

By
Joe Sixpack



The Cantankerous Catholic

As I write this, it's January of 2019. You may read this next month, or you may not see it until ten years from now, depending on when your pastor subscribed to *What We Believe... Why We Believe It*. Regardless of when you read it, I want to tell you about something God is directing this apostolate to do that is very exciting.

As you surely know by now, I'm all about evangelization, whether that evangelization is simply making converts and reverts or helping practicing Catholics to better know and understand our holy and ancient faith. After all, one of our two primary responsibilities as Catholics is to share the faith. Over the last thirty years, God has used me to make hundreds of converts, allowing me the honor of being godfather to eighty-four adult converts. This doesn't include reverts, who I'm equally honored to have had the opportunity to serve.

When I began this apostolate, all I did was try to get pastors to subscribe to these *What We Believe... Why We Believe It* bulletin inserts so you could have the opportunity to better know and understand our faith. From the beginning, there were so many questions from lay people that I developed the JoeSixpackAnswers.com website. And that was overwhelmingly successful! In internet marketing, the experts say that you're really killing it if 4% of unique visitors to a website give up their email address through the signup form on the home page of most websites. JoeSixpackAnswers.com doesn't get 4% of unique visitors to sign up, though; it gets a full 53% signup rate. That's how I know I'm doing what God wants.

As my email list grew, and more and more people began asking good questions, I realized there was an even greater need than I was prepared to meet. The next natural step, then, was to begin holding webinars. At present, I have the *Sharing the Catholic Faith* series (catechetics) and the *Explanation* series (apologetics). These webinars are live online events where attendees can ask me questions in real time. (BTW, I'm considering a series on how to evangelize, and another on how to grow in the spiritual life. If you're interested in these, let me know by visiting JoeSixpackAnswers.com.)

The number of people registering for these webinars has been amazing, yet another sign that God is in control. Many attendees have sent me emails after the webinars thanking me for hosting the events, saying they have longed for something like this. I have been both thrilled and humbled (quite a feat) by the great number of lay people who have attended and praised the webinar availability and content.

Until recently, I've been burdened with the notion that Joe Sixpack—The Every Catholic Guy isn't reaching enough people. You see, I'm one of these guys who's pretty much convinced that

we are in the end times, so I have a sense of urgency for helping my fellow Catholics better learn, understand, and apply the faith, as well as make more converts and reverts. For months I tried to think of a way that I could reach more souls through some medium I could afford. (After all, I do this full-time, but only take in enough money to cover expenses.) Modern technology allows us a means to reach millions of people, but most of those media cost money I don't have. So after months of trying to figure it out, I prayed, "Okay, Lord, I've done all I can. It's up to You, if You want me to do more."

Then, within days, God dropped things right into my lap: a thing called podcasting. For those of you who don't know what podcasts are, they're basically radio programs that are accessible via the Internet. However, rather than listeners having to tune in at a scheduled time, they can download and listen to the podcast anytime they want. Podcasts can be enjoyed on your desktop or laptop computer, smart phone, tablet and other devices.

The day after God impelled me to look into podcasting, the number one podcaster and podcasting teacher in the industry (his podcast has an audience exceeding 5,000,000) took me on as a student for free and without me asking. This was another sign I was doing what God wants.

So I'm very happy to announce that Joe Sixpack—The Every Catholic Guy will launch *The Cantankerous Catholic* podcast during February of 2019. I'll be working solo, without a cohost. In the podcast, I'll tackle the really tough moral issues, current events and politics from a Catholic perspective. There will only be the occasional interview with prominent Catholics, such as Raymond Leo Cardinal Burke, but it will mostly be like talk radio.

The overwhelming number of podcast listeners are men of working age (my favored target audience), and they mostly listen to podcasts while commuting back and forth to work. The average time spent in the car for the work commute is thirty minutes. So *The Cantankerous Catholic* will begin with two thirty minute shows each week. The hope is that Joe Sixpack—The Every Catholic Guy will be able to reach thousands of other souls each week through *The Cantankerous Catholic*.

Not only do I want to invite you to subscribe to *The Cantankerous Catholic* (it's free), but I'd really love to know what you think. Certainly this podcast intends to reach out to new souls, but I'd also like every reader of *What We Believe... Why We Believe It* to become a member of the listening audience. As part of that, I'd like your opinions and input. Is there something specific you'd like to hear Joe Sixpack talk about? A political topic? A moral topic? A doctrinal topic? Just visit the JoeSixpackAnswers.com website and go to the "Ask Joe" page to tell me.

If you would like to subscribe to the podcast, just go to iTunes or any other popular podcasting platform. Or you can visit CantankerousCatholic.com to stay informed about the podcast, or even to subscribe there. The website should be live before the end of January 2019. Above all else, though, pray very hard for me and the souls God allows me to reach!

As always, if you have any Catholic questions, visit the JoeSixpackAnswers.com website for answers. If you can't find what you're looking for, go to the "Ask Joe" page and ask me. I'll usually be able to return your email within a few hours.