



FIRST IMPRESSIONS

MASTER WORKSHOP

9 TIPS FOR A SUSTAINABLE MINISTRY LIFE

WITH JOHN HANCOCK

MINISTRY LIBRARY

9 TIPS TO A SUSTAINABLE MINISTRY LIFE

Too many pastors go out of ministry before they've finished their race. And the majority of them are out because of ministry fatigue. Pastors are becoming over-tired, over-burdened, and too drained to continue on.

FULL WORKSHOP >

6 STEPS TO AVOID PREDICTABLE SERVICES

WITH BRAD CHAPPEL

MINISTRY LIBRARY

6 STEPS TO AVOID PREDICTABLE SERVICES

It can be easy for your church service or your event to get in a rut, especially if it happens every month or weekly, like a Sunday service. Over 52 weeks a year, your creative teams can start to burn out...

FULL WORKSHOP >

5 KEYS TO LEADING THROUGH CHAOS

WITH BRYN OGDON

MINISTRY LIBRARY

5 KEYS TO LEADING THROUGH CHAOS

All leaders we live in a constant state of tension and chaos. Without these, there would be no need for a leader to step up. As leaders, our willingness to engage the chaos is what makes us stand out from the...

FULL WORKSHOP >

5 IMPORTANT PURPOSES OF MEETINGS

WITH JOHN HANCOCK

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5 IMPORTANT PURPOSES OF MEETINGS

Meetings are a challenge. They're a burden but they're a necessity for any team and any organization. The skill for building a healthy culture happens in meetings as they can't be neglected or ineffective. So...

FULL WORKSHOP >

7 PROVEN WAYS TO DEVELOP LEADERS

WITH JOHN HANCOCK

MINISTRY LIBRARY

7 PROVEN WAYS TO DEVELOP LEADERS

In this workshop, John Hancock talks about developing leaders in your church. We'll explore many of the ways of developing a leadership pipeline but John talks about those that are...

THE 5 MOST EFFECTIVE WAYS TO RECRUIT VOLUNTEERS

WITH BRAD CHAPPEL

MINISTRY LIBRARY

THE 5 MOST EFFECTIVE WAYS TO RECRUIT VOLUNTEERS

I have had very few pastors or leaders in churches who had plenty of volunteers, and...

HOW TO INCREASE THE RESPONSE FROM YOUR SERMON

WITH BRAD CHAPPEL

MINISTRY LIBRARY

HOW TO INCREASE THE RESPONSE FROM YOUR SERMON

There is a truth that pastors know and apply to their message that if we all...

HOW TO GET THE MOST OUT OF YOUR DAY

WITH BRYN OGDON

MINISTRY LIBRARY

HOW TO GET THE MOST OUT OF YOUR DAY

The reality is that for every single one of us who are in leadership in ministry, we...



“It is a great tool to continue to grow and develop as a leader even if you don't have a lot of time.”

Keet Redden
Lead Pastor



“Ministry Library gives me more time, more energy, and the right tools to lead the way I've always wanted to.”

Jared Rushing
Lead Pastor



“MinistryLibrary gives me big returns with small investments. You can learn a lot, with your team, in minutes, rather than hours.”

Steve Husky
Lead Pastor



“My leadership training, empowerment skills and time management skills have all been improved.”

Pete Warmanen
Lead Pastor

A SIMPLE WAY TO BUILD MOMENTUM IN YOUR CHURCH

WITH MICHAEL COOPER

MINISTRY LIBRARY

A SIMPLE WAY TO BUILD MOMENTUM IN YOUR CHURCH

The big problem that we see in churches is misalignment. The church has a big picture, a lot of passion, and compelling vision. What happens is when ministry over time just starts happening and the church...

FULL WORKSHOP >

9 TIPS FOR SUCCESSFUL BRAINSTORMING MEETINGS

WITH BEN TRINLEY

MINISTRY LIBRARY

9 TIPS FOR PRODUCTIVE BRAINSTORMING MEETINGS

Brainstorming meetings can be energetic, engaging, and exciting. But depending on how they are run, they can also be boring to you and your team. Sometimes, they feel a lot less like fun and a lot more...

