

WEEK EIGHT VIDEO NOTES

1. MAKE YOUR CALLING AND CHURCH KNOWN

- a. How the early church word spread
 - i. Engaging store -embodied reality=sharing with others
 - ii. Acts 13:48-49 ⁴⁸ And when the Gentiles heard this, they began rejoicing and glorifying the word of the Lord, and as many as were appointed to eternal life believed. ⁴⁹ And the word of the Lord was spreading throughout the whole region. (ESV)
- b. Promotional times
 - i. Calling
 1. Mentor
 2. Pastor
 3. Family
 4. Friends
 5. Church
 6. Acquaintances
 7. Social media
 8. prospecting
 - ii. Vision
 - iii. Recruitment for leaders
 - iv. Small groups
 - v. Gathering
 - vi. Building
- c. Understand the importance of getting the word out
 - i. Best practices of promoting
 1. Word of mouth marketing
 - a. Joining in the conversation that people are having every day with other people
 2. Giving people a reason to talk about your stuff, and making it easier for that conversation to take place
 - ii. Simple formula
 1. Engaging story – embodied reality = sharing with others
 2. If people like your stuff, and if they trust you, they will tell their friends to do business with you
 - iii. Trust is very spreadable
 1. When people trust you, they are willing to put their words on the line for you
 2. Please them, inspire them, and they will bring their friends to you
 3. Bore them

- a. Be forced to spend millions in advertising to get them interested
 - 4. Annoy them
 - a. Watch your customers walk away, taking their friends with them
 - iv. The remarkable
 - 1. Purple Cow, Seth Godin
 - a. Remarkable means
 - i. Worth remarking on
 - ii. Worth saying about
 - iii. The root concept of word-of-mouth marketing
 - v. Role of the internet
 - 1. Only about 20% word-of-mouth happens online
 - 2. When it does play a role
 - a. Usually sparks about 80% of word-of-mouth conversations that actually happen face-to-face
- d. Four rules of word-of-mouth marketing
 - i. Be interesting
 - 1. Ask “Would anyone tell a friend about this?”
 - a. Before you run an ad
 - b. Before you launch a product
 - c. Before you put something new on the menu
 - ii. Make it easy
 - 1. Do two things:
 - a. Find s super-simple message
 - b. Help people share it
 - iii. Make people happy
 - 1. Thrill them
 - 2. Create amazing products
 - 3. Provide excellent service
 - 4. Go the extra mile
 - 5. Make the experience remarkable
 - 6. Fix problems
 - 7. Make sure the work you do get people
 - a. Energized
 - b. Excited
 - c. Eager to tell a friend
 - iv. Earn trust and respect
 - 1. Always be an honorable company
 - 2. Make ethics part of everything you do
 - 3. Be good to your customers
 - a. Talk to them

b. Fulfill their needs

2. MAKING YOUR CHURCH CALLING AND CHURCH KNOWN, PART 2

a. The reasons they will talk about you

i. You!

1. Because you are doing or selling something that they want to talk about
2. Love your products
3. Like how you treat them
4. Done something interesting
5. It is about giving them a reason to talk about you
 - a. The more interesting you get, the more motivated the talkers are

ii. For those who are there with you

1. Giving people something to talk about means being creative with how you present
 - a. Products
 - b. Services
 - c. Company
2. Day-to-day existence do not provide a reason to talk
3. Have to keep putting new topics out there

iii. Me – talking makes me feel good

1. We want to look smart
 - a. When we tell people about what to buy, we are showing off what we know
 - b. We love to talk to people when making decisions
2. We want to help other people
 - a. The desire to look smart is often paired with a higher-level motivation
 - i. To help other people
 - b. Some people are so passionate about what they know that they want everyone else to enjoy what they are enjoying
3. We want to feel important
 - a. Some people talk because they like being asked
 - b. The more people ask for their advice, the more important they feel

iv. Us

1. We feel connected to the group
2. We are emotionally rewarded when we share excitement with a group that has a common interest
3. The passion generated by being in a group of enthusiasts translates very easily into word-of-mouth

