

Mark Driscoll Admits 'Unwise' Marketing Strategy Put 'Real Marriage' on NYT Best-Seller's List

Mark Driscoll's Seattle-based Mars Hill Church released a statement detailing its side of the story in the current controversy involving Driscoll's recent *Real Marriage* book coauthored with his wife, Grace.

"In 2011, outside counsel advised our marketing team to use Result Source to market the *Real Marriage* book and attain placement on the *New York Times* bestseller list," the statement says. "While not uncommon or illegal, this unwise strategy is not one we had used before or since, and not one we will use again. The true cost of this endeavor was much less than what has been reported, and to be clear, all of the books purchased through this campaign have been given away or sold through normal channels. All monies from the sale of Pastor Mark's books at Mars Hill bookstores have always gone to the church and Pastor Mark did not profit from the *Real Marriage* books sold either at the church or through the Result Source marketing campaign. ...

"We take stewardship at Mars Hill very seriously, and thus we pay very close attention when accusations are made claiming that we are mishandling the money received by our congregations' tithes and gifts. We voluntarily undergo an annual external audit, and public disclosure of our audited financial statements is part of our commitment to accountability. ...

"The BOAA [Board Of Advisors and Accountability] stands unreservedly behind Pastors Mark Driscoll, Sutton Turner and

Dave Bruskas as the Executive Elders of Mars Hill Church. We deeply appreciate their endurance through false accusation, their submission to authority, and their humility where regrettable decisions from the past have come to light. We are thankful to God for His grace, which is evident in all that he allows for our good and his glory. We are confident that God is preparing Pastor Mark and the ministry of Mars Hill Church for a great harvest of souls in the days ahead.”

You can read the full statement on the church’s website.