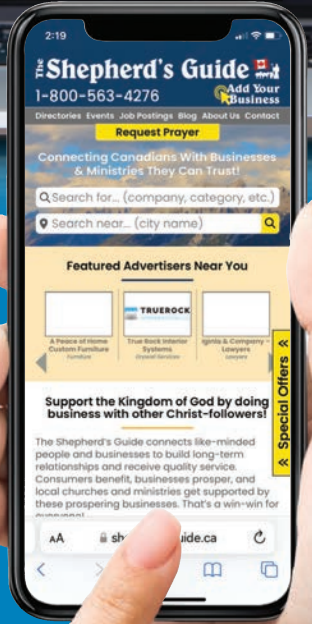


Start Your Own Christian Business 2024

Celebrating **OVER 36 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, serve God in their church faithfully along with their family. 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. They are committed to the local church. 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. In our business model God provides ministry opportunities allowing us to encourage, pray and to serve many in the Body of Christ.

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 19 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 19 markets through their local publisher.

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

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."

The Shepherd's Guide

Christian Business & Ministry Directory



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 publishing your own Directory.

The purpose of **The Shepherd's Guide** is to serve the Lord by providing quality Directories and online services where we are **Connecting Canadians with Businesses, Ministries & Resources They Can Trust!**

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 36 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.

10 Reasons for Owning a Shepherd's Guide

1. Where ministry and business meet – work to build the kingdom of God by Connecting Canadians With Businesses, Ministries & Resources They Can Trust! Through 36 years of hard work, you will find built-in brand recognition.
2. Work from the comfort of your home with a database accessible online.
3. Mass purchasing power.
4. We provide Success Training for sales, marketing and administration.
5. Ongoing operational support.
6. Proven systems to save you time and create success.
7. Turnkey online office providing you CRM, E Marketing, Invoicing and much more.
8. Easy steps to follow in a policy and procedures manual.
9. National Sales Program.
10. 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 saviour and believe Him to be the Son of God who has atoned for my sins. Because I believe all aspects of my life to be lived to honor God, I promise to uphold the highest Biblical standards in my transactions and treat my clients with 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.

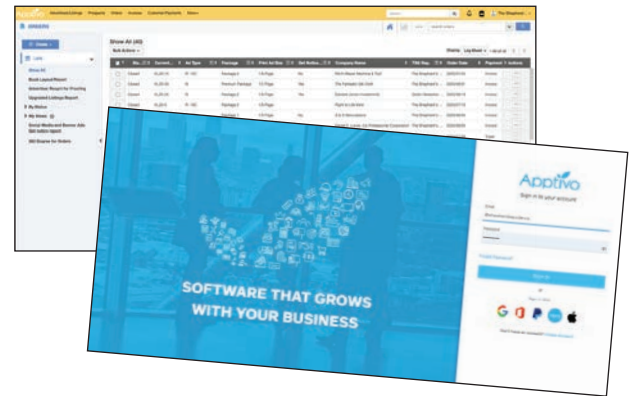
Why a Statement of Faith?

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.

What You Will Receive

- ✓ A National website including an Online version for your publication
- ✓ Exclusive territory & license to use the trade name & logo
- ✓ Initial and ongoing sales and administration training
- ✓ Web-based turn-key office online with a 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 along with Zoom conference calls
- ✓ Quarterly Publisher's conference calls
- ✓ Access to an experienced graphic artist at special rates for publishers
- ✓ An easy-to-follow, step-by-step procedures manual
- ✓ Account number for discounted bulk publications mailing through Canada Post



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

Easy as 1 2 3

1. Pray if this opportunity is right for you
2. Ask your family and wise Christian counsellors
3. Contact Terry Magee to set up a ZOOM call to discuss this amazing opportunity.
Toll free 1-800-563-4276
Direct # 780-953-9612
Email terry.magee@shepherdsguide.ca

If there is already a current publication in a territory where you would like to publish, you will be redirected to the current publisher in that area

Our Directories

Meet Our Other Publishers

See Our Current Publications

Celebrating **OVER 36 YEARS** in Canada



Support Your Local Christian Businesses By Letting The Shepherd's Guide You!

go Local go Christian

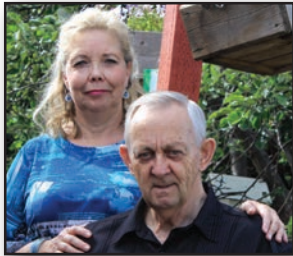


The Shepherd's Guide

Christian Business & Ministry Directory



ALBERTA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

GREATER EDMONTON & NORTH CENTRAL ALBERTA

Distribution: over 800 Christian churches & bookstores +
over 1250 businesses & individuals