FULL WORKSHOP >

PLANNING SUCCESSFUL CHURCH EVENTS

WITH BRYN OGDON

MINISTRY LIBRARY

7 STEPS FOR SUCCESSFUL CHURCH EVENTS

Obviously we all want our church events to be successful and where we see people that attend those events, they grow in their faith. They have an incredible experience, they meet new people and start...

FULL WORKSHOP >

PREACHING MASTERCLASS

WITH LARRY BERTING

MINISTRY LIBRARY

PREACHING MASTERCLASS

I want to give a high level view of three very important aspects of sermon delivery. There's lots of different ways to look at sermon creation. There's the preparation, there's delivery, there's evaluation...

FULL WORKSHOP >

HOW TO FOSTER A HEALTHY TEAM CULTURE

WITH JOHN HANCOCK

MINISTRY LIBRARY

FOSTERING A HEALTHY TEAM CULTURE

3 IMPORTANT CHURCH GROWTH POINTS OF VIEW

WITH JOHN HANCOCK

MINISTRY LIBRARY

3 POINTS OF VIEW CRITICAL FOR CHURCH GROWTH

5 KEYS TO CREATING A GREAT TEAM CULTURE

WITH JERRY COTTON

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CREATING A GREAT TEAM CULTURE

THE #1 OVERLOOKED SOURCE OF NEW VOLUNTEERS

THE #1 OVERLOOKED SOURCE FOR VOLUNTEERS

We can get stuck in the tangible, physical aspect of first impressions, but there is another huge part of first impressions that we often neglect and that is the mindset training of our volunteers. How are we working to change their mind about the way that they view first time guest and how they can interact in order to make a better first impressions. In this application guide, we will walk through how to implement some of the ideas presented in the video and push your volunteers to experience the MINDSET of a first time guest.

What was the biggest thing that stuck out to you in this video? Why?

Group Activity - Reverse Brainstorming

Have each person do this activity by themselves then come together and share your ideas with the group.

1. What are some feelings people might have about attending church for the first time?

2. What are some fears people might think of that would stop them from visiting a church?

ACTION STEPS

*Notes don't change anything.
Don't take notes, take action!*

DUE DATE _____

DUE DATE _____

DUE DATE _____

3. What are some things that might make someone uncomfortable while attending your church for the first time?

4. What are some ways you could help that person feel more comfortable?

Where would guests see clutter in your church?

In what ways are you making the steps you want your first time guest to take obvious? List them below.

Are there any transitions in that guest journey that are not an easy transition to make?

How can you work to make those next steps more obvious?

DUE DATE _____

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DUE DATE _____

What do your bathrooms say about your Children's Ministry?

If you walked into your bathroom for the first time, how would you classify the look, feel? (Hotel bathroom? Sports Game Bathroom? Highway Rest Stop Bathroom? Gas Station Bathroom?)

What are some of the simply obvious things that just need to change?

DUE DATE _____

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DUE DATE _____

Your social media pages and digital footprint are at the forefront of your first impressions. Before a first time guest will have a chance to have a first impression at your church, they most likely will have multiple digital first impressions. In this application guide, we will help you discover some actions steps when it comes to the DIP and CHIPS approach to social media and also give you some space for you to begin creating your own 7-layer dip social media calendar.

Your first time guests are looking at your digital footprint long before they show up at your church.

With that in mind, how much of your weekly social content directly relates to them? Doe you think that is enough?

How can you restructure wording, content, and application of your content to better apply to those both outside and inside your church?

- D - Discipline
- I - Insight
- P - Personality

Out of the 3 "DIP" that Kenny shared with us, which one of those is most lacking in your church's social media?

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

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DUE DATE _____

What would be 2 next steps that you could take in order to improve in this area?

What deliverables can you use to measure whether or not these changes are making a difference?

Out of the 5 "CHIPS" content Kenny provided, pick one that you and your team would agree your church is doing well on social media. Then pick the 2 that you think your church is currently lacking.

Write out a couple actions steps that you can take in order to improve in these two areas.

What is one small think you can do to get a quick win and to gain momentum in this area?

What part of Kenny's video has stood out to you the most and why?

Use the following page to develop your social media calendar for the next 2-4 weeks.