b. How to stop word-of-mouth

- i. Prizes and rewards
 1. Mixing love and money is usually a bad idea
 - a. People are engaging in word-of-mouth because they love you or it makes them feel good
 - b. When you offer for a referral, you make it awkward
 - i. Discounts
 - ii. Points
 - iii. Miles
 2. Offering customers incentives to spread the word about your stuff is often a mistake
 - a. You make them feel dirty if they are paid for it
 3. Some things should not be for sale
 - a. Friendship
 - b. Certain kinds of favors
 - c. Your recommendation
 - ii. Overexposure
 1. Kills word-of-mouth
 2. When everyone knows about something, no one needs to talk about it
 - iii. Forgetting why people talk about you
 1. Sudden and massive overexposure kills what is special
- c. The five T's of word-of-mouth marketing
 - i. Talkers
 1. Who will tell their friends about you?
 2. Talkers are any group of people who have the enthusiasm and connections to relay your message
 - a. Influencers
 - b. Evangelists
 3. New customers bubbling with enthusiasm
 4. Rabid fans who volunteer to spread your message
 5. Part of a formal word-of-mouth program
 6. Bloggers who happen to cover your topic
 - ii. Topics
 1. What will they talk about?
 2. All word-of-mouth starts with creating a message that will spread
 - a. Does not need to be fancy
 3. Good topics are portable
 4. Good topics are clear ideas that one person can repeat successfully
 - iii. Tools
 1. How can you help the message travel?
 2. Give out cards about inviting others to church
 - iv. Taking part

1. How should you join the conversation?
 2. Once you open the door to word-of-mouth conversations, there is not way to shut it again
 3. They expect you to participate
 4. You will get negative feedback
 - a. Assign staff to listen to and learn from the conversation
 5. You will be earning
 - a. Respect
 - b. Recommendation
 6. You will be building powerful long-term relationships
 - v. Tracking
 1. What are people saying about you?
 2. Tools have been developed that enable us to understand
 - a. How word-of-mouth conversations travel
 - b. Follow what customers are saying about us
 - d. Word of mouth cannot be faked
 - i. Can only succeed when people trust each other to talk honestly about
 1. What they like
 2. What they do not like
 - ii. It does not work without trust
 - iii. If you fake word-of-mouth
 1. Get embarrassed
 2. Make enemies
 3. Lose people
3. **THE CHURCH PROMOTION PLAN**
- a. Write down your vision and mission clearly
 - i. Website
 - ii. Brochures
 - iii. mailings
 - b. Changing lives are your best promotion
 - i. Get your team to talk about
 1. How God has them to plant this church
 2. How God is changing their lives at the new church
 - ii. Identify the right talkers
 1. Leaders who will network
 2. Leaders who are teachable
 3. Leaders who follow the Lord and the leaders God has placed at the church
 4. Leaders who show evidence of a solid walk
 5. Leaders who are positive about the new church
 6. Develop communication just for your talkers
 - a. Design just for your talkers

- i. Email newsletter
 - ii. Community blog
 - iii. Paper newsletter
 - b. You cannot call them up every time you have a new topic to talk about
 - c. Need a simple, ongoing message-delivery system that they can follow
 - d. Talkers live on a diet of information
 - i. Keep them fed to keep them talking
 - ii. The word-of-mouth stops when there is nothing to talk about
 - iii. Talkers want to know what is going on
 - 1. They want to know what is happening before anyone else does
 - 2. They maintain their expertise and status by being well informed and educated
- iii. Create a communication channel to reach them regularly
- iv. Give them topics to talk about
 - 1. What talkers want to see
 - a. Detailed data
 - i. What is mundane is of great interest to team members
 - ii. Talkers are hungry for detail
 - b. Progress reports
 - i. Talk about future initiatives and events
 - ii. Let them know what you are working on
 - c. Church family news
 - i. Talkers want to be family members
 - ii. Fill them in on
 - 1. Personalities
 - 2. Happenings at your future/new church
 - v. Keep them happy and motivated
 - 1. Make sure they know your gratitude
 - 2. Get good at showing
 - a. Appreciation
 - b. Recognition
 - 3. You never say thank you enough
 - a. Every thanks is a reason for someone to talk even more
- c. Earn the respect and recommendation of your attendees.
 - i. Hospitality offered by your leaders starts great conversations
 - ii. Find a way to make them feel like insiders
 - 1. Let them show it off to their friends