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



Tan & Dai Ngo
publishers of The Shepherd's Guide for 17 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

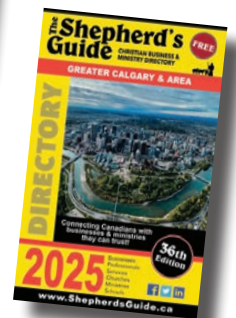
Distribution: 10,000

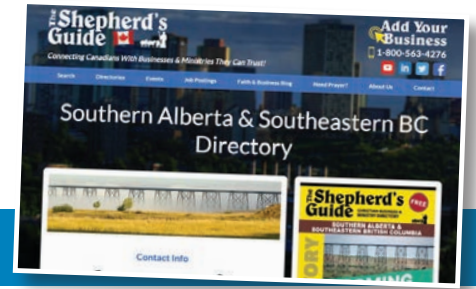
Date of Directory: July

Email: calgary@shepherdsguide.ca

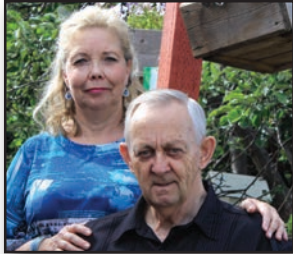
Phone: 403-280-4403 Cell: 403-922-2209

Toll Free: 800-846-6246





ALBERTA & BRITISH COLUMBIA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

SOUTHERN ALBERTA & SOUTHEASTERN BC

Distribution: over 180 Christian churches & bookstores +
over 150 businesses & individuals

Date of Directory: April

Email: southernalberta@shepherdsguide.ca

Toll Free: 800-563-4276 **Cell:** 778-533-0493

Fax: 866-224-5684

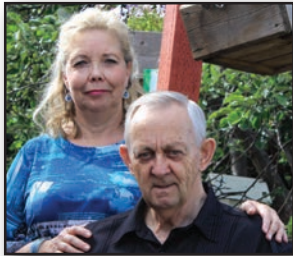


The Shepherd's Guide

Christian Business & Ministry Directory



BRITISH COLUMBIA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

METRO VANCOUVER & FRASER VALLEY

Distribution: over 560 Christian churches & bookstores +
over 700 businesses & individuals

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



SOUTHERN INTERIOR

Distribution: over 230 Christian churches & bookstores +
over 300 businesses & individuals

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



VANCOUVER ISLAND

Distribution: over 300 Christian churches & bookstores +
over 500 businesses & individuals

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

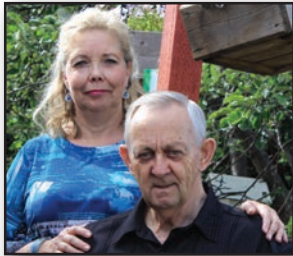


The Shepherd's Guide

Christian Business & Ministry Directory



MANITOBA



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

MANITOBA

Distribution: over 560 Christian churches & bookstores +
over 500 businesses & individuals

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

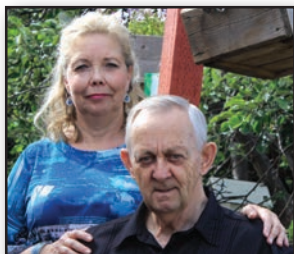


The Shepherd's Guide

Christian Business & Ministry Directory



ONTARIO



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

GREATER TORONTO AREA

Distribution: over 1280 Christian churches & bookstores +
over 1200 businesses & individuals

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



SARNIA-LAMBTON & CHATHAM-KENT

Distribution: over 180 Christian churches & bookstores +
over 275 businesses & individuals

Date of Directory: September

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



Dean & Shelley Alexander

publishers of The Shepherd's Guide for 28 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 10 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 16 years

WINDSOR & ESSEX COUNTY

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

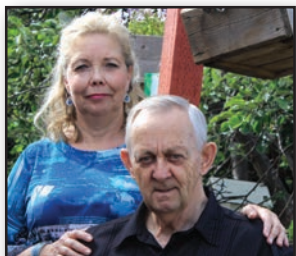


The Shepherd's Guide

Christian Business & Ministry Directory



SASKATCHEWAN



Terry & Dawn Magee
publishers of The Shepherd's Guide for 36 years

SASKATOON & NORTHERN SASKATCHEWAN

Distribution: over 240 Christian churches & bookstores +
over 700 businesses & individuals

Date of Directory: April

Email: info@shepherdsguide.ca

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

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



REGINA & SOUTHERN SASKATCHEWAN

Distribution: over 280 Christian churches & bookstores +
over 300 businesses & individuals

Date of Directory: April

Email: info@shepherdsguide.ca

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

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

