

**growmoore.org**

## **Master your marketing.**

### **Great Advertising will not ...**

1. Change the situation people who attend your ministry venues are living in.
2. Win people to Jesus .
3. Make disciples.
4. Replace personal relationships.
5. Make up for lack of quality or content in your gathering.

### **Great advertising will ...**

1. Build strong moral in and around your church.
2. Create a climate of excitement and growth.
3. Attract people to your ministry venues.
4. Shape people's perception of your ministry.

### **Advertising will help you look good - but advertising will not help you be good.**

Chick Fila' tells their new franchisees to not advertise the first 6 months of operations. They are not used to things yet - they haven't mastered the systems. Work for 6 months to get better - get proficient - then start advertising.

If you start advertising when your product is bad - all you are doing is asking people to come to your church or business, and be disappointed.

### **Here are two - Two Great ways to advertise for free.**

*1. Be great at what you do.*

When you are great at what you do, people will talk. When people talk, their friends listen. When their friends listen, they will come check out what you are doing. And then the cycle continues.

*2. Social Media.*

Studies have shown that Americans check their phones more than 150 times per day. You can't get someone's attention if they are not looking at you. So put your church, ministry, your business, your idea where people are looking. Put it on their phones. Either Facebook, Instagram, Twitter, or Snapchat are on everyone's phone. Take advantage of these free platforms and put up great content on a regular basis.

**Questions:**

- 1 - What does your advertising look like right now?
- 2 - What is working? What is not working?
- 3 - Who do you have on your team that can study up and become an advertising specialist?
- 4 - What can you do to advertise for absolutely free? (Hint - how can you get your content out?)