

COMPLETE PRESS PACKAGE

Media Kit

Everything a journalist needs to file a full story on Leading Lazarus without a follow-up: the #1 best-seller news, book fact sheet, author bio, the eight frameworks, the interviewer guide, quote library, and Culture Resurrection Index summary. All press queries route through Rachel Grace at RW Publishing.

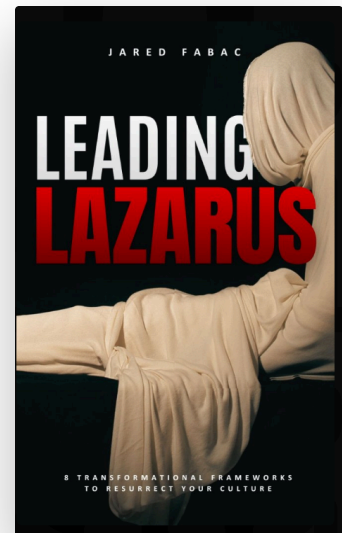


#1 Amazon Best Seller in three categories

Within weeks of its September 6 release, Leading Lazarus reached #1 on Amazon in Christian Leadership, Religious Leadership, and Christian Professional Growth, and #1 in Hot New Releases for all three.

Book at a glance

TITLE	Leading Lazarus: 8 Transformational Frameworks to Resurrect Your Culture
AUTHOR	Pastor Jared Fabac, Lead Pastor, One City Church, Virginia Beach, VA
RECOGNITION	#1 Amazon Best Seller — Christian Leadership, Religious Leadership, Christian Professional Growth (Sept 2026)
RELEASED	September 6, 2026
DISTRIBUTION	National, more than 400 retailers
FORMATS	Hardcover, paperback, ebook, audiobook (author-narrated)
PUBLISHER	RW Publishing
AVAILABLE	leadinglazarus.com · free 8-week digital cohort at app.leadinglazarus.com



#1 AMAZON BEST SELLER

The 8 frameworks in the book

01**Grace and Truth Matrix**

A discipline for holding both at once in hard conversations.

02**Path, Plan, Pledge**

The three-part answer every team needs before movement.

03**S.T.E.P. Goals**

A rebellion against vague goals, in goal-setting form.

04**C.O.R.E. Feedback**

Call It, Own It, Respond, Execute. A repeatable feedback structure.

05**The Peace Index**

A weekly team-health score.

06**Modeling and Multiplication**

Culture is what you model, then multiply.

07**Coaching Pathway**

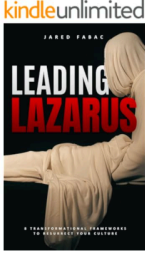
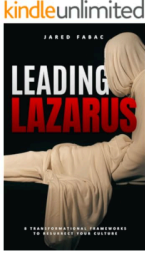
Coached repetition, not unstructured experience, is what makes great leaders.

08**Change Compass**

How to pick the right fights and let go of the wrong ones.

The #1 best-seller run

Leading Lazarus released on September 6, 2026. Over the following weeks it climbed the Amazon charts and reached **#1 in three categories at once**: Christian Leadership, Religious Leadership, and Christian Professional Growth. It also held **#1 in Amazon Hot New Releases** for all three categories.

Christian Leadership	Religious Leadership	Christian Professional Growth
#1  Leading Lazarus: 8 Transformational... > Jared Fabac ★★★★★ 49 Kindle Edition \$0.99 3 formats available	#1  Leading Lazarus: 8 Transformational... > Jared Fabac ★★★★★ 49 Kindle Edition \$0.99 3 formats available	#1  Leading Lazarus: 8 Transformational... > Jared Fabac ★★★★★ 49 Kindle Edition \$0.99 3 formats available

AMAZON BEST-SELLER RANKINGS, CAPTURED SEPTEMBER 25, 2026

#1

Christian Leadership

Amazon Best Sellers and Hot New Releases.

#1

Religious Leadership

Amazon Best Sellers and Hot New Releases.

#1

Christian Professional Growth

Amazon Best Sellers and Hot New Releases.



5.0 rating • 49 reviews

Reader rating at the time of the #1 run.