DUE DATE _____

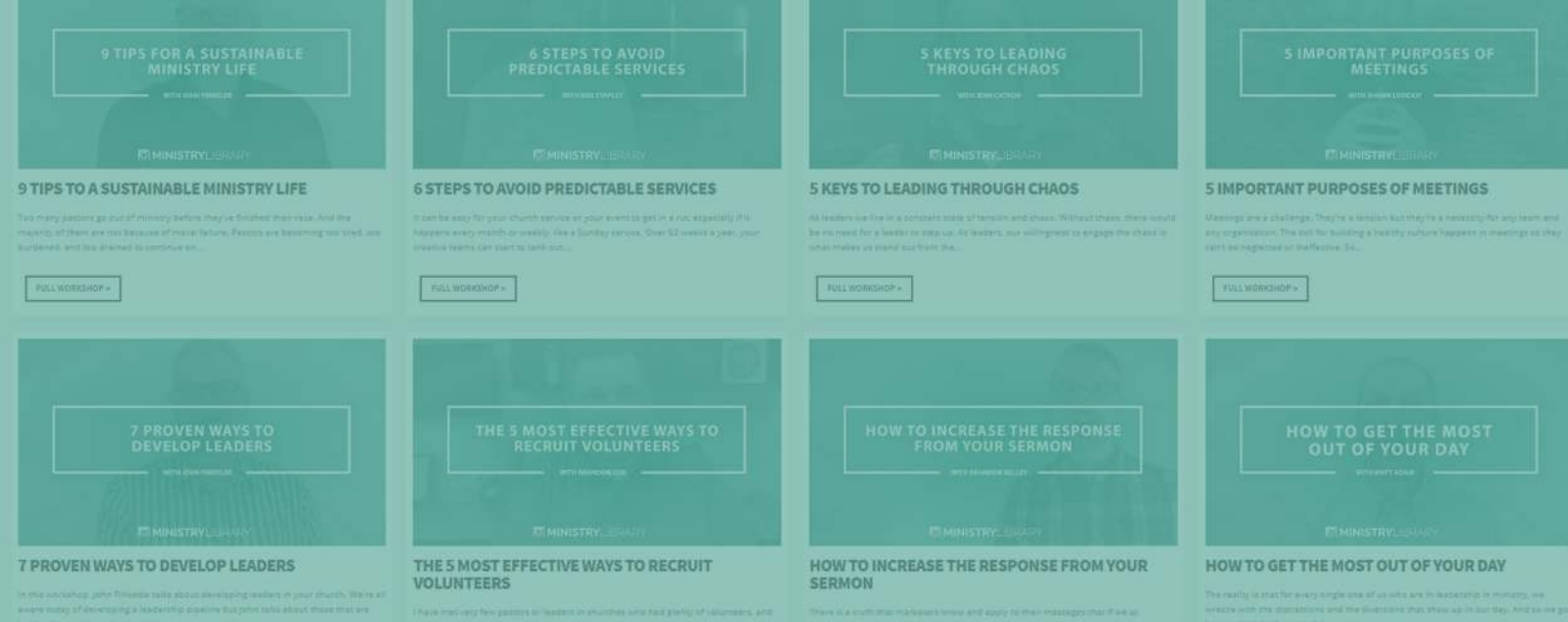
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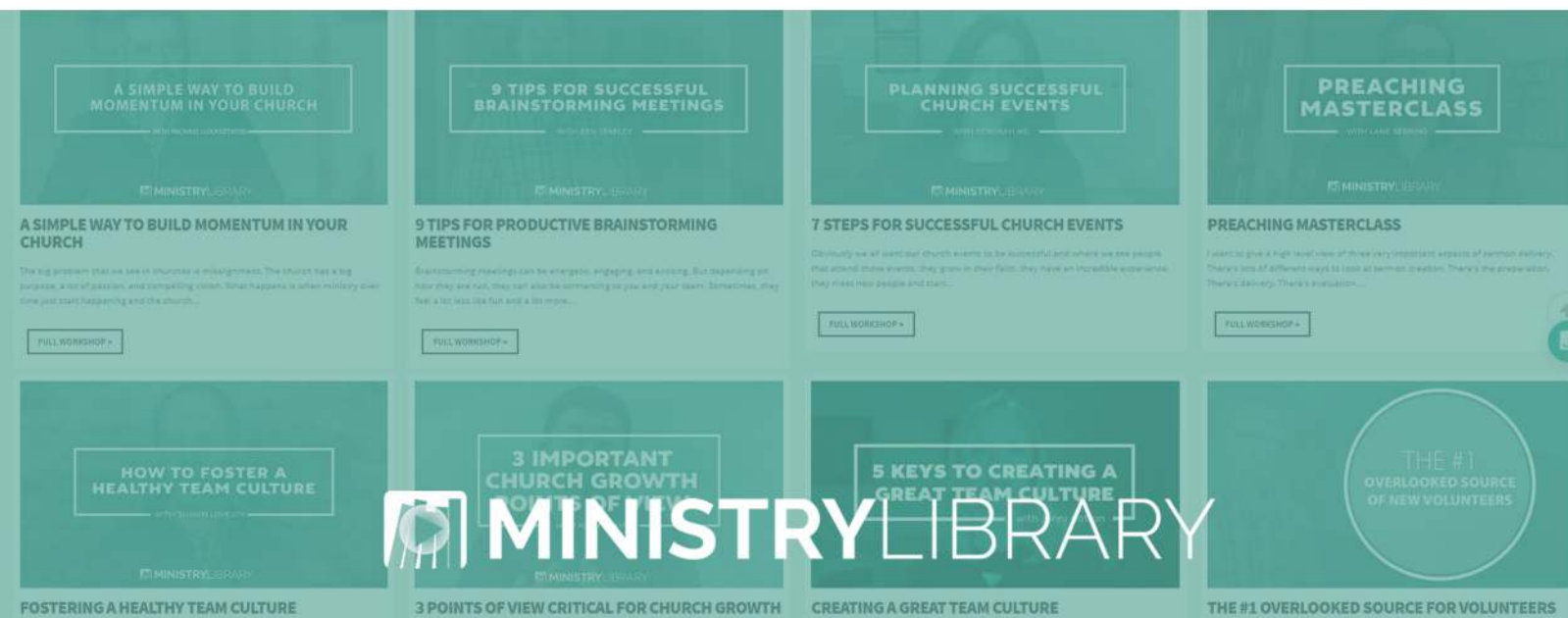
	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MONDAY Sunday Sermon Soundbites				
TUESDAY Bible Building Blocks				
WEDNESDAY Volunteers Recognition & Appreciation				
THURSDAY Ministry Merry Go Rounds				
FRIDAY Sunday is Coming				
SATURDAY New Visitor Vistas				
SUNDAY Video Is The New Black				



