

# FINDING PURPOSE IN THE NEW TOWN SQUARE

## LOSER-PROOF YOUR MINDSET:

I learned these 3 principles from Marie Forleo (Everything is Figureoutable) and they have completely revolutionized the way I learn new things and consume books, online courses, coaching etc.

### **Key #1 - Loser-Proof Your Mindset (Train Your Brain)**

1. Don't ever say "This won't work for me" - instead turn it into "How can this work for me?"
2. Don't ever say I know this already - turn this into "What can I learn from this?"  
Having the knowledge of how to do something is completely different than actually executing and doing it.
3. Keep telling yourself "This isn't happening TO me, it's happening FOR me."

### **Key #2 - Don't Trust Your Instincts**

1. Change is Uncomfortable: Recognize that it'll be uncomfortable and push through that resistance.
2. New ideas create new neural-pathways in our brains and we begin to see the world differently, but this takes time. Be patient.
3. Celebrate the Discomfort: Embrace the discomfort, knowing that Breakthrough is on the other side of that resistance.

### **Key #3 - Drink From The Firehose:**

1. Just catch what you can and don't freak out
2. Don't worry about the fear of missing something
3. Do your best and execute to the best of your ability, knowing that you'll get better at this over time :)

If you knew you could easily double your donors and double the people you could help, would you follow it?

## Facebook's Global Reach

- **Facebook.com** remains one of the most visited websites globally, trailing only Google and YouTube. This statistic solely reflects web traffic and doesn't even account for the immense usage through its mobile applications.
- A staggering **70% of all internet users worldwide** are active on at least one Meta platform (Facebook, Instagram, Messenger, or WhatsApp). Out of 5.3 billion global internet users, that's 3.71 billion people engaging with Meta's ecosystem every single month. Many of these users are active on multiple platforms, demonstrating the breadth of Meta's integration into daily digital life.

## App Dominance

- Among all global apps, Facebook holds the position of the **second-most used based on total usage time**, surpassed only by YouTube. Additionally, Facebook Messenger ranks as the ninth most-used app globally.
- Facebook is also a leader in app downloads, coming in as the **third-most downloaded app**, right behind Instagram and TikTok.

## Driving Web Traffic

- When it comes to referring web traffic from social media, Facebook is in a league of its own, accounting for a massive **71.64% of all social media web traffic referrals**. To put this into perspective, X (formerly Twitter) comes in a distant second at just 9.02%.

## Social Media

Win: Connect with people in the new “town square” to share your mission.

Social media is a huge tool to connect you with your community and supporters. 3 of the best social media platforms are Instagram, TikTok and Facebook. Being involved in social media is a great way to share hope and to be a light in a dark world.

Instagram is pretty much straight forward. Post stuff. Interact with other people's accounts.

Facebook is more strategic. Use Facebook groups to build community. Use your personal account to post stuff. Use Facebook stories to connect to more people in a personal way. You will not want to post to your personal account more than 3 hours at a time. Doing this will lessen the “reach” you will have with your audience.

#### Relational posts

- When you first get on social media the idea is NOT to scroll.
- Comment meaningful thoughts on the first 5 post you can. This is ensure that these people will see your post in the future.
- Go through the birthday list and comment or send a message wishing people happy birthday.
- Ask people questions to help them comment on your post. Doing this will ensure people will see your post the next time.

Here are a few tips for your Facebook Group:

- On Monday post about what Sunday was about.
- On Wednesday post about what you are learning or a quote from something.
- On Friday post about how people can get involved.
- On Sunday do a live video about “why” people should attend Church that day.

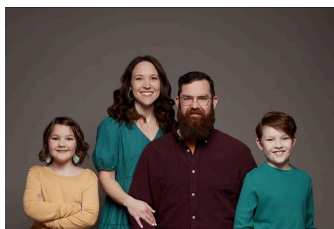
Post who you are on all platforms.

- Social media is supposed to be... well, social. Where it is used wrong is just mindless scrolling.
- Post things you like and want people to be involved in.
- Get involved in Facebook groups. Your city has groups, your passions have groups and so on.
- Post open ended posts to create engagement.
  - Create a psychological loop.
- Going back to an old post and replying to comments is very social.
  - Doing this notifies people of things in the past that you are still doing.
  - This rides waves of engagement going forward.

