

3 TIPS FOR STRATEGY FIRST COMMUNICATIONS

One of the biggest communication challenges your church faces is helping people understand what is going on and why they should attend.

There are 3 things that will help you be more strategic in sharing this information...

1. Talk about fewer things

Like a shopping list at the grocery store, the more on your list, the greater the need to write things down. Your audience isn't going to make a list of everything going on in your church. Help them quickly know what is most important, by talking about fewer things, so they can remember and act on them.

2. With greater clarity

As a leader, you spend hours each week thinking about ministry events and details. Your audience doesn't have this luxury. They have 2-3 minutes to grasp the main idea behind your ministry and decide if they should attend. Help them make that connection by going in to greater detail about the event and sharing about the life change possible for those who attend.

3. In ways that connect with people

People don't remember details, they remember feelings. And, feelings drive action. While the who, what, where, when and how are important, it's stories of life change that are going to change your ministry. Connect with people emotionally by sharing stories from church members about the impact your ministry has had on them.