Join Today and get instant access to over 150 Leadership Development Workshops.

You keep hearing that everything rises and falls on leadership and that all leaders are learners. But honestly you just don't have enough time. Ministry is tough, you're crazy busy, the to-do list isn't getting smaller and you want to invest in your leaders but don't know how.

If that's the case, you're going to love Ministry Library.



In this application guide, we will give you some questions and tools to help begin a conversation about your church's website and its effectiveness in communicating the right information to potential first time guests. And in addition, we will provide some steps for a website audit that you can perform for your own church's website and see where some changes can be made.

What are some of the feelings, emotions, and takeaway that you want a first time guest to experience while visiting your website?

How easy is it for first time guests to access information that can make them feel like they could identify with your church? (Service times, address, dress code, etc)

How could you make this information even easier for a guest to find when looking?

What do the colors, branding, and pictures on your website communicate to a first time guest? (Organization or confusion? Awkward or comfortable? Energetic or dull? Cookie cutter or unique?)

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

What information do you know about the demographic of people who will be visiting your website?

What unique information should be displayed on your website as a result of this unique demographic?

What additional information do you need to discover?

List a few things that you'd like to adjust/change as a result of this workshop.

What is one thing you can do to create a quick win and gain momentum?

DUE DATE _____

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DUE DATE _____

SETTING THE SCENE FOR GUESTS

with Jonathan Malm

WORKSHOPS

BY MINISTRYLIBRARY

@MinistryLibrary

Just because you have a parking lot team, greeters, good coffee, and good smelling restrooms doesn't mean that you don't have work to do on your first impressions.

Too often, we create first impressions teams and assume that as long as they are staffed, we will make a good first impression. But as we learned in this video from Jonathan Malm, creating a feeling in your first impressions is way more valuable than creating a function.

In this application guide, we will unpack the feeling you want your guests to experience and help you discover how you can begin to train your volunteers to communicate feelings through their function.

Why do you think many churches shy away from feelings, both negative and positive, when it comes to their first impressions?

