

Church Growth Marketing

with Chris Mefford

Church Growth Marketing

Why Are You Here?



TRINITY BAPTIST CHURCH

"Reconciling Men to God and to one another"

BIBLE STUDY
9:30 AM

WORSHIP SERVICE
10:45 AM

BLAH BLAH BLAH
JUST COME TO CHURCH

A Brief History





Young Women Prefer **REVLON NAIL POLISH**

Next time you attend a smart house party where younger people predominate, make this test.

Ask every woman there what brand of nail polish she is wearing. It is almost a certainty that the majority use Revlon.

But that is only natural. Revlon was first to discover that nail polish is no longer a mere cosmetic. It's a style accessory.

And so fashionable women everywhere look to Revlon for new nail polish shades as surely and naturally

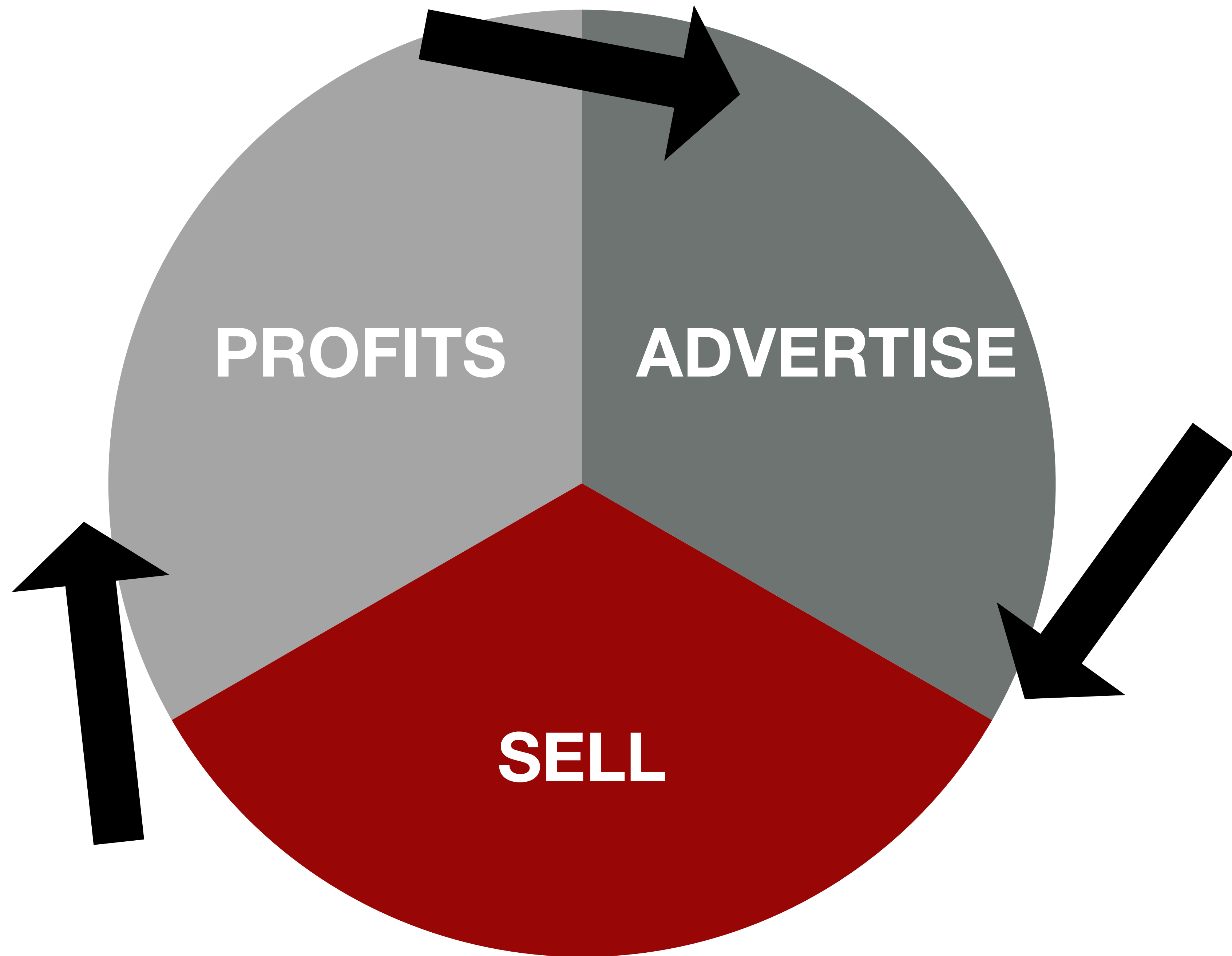
as they look to Paris for styles in clothes.