- d. Promotion is what you do
 - i. Not what you say
 - ii. Start the promotional wheels going and do not stop
 - iii. Keep it going after the planting
 - 1. Various size stages
 - 2. Planting daughter churches
- e. Frustrating comments by word-of-mouth are an opportunity
 - i. Listen and learn
 - ii. Develop your communication channels
 - 1. Emails
 - 2. Phone calls
 - 3. Mail
 - 4. Notes
 - iii. Make a Barnabas Team
 - 1. Team of encouragers
 - 2. Create conversations within the community
 - 3. Hold meetings
- f. The community is already talking
 - i. Only option is to join the chat
- g. Be interesting and engaging in the conversations about faith
 - i. Make it fun
- h. If it is not worth talking about, it is not worth doing
- i. Make the story of your new church a good one
- j. It is more fun to volunteer at a church that people want to talk about
 - i. Always say “Yes” to a volunteer
 - ii. Always save some work for walk-in volunteers
 - iii. Have something ready for any volunteer
- k. Prayerful promotion makes a difference
- l. Messages drive the church plant
 - i. Authentic
 - ii. Creative
 - 1. Do not overthink
 - 2. The topic that works best for you will be something so simple, so silly that you may miss it
 - iii. Engaging
 - 1. 3 rules to developing a great topic
 - a. Keep it simple
 - i. The only way to know if you have found a good topic is by trying it out in the real world
 - ii. No amount of planning will help you know in advance
 - iii. Test it

1. High-school test
 - a. Ask a teenager if the topic is buzzworthy
 - b. A glimmer of interest means that you are on to something good
2. The customer test
 - a. Leak your topic to a customer or two and watch what happens
 - b. Do they respond to it?
 - c. Do they repeat it?
 - d. Does anyone new come in and ask you about the topic?
- b. Organic
 - i. Topics do go stale after a while
 1. the more people talk about something, the less interesting it is
 - ii. Success can eat away at a topic's effectiveness
 1. The motivation for word-of-mouth is often to share inside information
- c. Portable
 - i. There should never be an “and” anywhere near your topic
 - ii. Topics do not work as well when they become lists
 - iii. Topic should be repeatable within a second or so
- iv. Life changing
 1. Once you have a successful topic that is creating good word of mouth
 - a. Keep it up
 2. Your commitment to the topic will set you apart just as much as the topic itself
- v. Epic
 1. Whenever you can, have people talk about how they came to Christ and how your church is helping them advance in their walk with God
 2. Creates a lot of word-of-mouth
4. **GETTING A MEETING PEOPLE PLAN**
 - a. Understand all go together
 - i. Meeting people
 - ii. Being a witness for Christ
 - iii. Planting churches
 - b. Who are people?
 - i. The crown of God's creation

- ii. A soul that is brought into life to serve Christ
- c. Overcoming the barrier to meeting people
 - i. What would your intentional plan be relative to yourself?
 - 1. Come up with your methodology to meet people more
 - a. Introverts
 - i. More comfortable listening
 - ii. Do a few basic skills
 - 1. Introduce yourself
 - 2. Ask questions
 - a. Why
 - b. How
 - c. When
 - d. How long
 - e. Where
 - f. Where are you from
 - b. Extroverts
 - i. Chatty
 - ii. Talkative
 - iii. People sometimes have a hard time connecting with extroverts because
 - 1. Too forward
 - 2. Too pushy
 - iv. Just because you meet a lot of people does not mean that you are able to get people to come to your church
 - v. Need to focus on
 - 1. Meeting people
 - ii. Vital to sharing the gospel
 - d. Church planting and meeting people
 - i. A lot of time the people you meet are already in your life
 - ii. Write down all the people you know
 - 1. Relatives
 - 2. Co-workers
 - 3. Extra-curricular groups
 - 4. Professionals
 - 5. Entrepreneurs
 - 6. Networks
 - iii. Unless someone is invited, they often think that what you are doing has nothing to do with them
 - iv. Make an invitation
 - 1. Yes
 - 2. No

- a. Ask if know of someone who might be interested
- b. Not necessarily a dead-end
 - i. May not be permanent
- 3. Maybe
 - v. Church planters are about making relationships
- e. Put a discipline in your life to actually meeting people personally
- f. If you are called to plant a church, your spouse is called to plant it with you
 - i. God will use your spouse to fill in where you are not strong
- g. Evangelism
 - i. Looking for the lost
 - ii. Finding a way to connect to them
- h. Take the risk of meeting people and see what the Holy Spirit will do