About the author

Pastor Jared Fabac is the Lead Pastor of One City Church in Virginia Beach, Virginia and a #1 Amazon best-selling author. A John Maxwell Team certified Speaker, Trainer, and Coach and a GiANT Worldwide Certified Executive Coach, Fabac spent 20 years in executive leadership across church, business, and community before writing his first book. *Leading Lazarus: 8 Transformational Frameworks to Resurrect Your Culture* is the culmination of the best leadership frameworks he has encountered across that 20-year arc, pressure-tested against real teams, boards, and family systems. Released September 6, 2026 with national distribution to more than 400 retailers, it reached #1 on Amazon in three categories within weeks and comes paired with a free 8-week digital experience at app.leadinglazarus.com.

Culture Resurrection Index *(foundational research)*

The Culture Resurrection Index (CRI) is a 1,000-respondent field survey Pastor Jared Fabac commissioned as the foundational research behind *Leading Lazarus*. Its purpose was to confirm the eight frameworks addressed the actual pain points pastors, executives, and parents face. The CRI results are not published in the book. They are the reason the book takes the shape it does.

- **82%** of pastors have seriously considered leaving vocational ministry in the last five years.
- **74%** of those pastors cited culture, not compensation, as the primary reason.
- **72%** of executives report they have no repeatable, named framework for giving performance feedback.
- **91%** of the same executives rate feedback as their most important weekly skill.
- **81%** of parents have never written down a family vision statement or shared values.
- **2.3×** teams whose leaders use a named feedback framework are more likely to describe their culture as healthy.

Full methodology and dataset available for credentialed press on request. Sample: 1,000 respondents (400 U.S. pastors, 400 U.S. executives, 200 U.S. parents). Margin of error $\pm$ 3.1 percentage points at 95% confidence for the full sample.

Questions Pastor Jared answers particularly well

For podcasters, radio hosts, and print interviewers. Any of these prompts will land a strong answer. Full sample answers appear in the Interviewer Question Guide.

- Q01** What is a “Lazarus culture,” and how do you know when you’re leading one?
- Q02** You spent 20 years in executive leadership before writing this book. What made you write it now?
- Q03** What is the single most common leadership mistake you see across pastors, executives, and parents?
- Q04** You have a contrarian take on the church growth industry. Explain.
- Q05** Walk me through the Grace and Truth Matrix with an example from your own church.
- Q06** The Peace Index measures something most teams don’t measure. Why should they?
- Q07** What did the Culture Resurrection Index find that surprised you the most?
- Q08** What did seminary not teach you that you now spend most of your time teaching?
- Q09** What is the one framework a listener could apply this week, before they’ve read the book?
- Q10** Who is Leading Lazarus NOT for?
- Q11** You’ve said pastors don’t leave over theology, they leave over culture. Defend that.
- Q12** The book hit #1 on Amazon in three categories in its first weeks. What do you make of that?

Approved quote library

Any quote below may be used verbatim in print, broadcast, or digital. Attribution: “Pastor Jared Fabac, author of Leading Lazarus.”

QUOTE 01 · BOOK OPENING

“Lazarus didn’t walk out of the tomb because he tried harder. Someone with authority called him.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 02 · CULTURE, NOT PERSONNEL

“You cannot fire your way out of a bad culture. You cannot hire your way out either. Both are lagging moves.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 03 · PASTOR DEPARTURE

“Pastors aren’t leaving because they lost their faith. They’re leaving because no one taught them how to lead a broken staff.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 04 · PRACTICE OVER PROGRAM

“Programs don’t build culture. Practices do.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 05 · CHURCH GROWTH INDUSTRY

“The church growth industry sells more programs. Declining churches don’t have a program deficit. They have a culture deficit.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 06 · MODELING

“Culture is built by what leaders model. If the model doesn’t change, the personnel changes are theater.”

PASTOR JARED FABAC, LEADING LAZARUS

Approved quote library *(continued)*

QUOTE 07 · READING VS. DOING

“You can read a leadership book in a weekend. You can’t rebuild a culture in one.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 08 · FAMILY APPLICATION

“Families run on assumed shared vision. It’s almost never actually shared.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 09 · ROOMS VS. BOOKS

“Books introduce. Rooms convert.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 10 · FEEDBACK REALITY

“The good leaders wing it well. The rest wing it badly. Both groups burn out their teams.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 11 · NAMING THE DEATH

“Every dying culture is waiting for the same thing. Someone willing to name the death, and someone willing to call it forward.”

PASTOR JARED FABAC, LEADING LAZARUS

QUOTE 12 · THE CLOSING LINE

“The tomb is not the end. It’s the beginning of a resurrection story, if someone shows up to call the stone away.”

PASTOR JARED FABAC, LEADING LAZARUS

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