Revlon retains its lustre longer. And as everyone knows, it wears and wears.

Try Windsor, Savoy and Ascot. All new. Fashion right.

REVLON

125 West 45th Street, New York



**Surprisingly this trend
gained popularity.**





**NO SELLING
OF
ANYTHING**

OAKLAND MUNICIPAL CODE SEC. 6-3.19
THANK YOU FOR YOUR COOPERATION





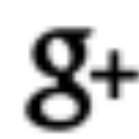


“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

MARCH 18, 2015



United Kingdom



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***It's Biblical**

Ecclesiastes 11: 6

**“Plant early in the morning,
and work until evening,
because you don’t know if this or that will succeed.
They might both do well.”**

So Now What?

circle of trust



you

**Stop Talking about yourself.
Start talking about them.**



Jason Fried ✓

@jasonfried

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our product” sound similar, but the
are completely different approaches.

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32

1.4K

1.4K



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potential customer



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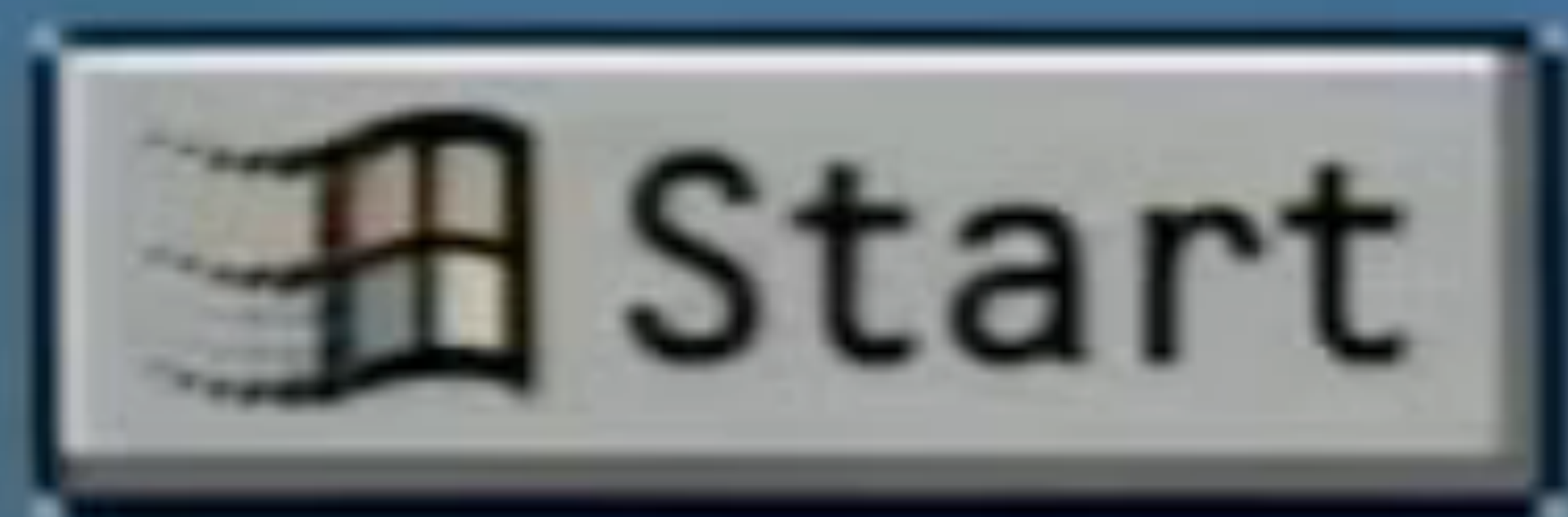


