

FIVE WAYS TO market like Jesus



KNOW YOUR AUDIENCE

And no, it isn't everyone. :)
Remember, the more specific you get, the more people you can reach.



SOLVE PROBLEMS

Your work solves people's deep problems — figure out what those are and focus on them!



MARKET TO FEELINGS

Ask yourself: Am I promoting what's happening or why it's happening? Facts tell, stories sell. (Think of the parables!)



GET PERSONAL

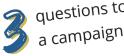
Market to the one sheep, not the whole herd. And remember, personalization doesn't mean more work - use automation!!



HEAVEN-BENT JOURNEY

We're called to journey with people, both spiritually and in our marketing. Don't view a single promotion in a vacuum - it's all part of a journey.

Remember the Rule of Seven!



questions to ask before starting



What do I want to tell them?



What do I want them to do with that information?



What do they want to hear?





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Want to grow your church while getting back to the ministry God actually called you to, faster? Contact me for information about church communications consulting!



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