

# Week 1: Attract, 9/25/2019

## Agenda:

1. Welcome
2. How to Get the Most Out of Digital Ministry Coaching
  - a. This is a fast-paced program! To ensure you get the most out of your time (and dollars), some things to remember:
    - i. Ask questions. Even if you think of something after the call or need some clarification on your homework, reach out to us at [Team@FaithGrowth.com](mailto:Team@FaithGrowth.com) and ask so we can answer. Don't waste time waiting.
    - ii. Yes; we mentioned homework. It's for your benefit so please complete it and have it ready for the following week's call.
3. Staying in Touch
  - a. Join us on Facebook - <https://www.facebook.com/groups/712956465502081/>
  - b. Email us for help, [team@faithgrowth.com](mailto:team@faithgrowth.com)
  - c. Weekly Coaching Calls - We will email you a calendar invite each week for the following week's training
4. The Program
  - a. We used to be a "do for you" company, but have since decided it's better to "teach our clients to fish" and have created a "do with you" program.
  - b. This program will be taught via with weekly, one-hour calls which will consist of agenda review\*, training, Q&A, and homework.  
\*After this call, we will additionally add a brief homework review to the beginning of our calls.
  - c. Our program is broken into three separate sections: Attract, Connect and Serve.
    - i. Attract is focused on learning about your audience. We will focus not only on who currently attends your church, but also look at the audience you want to additionally reach. We will work with you to build a website most fitting for your audience. We will focus on Attract for the first four weeks.
    - ii. During the Connect section, we will focus on communication--both internal and external. We will teach you some best practices, recommend our preferred communication tools, and focus on continuing engagement with your community. We will work on Connect for weeks five - seven.
    - iii. The last section is Serve. We will help you develop a plan to maintain your website and build your online presence. We will work on creating a game plan for your website and social media content and help you turn your congregation members into digital ambassadors.
5. The Opportunity

- a. Your website should be thought of as your first impression with the world, or digital greeter, if you will. While many church websites focus on their upcoming events, it's not a terrible thing to start with some "small talk" content to help strangers become acclimated to your congregation and beliefs. Additionally, churches and religious leaders are looked at being subject experts on God, but many church websites rarely talk about Him on their homepage. "Practice what you preach."
  - b. Quick Stats:
    - i. 80% of people visit your website before they visit your church (Source: Josh Blakenship, Marketing Maven Consulting)
    - ii. According to Google, it only takes about 50 milliseconds--that's .005 seconds--for a visitor to create an opinion of your website.
    - iii. With a website, your digital greeter can reach 30-50x more people than you see physically
6. Today's Lesson: Messaging
- a. God has called you together to be the church at Grace Lutheran in Upland, California
  - b. What are you known for?
7. Resource: [Christ Has No Online Presence but Yours, by Meredith Gould](#)

## Homework:

We want to find out what your church is known for and the best way to do that is to ask your congregation! Either through conversations, emails, text messages or message boards, we want you to ask the following questions and bring back your congregation's answers by next week's call.

1. What brought you to this church?
2. Why do you stay?

For the best results, be sure to ask members of varying degree. We want to hear from your council members, volunteers, youth group, staff, young adults, long-time members and the newbies.