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**Being Honest and Authentic
Builds Trust**





Jesus
is in my
Circle of
Trust

(You? Not so much)



CONCORDIA LUTHERAN CHURCH

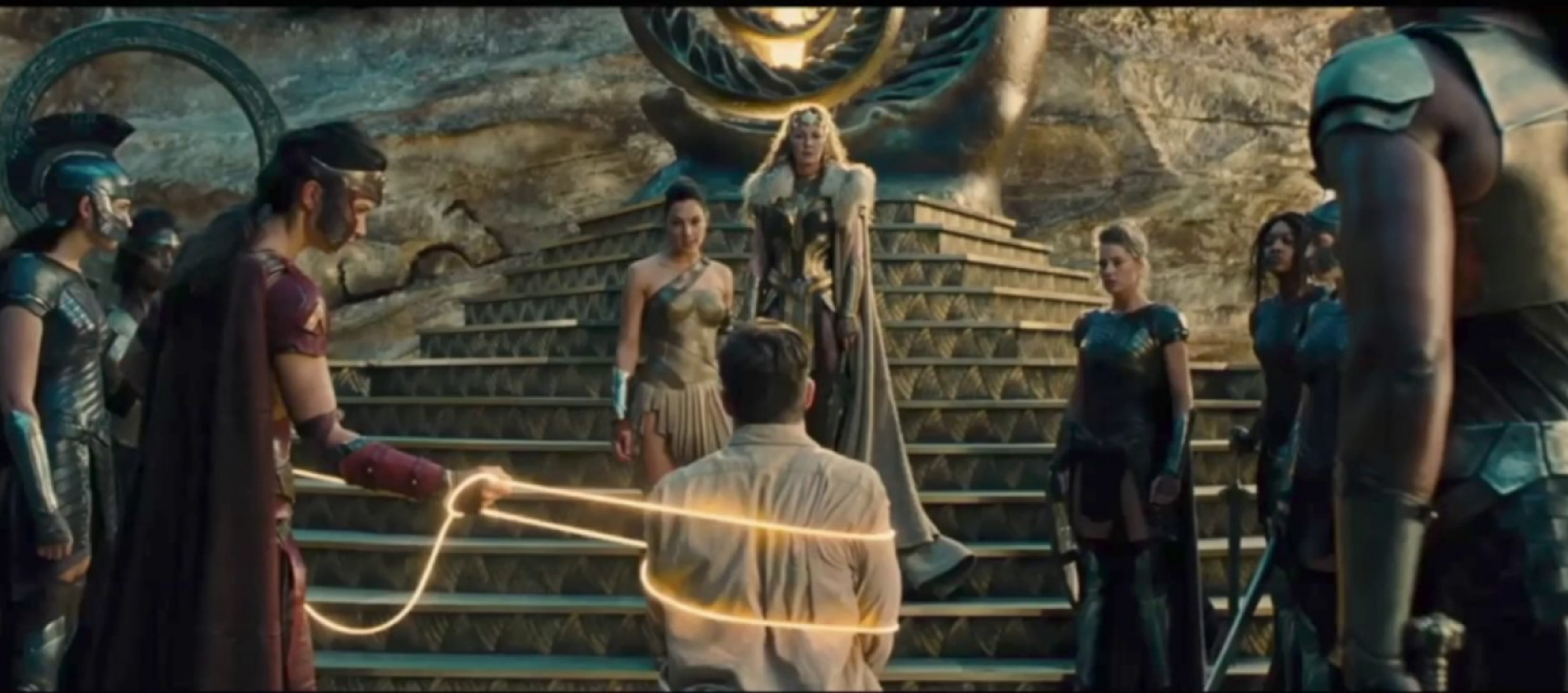


**HIPSTER JESUS LOVED YOU
BEFORE YOU WERE
COOL**

WORSHIP
SUN. 9:00 AM, TUE 7:00 PM

CONTEMPORARY
SAT. 6:00 PM

Marketing is asking.



RECRUIT



**6 out of 10 of
unchurched people are
likely to attend church if
they are just invited.
#BarnaResearch**

