

# THE FRUITS OF HIS LABOR

*Feeling God urging him to more, Nashville business success Joey Lankford leaves the family business and the American dream behind to lay down roots with his family in Africa, where he's teaching locals to farm and build sustainable businesses of their own*

## WHAT IS IT?

A country boy from rural Tennessee, Joey Lankford had what a lot of people spend their lives chasing - the nice house, the nice family and the nice salary, running the family business in affluent suburban Nashville. But with that 'nice life', comes something else – a hunger for more. Drained, empty, and frustrated trying to keep up and keep it together, this man of action and deep faith left absolutely everything his family of six knew behind and moved them to South Africa. There, they're helping create jobs, leadership opportunities and economic sustainability for local workers, teaching them to build their own self-sustaining businesses. *'Fulfilled'* is their story.

## WHY DOES IT MATTER?

- Many people are caught up in the day to day drudgery of life, failing to recognize the relevance and role of their faith and the opportunities in front of us each and every day to change lives and point people to Christ
- Lankford is an everyman, who took a leap of faith in an effort to do more for God with his life. We all don't have to move to Africa, but we all can do more. Lankford's story inspires us all to examine our lives and the choices we make every day in regards to the impact they are or are not making for the kingdom of God.
- Because there is more available for us in this life. Christ came that we might have abundant life. Right now. And that doesn't mean earthly riches or a cakewalk through life. But, it does mean a rich, fulfilling life, doing His work. All it takes sometimes, is for us to say 'yes'.

**Lankford says:** "Many of my friends are on that hamster wheel of life. And their faith is something they engage a little here and there to keep the wheels on the wagon. But, for the most part, they struggle with what relevance that faith has right now. As a lot of the old southern preachers say, people tend to view faith as fire insurance for when they die. When they do that, they fail to recognize the fullness of the Kingdom that is offered to us all right now. Our marriages can be different, our kids can be different, our faith can be relevant. And, you don't have to move to Africa. You can put your faith to action right there in your own neighborhood. We just have to take ourselves off of center stage and put God there. My hope is that, in hearing what God has done with our mustard seed of faith, others might pay a little more attention to those promptings of the Spirit and take that first step towards surrender and freedom. Because God doesn't waste a thing and the choices we have an opportunity to make, every single day, have eternal consequences."

*"So many people are stuck. They're tired. They're where I was. They want more, but they aren't sure what 'more' is and where and how to get it. It's my prayer that this book will help people understand that true fulfillment is awaiting them on the other side of surrender."*



**fulfilled**  
joey lankford

The Refreshing Alternative to the Half-Empty Life

## BOOK DETAILS

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Joey Lankford

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## WHO IS IT FOR?

- Christians, families
- Pastors, youth leaders, ministry
- Missions-minded individuals
- Anyone yearning for more, for deliverance from drudgery and the rat race
- Entrepreneurs, Christian businessmen/businesswomen

## JOEY LANKFORD'S EXPERTISE

- Global evangelism, missions
- Servant leadership
- Entrepreneurship
- Economic development in the world's poorest communities
- Farming
- Family

## WHY YOU'RE BOOKING HIM

- Husband, father of five
- Man of strong conviction, faith
- Great business/entrepreneurial story
- Inspiring story that calls everyone that calls people to action
- Joey is a genuine, relatable guy and a great storyteller. Not a career author or speaker -- just a down-to-earth young man with a big heart and an inspiring story that he tells very well. People feel right away as though they've known him for years. And, if he can step out in faith and do something more with his life, so can they.

## CONVERSATION STARTERS

- PROFILE: Feeling that God was calling him to more, Joey left a very successful business career and comfortable life in Nashville, packed up his family of six and moved to the other side of the world to serve others. (NOTE: Since moving to Cape Town, the Lankfords have welcomed Baylor Paige Lankford into the world. So, while Joey is the father of five, when he moved the family to Africa, he moved six of them)
- Do we acknowledge or ignore the promptings of the Holy Spirit? How do we know if we're being called to something 'more'? And what it is?
- How many opportunities will we be given to make life-changing, world changing choices? Have you missed your opportunity to change your life, the lives of others?
- Bearing Fruits / The Fruits of His Labor / Doing Business with God: Growing food, communities -- and a family -- in Africa
- Entrepreneurship, economic development, leadership



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