Knowing the demographics of the unchurched people in your city/town, what would say are the top 5 feelings that people are looking to experience in coming to a church?

What do you want the first time and second time guests in your church to feel. List the top 3 or 4 things.

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

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DUE DATE _____

What are the feeling you are trying to convey and combat with your first impressions.

Most of your volunteer team members are functionally, not needed. Instead of having them provide a function, what feeling are you wanting them to communicate?

Are you training your volunteers more for a function or to create a feeling?

Most often in a church context, the people on your staff are not the ones that your guests are basing whether they will come back to church or not on. It's your volunteers.

What decisions are your first time guests needing to make at each step through your first impressions and what barriers or hesitations might they be experiencing?

What can you do to help smooth those transitions and ease those hesitations?

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*Your guest want to feel like they are in control of their experience.

What is the vision that you want your guests to experience? How are you or how can you give your volunteers some freedom in creating and discovering how to accomplish that?

Think through the titles that your first impressions teams hold. Are any of the titles too restrictive in what the title says they should be doing?

How could you rephrase the position or be more inclusive of the feelings and experience you want them to create?

What are some policies at your church that seem to be consistently not followed?

What are the values behind the policy and how could you rephrase that policy into a more values driven culture on your team?

DUE DATE _____

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What are the things that your church would say you value?

Are there any areas of your first impressions that are being inconsistent with the things you say you value?

How can you adjust them in order to model those values better?

*Values point towards what you should be doing, policies point to what you shouldn't be doing.

How cookie cutter is your church experience for first time guests?

At what points is it too cookie cutter and how could you make adjustments to make it more comfortable for them?

What are some ways you could make your first impressions experience more difficult on you, but more comfortable and helpful for the guest?

DUE DATE _____

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DUE DATE _____

In this next workshop with Brandon Cox, we will provide you with questions that help you think through your physical environments. Physical spaces will say a lot about your church without anyone on your staff opening their mouths. In culture, we choose where we shop, where we eat, and where we socialize all based on the how warm and inviting the space is. People will do the same with your church.

We often design our physical spaces in three colors.

Pink - Designed for beauty and elegance

Blue - Designed to be plain and non threatening

Yellow - Designed for warmth

Group Activity - Brainstorming

Pick one person to be the "Writer" and write down all the answers you come up with.

Remember, there are no wrong answers!

*Pro Tip - Make sure you have a whiteboard or even those large sticky notes you can put on the wall. Brainstorming is best when it visible to the whole group!

#1 Create a list of the spaces that you have in your church.

#2 Next to each space, write a color that the space was designed for. Pink, Blue or Yellow.

#3 Put a star next to the spaces in your church that are designed around relationships?

#4 What are some spaces that should be focused on the relationship aspect, but the space itself does not promote a warm, welcoming environment?

#5 What are a few steps you can take to change that physical environment?

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

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DUE DATE _____

Thinking through the next steps in your first time guest journey, how transparent are the transitions from one space to the next? How are you allowing people to clearly see their next step?

What types of things create warmth in an environment?

Think through some stores, restaurants, or similar environments. Which ones would you describe as being cold? Why?

3. What are some things that might make someone uncomfortable while attending your church for the first time?

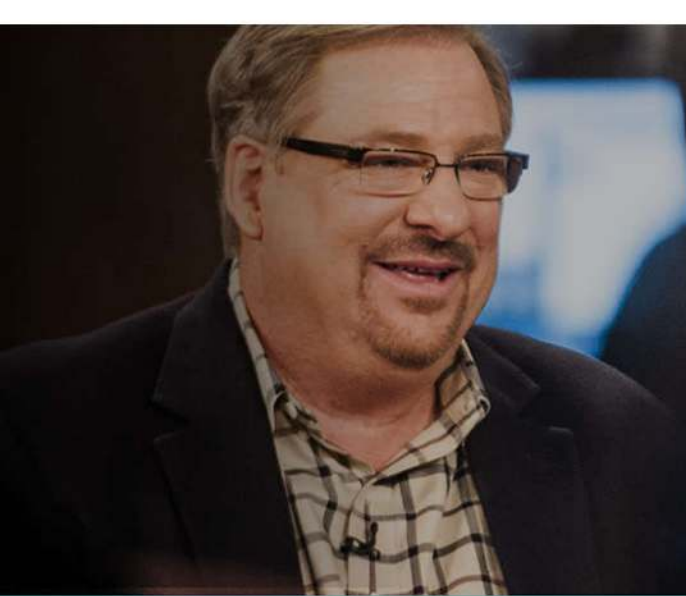
What are some spaces that come to mind when you think of warmth? What is it about those spaces that create that feeling?

