

## The 10 Commandments of Church Marketing

1. Utilize your churches \_\_\_\_\_ to market your church –
  - \_\_\_\_\_% of visitors come as a direct result of \_\_\_\_\_
  - \_\_\_\_\_ & \_\_\_\_\_ your people to invite
2. Break the bank for \_\_\_\_\_ –
  - Spend marketing \$ \_\_\_\_\_ throughout the year that people \_\_\_\_\_ - rather than \_\_\_\_\_
3. Hit the Home Run when most churches \_\_\_\_\_ -
  - Use the Summer to grow by \_\_\_\_\_ people because most churches \_\_\_\_\_
4. Leverage \_\_\_\_\_ \_\_\_\_\_ to drive your brand –
  - Use national or local news or trend stories to get the local media \_\_\_\_\_
5. Know where the \_\_\_\_\_ \_\_\_\_\_ of your church is –
  - \_\_\_% of visitors will first \_\_\_\_\_ before they ever \_\_\_\_\_ the doors of your church
6. Re-invent your event to make it THE event –
  - Identify the \_\_\_\_\_ of the event –
    - to \_\_\_\_\_ the community
    - \_\_\_\_\_ with fellow members & guest

7. Inspect the Kitchen where the soup is made –

- Have someone look at \_\_\_\_\_ and \_\_\_\_\_ your services from a \_\_\_\_\_ perspective

8. Find out where \_\_\_\_\_” park –

- Your leading candidate to become a member is the couple or family that \_\_\_\_\_. – connect with that person

9. Highlight the calendar –

- There are key times the unchurched are somewhat open to attending church – leverage those opportunities

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

10. \_\_\_\_\_ think like a church because our goal should be

\_\_\_\_\_

- Create \_\_\_\_\_ marketing pieces



**Clarion Call Communications**

*Creatively Communicating the Message*

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