Social Media Check Up

- Look over your profile and see what people see.
  - Are you social? Do you interact with the comments?
  - Do you just share stuff?
  - Is it just Church stuff?

**Example Personal Post - Over 11.000 people interacted with this post.**



Well. It's here.

The day I didn't know how I would feel is here.



I have officially surpassed the age of my mom when she committed suicide. I'm now lived on earth longer than my mom at 36 years old.



I wondered what it would feel like. I have questioned if I could make it at times. I also had deep fears of history possibly repeating itself. Little did I know that God had designed years ago to set me apart for something different than most. For the last 16 years of being a Pastor, I have shared about hope. Hope in dark places. Hope when all possible avenues of hope seemed to grow dim. There is a Bible verse that many of us know deep in our soul.



"But he said to me, "My grace is sufficient for you, for my power is perfected in weakness." Therefore, I will most gladly boast all the more about my weaknesses, so that Christ's power may reside in me."

2 Corinthians 12:9 CSB



I know more now than ever that God will use any dark situation when you thought you could never smile again and use that to help many others. To those who are suffering, please know this, you are not alone! God is doing something deeper in you right now. Trust Him. Hope has a name. His name is Jesus!



You see, in my case, when I surpassed the age of my mom, it has brought up a range of complex and often conflicting emotions. On the one hand, there can be a sense of relief and accomplishment at having lived past the age at which my mom died. On the other hand, there have been feelings of sadness, grief, and guilt that my mom did not get to experience the same longevity. Here are a few things I have experienced.



1. Survivor's guilt: A feeling that I don't deserve to live longer than my mom, or that I somehow contributed to my mom's death.
2. Fear of repeating the past: A worry that I would follow in my mom's footsteps and die at a similar age.
3. Grief and sadness: A sense of loss and longing for my mom who did not get to experience the same longevity. The sadness that my mom did not get to meet my beautiful bride and family.
4. Gratitude: A sense of thankfulness for the opportunity to live longer and experience more of life.



Jesus offers us hope and comfort in times of despair and uncertainty. When we feel lost, alone, or overwhelmed, we can turn to Jesus for guidance, strength, and solace. Jesus teaches us that we are loved and valued, regardless of our flaws or mistakes, and that we can find redemption

and forgiveness through faith. He reminds us that we are not alone, and that we can always turn to him for support and comfort. No matter what challenges we may face in this life, Jesus offers us hope, love, and grace, and the assurance that we are never alone.



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## Your Offer Stack

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Luke 14:23 says that we are to *“go out into the highways and hedges and compel them to come in, that my house may be filled...”*

So we have to compel them in. It’s not about gimmicks, it’s about creating a hook or magnet that will naturally attract people in your city so that you can share hope with them and invite them to be part of your mission.

**Example:** A friend wanted his grandkids to come visit him more. So what did he do? He built a massive playground in his backyard with all the bells and whistles. Guess what happened? This “magnet” attracted his grandkids and now they beg to come over to his house AT LEAST once a week!

Notice that he didn’t just get a swing set or just a slide in his backyard. He built a MASSIVE playground with dozens of attractive options for his grandkids to play on and then all he had to do was announce it to his grandkids and they took care of the rest.


He didn’t have to bug his kids and annoy them every week to bring the grandkids over to visit. He built an attractive offer, told his grandkids, and then waited for them to show up every week.

What are you offering your donors and customers?

- Share what you are doing no matter how BIG or small.

**RC** The Rock Church was live.  
★ Favorites · August 6 · 🌐

Why am I suffering?  
What's Next?  
Welcome to our interactive livestream.  
Comment VIP if this is your first time.  
[rockchurchspokane.com](http://rockchurchspokane.com)  
Lead Pastor - [Zachary Minton](#)



See insights [Boost a post](#)

👍❤️👤 You, Gina, Jackie and 14 others 126 comments 19 shares

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🔔 UPDATE! This will be indoors!  
🔴 The Ice Cream truck is BACK!  
🍦🚚 Sunday we will be having a CELEBRATION right after our Sunday Gathering at 5pm at 315 N Argonne Rd in Spokane Valley!  
👤 This is FREE and open to the public!  
📅 Plan your visit for Sunday!  
[rockchurchspokane.com/visit](http://rockchurchspokane.com/visit)

