

8 STEPS TO EFFECTIVE ADVERTIZING

1. Take a holistic approach. Include both spirit-led and numbers-driven people in your planning.
2. Analyze you audience. Who is your community? How do they connect to daily information and entertainment? How can the church show up there?
3. Create a clear message. Avoid false advertising by making sure your message fits with who you are.
4. Choose your methods
5. Plan a budget for production. What will it cost for producing a quality communication piece? Who will do it?
6. Time it right. Does the message fit the season?
7. Adjust as you go! Build in ways to get feedback. Mentioning your church's Web site can be another connecting point with the community.
8. Never underestimate the power of a good greeter. Person-to-person contact is one of the most powerful ways to influence people.

From *Presbyterians Today*, September 2006