

THE 3 BIG



MISTAKES

THE 3 BIG MISTAKES INCONSISTENT

Inconsistency is one of the biggest mistakes that churches can make when it comes to guest follow-up. When a first time guest shows up at your church, they have a lifestyle of not being at church.

If invitations or introductions are sporadic and unintentional, they will get drowned out by the noise of life.

Consistent communication is key to showing a guest that they're important. We know you care, but they need to know you care. And the best way for them to know it is for you to show it.

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OF TEXT IN CHURCH**

THE 3 BIG MISTAKES

IRRELEVANT

There are two ways your church can be irrelevant in terms of your guest follow up:

- *Content
- *Method

Irrelevant content is sending the singles ministry event invite to a married couple. Yikes.

Don't do that. And if you don't know anything about the person yet, the content you should be sending them is very basic: come to service, come to our lunch and learn etc. As you get to know them better, you can send them more specific announcements that align with their interests and needs.

Irrelevant methods is ignoring peoples' communication preferences or not offering preferences at all. Don't just communicate exclusively via email because that's how you've always done it. Everyone prefers a different method of communication, so use a combination in order to stay relevant! For example: text, phone call, email, etc.

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THE 3 BIG MISTAKES INSUFFICIENT

Being insufficient in guest follow up communications is probably the most common mistake we see. And we totally get why. Sending multiple messages to, hopefully, multiple first time guests week after week after week...it can become a huge, time intensive, work load.

However, insufficient follow up is simply noise. It's a quick email blast that people don't read. It feels automated and generic and people see right through it.

Also, like we've talked about, many of your first time guests have a lifetime pattern of not being at church. One or two follow up messages isn't going to impact that.

When we talk about a sufficient follow up process, we are talking about at least 6 weeks worth of follow up that includes text messages, emails, a phone call, a hand written letter, a gift. It's comprehensive and focused on relationship building. We aren't talking about sending texts and emails out every day. Just simple invites, check ins, and reminders. Sufficient guest follow up is investing in that person and doing your best to build a relationship with them.

FREE WEBINAR

THE 3 STEP FOLLOW-UP FORMULA

How to systematically transition first time guests into members

[SIGN UP HERE](#)

DON'T MISS THESE TOPICS

- **Gain your guests' trust** so they feel confident sharing their contact information with you by using our 4 step formula called "The Cornerstone Method."
- Learn how to **connect with your guests** in relevant ways.
- Implement the 3 elements of an **effective follow-up calendar**.
- See **real life examples** and **proven templates** of churches' guest follow-up systems.
- Help guests **break the habit** of NOT going to church.
- Explore options for guests to **"sign in."**
- **Learn how to better connect with your community** by hosting outreach events.

