224-5684



The Shepherd's Guide

Christian Business & Ministry Directory

BRITISH COLUMBIA



Terry & Dawn Magee

publishers of The Shepherd's Guide for 33 years



METRO VANCOUVER & FRASER VALLEY

Distribution: 25,000
Date of Directory: March
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 27,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



SOUTHERN INTERIOR

Distribution: 7,500
Date of Directory: November
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 15,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



VANCOUVER ISLAND

Distribution: 13,000
Date of Directory: December
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

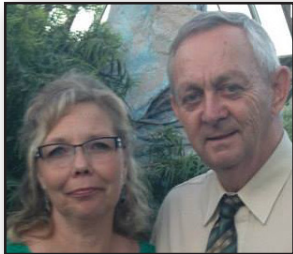
Connecting with over 12,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



The Shepherd's Guide

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& Ministry Directory

MANITOBA



Terry & Dawn Magee

publishers of The Shepherd's Guide for 33 years

MANITOBA

Distribution: 15,000

Date of Directory: May

Email: info@shepherdsguide.ca

Phone: 780-463-4506 Cell: 780-953-9612

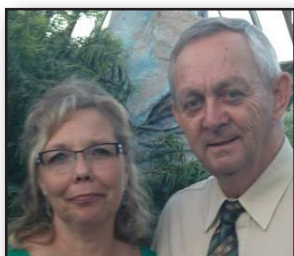
Toll Free: 800-563-4276 Fax: 866-224-5684



The Shepherd's Guide

Christian Business & Ministry Directory

ONTARIO



Terry & Dawn Magee

publishers of The Shepherd's Guide for 33 years



GREATER TORONTO AREA

Distribution: 45,000
Date of Directory: October
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 33,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



SARNIA-LAMBTON & CHATHAM-KENT

Distribution: 7,000
Date of Directory: August
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 11,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



The Shepherd's Guide

Christian Business & Ministry Directory



ONTARIO



Dean & Shelley Alexander

publishers of The Shepherd's Guide for 26 years

THE GOLDEN TRIANGLE

Distribution: 10,000
 Date of Directory: November
 Email: triangle@shepherdsguide.ca
 Phone: 905-454-4333
 Fax: 905-454-1894
 Toll Free: 800-820-9420



HAMILTON, BURLINGTON, OAKVILLE & BRANTFORD

Distribution: 10,000
 Date of Directory: June
 Email: hamilton@shepherdsguide.ca
 Phone: 905-454-4333
 Fax: 905-454-1894
 Toll Free: 800-820-9420



NIAGARA REGION IN CANADA

Distribution: 6,500
 Date of Directory: September
 Email: triangle@shepherdsguide.ca
 Phone: 905-454-4333
 Fax: 905-454-1894
 Toll Free: 800-820-9420



GREATER LONDON AREA

Distribution: 8,000
 Date of Directory: March
 Email: london@shepherdsguide.ca
 Phone: 905-454-4333
 Fax: 905-454-1894
 Toll Free: 800-820-9420



The Shepherd's Guide

Christian Business & Ministry Directory

ONTARIO



James & Sandy King

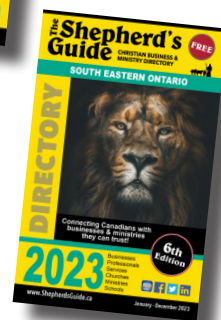
publishers of The Shepherd's Guide for 8 years

OTTAWA VALLEY & EASTERN ONTARIO

Distribution: 9,000
Date of Directory: June
Email: ottawa@shepherdsguide.ca
Phone: 613-807-0800
Cell: 613-807-0800

SOUTHEASTERN ONTARIO

Distribution: 5,000
Date of Directory: January
Email: ottawa@shepherdsguide.ca
Phone: 613-807-0800
Cell: 613-807-0800



Trevor & Linda Szusz

publishers of The Shepherd's Guide for 14 years

WINDSOR & ESSEX COUNTY

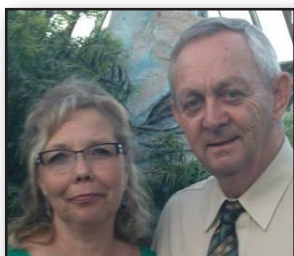
Distribution: 15,000
Date of Directory: June
Email: windsor@shepherdsguide.ca
Phone: 519-251-0544
Cell: 519-562-4799



The Shepherd's Guide

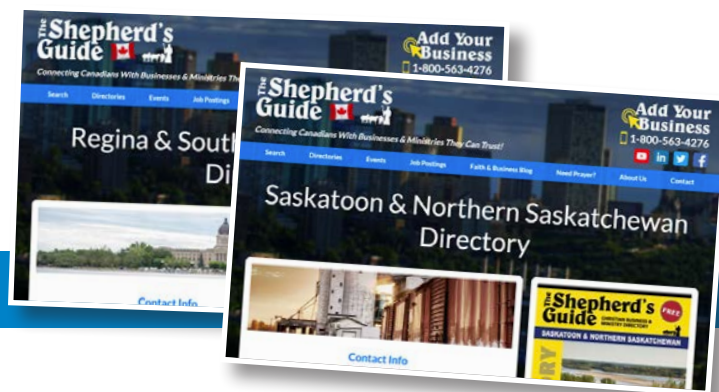
Christian Business & Ministry Directory

SASKATCHEWAN



Terry & Dawn Magee

publishers of The Shepherd's Guide for 33 years



SASKATOON & NORTHERN SASKATCHEWAN

Distribution: 14,000 print edition & postcards
Date of Directory: March
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 14,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.



REGINA & SOUTHERN SASKATCHEWAN

Distribution: 11,000 print edition & postcards
Date of Directory: March
Email: info@shepherdsguide.ca
Phone: 780-463-4506 Cell: 780-953-9612
Toll Free: 800-563-4276 Fax: 866-224-5684

Connecting with over 11,000 families through our print edition and postcards directing consumers to our website delivered each year to Christian Churches, bookstores, business and individuals upon request.