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DUE DATE _____

DUE DATE _____



“Growing organizations require growing leaders. The moment you stop growing your organization stops growing.

All leaders are learners. The moment you stop learning, you stop leading.”

~ Rick Warren

Leadership Development IS your church’s biggest barrier to healthy growth. AND OUR PROVEN SYSTEM WILL HELP!



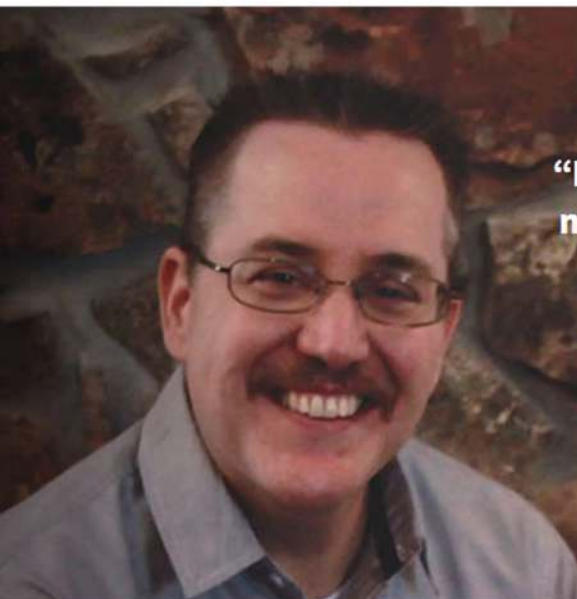
Why David Robertson Joined Ministry Library

Winning back time to lead my leaders better is incredibly valuable to me.

I know that all leaders should be reading widely and wisely. For me, the spirit is willing but the schedule is weak!

These workshops offer pastors with limited margin a simple way to capture big ideas, major points, and training content in minutes instead of hours or days.

Ministry Library gave me the solution to the eternal challenge to grow myself, develop my inner circle, and equip my key leaders to lead their teams more effectively!



How Kiley Uses Ministry Library

“I love using the workshops in my staff meeting. It saves me a ton of time and helps my team stay focused on the practical and keeps us all more productive.

The most recent workshop helped us work through redeveloping our whole assimilation process!”

~ Kiley Callaway

In this video, we learned that first impressions goes beyond the first impression. It's a series of first impressions that will either encourage them or hinder them to come back to your church.

It's much more than having a parking lot ministry or a greeter at the door and in this application guide we will walk you through actions steps that will help you examine the effectiveness of your first impressions in a much deeper way.

"First impressions really isn't about the first impressions. It's about the series of first impressions someone experiences when they come to your church."

What are the sequence of first impressions that a newcomer experiences from the time they enter to the time they leave when they come to your church?

*Pro Tip - Write all the steps out on a whiteboard so the whole team can each step as you work through the next few questions.

Are there any of these first impressions that you have put more emphasis into then others? Why?

Which of these first impressions elements is lacking the most? And what are 2 or 3 things you can do to fix that?

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

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DUE DATE _____

Thinking from a first-timers perspective, what are the things that their next visit to your church will hinge on? How can you make sure those experiences are great and stand out?

How can you incorporate the "next visit" more into your first impressions?

"First impressions is not always about the Sunday they come, it's about the next Sunday they come back."

What value are you providing to your guests in order for them to fill out a connection card and you receive their information?

What is the culture that your church is trying to convey through first impressions? How is your signage, volunteers, communication materials, music, kids programs, and message aligned to the values of your culture?

Which of these might be a little misaligned and needing some attention?

DUE DATE _____

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DUE DATE _____

Most churches are just bad at follow up. But follow up is a critical part of our churches first impressions. In the world we live in today, people find themselves with multiple options for things to do on Sunday mornings and church is just one of them. And especially for our first time guests, their lack of attendance might not be that they didn't like the experience, but rather that attending has not become a habit for them.

That is where the follow up process for our first impressions can continue to impress them and make them feel like your church is one they could get connected in. In this application guide, we'll help you with some application and follow up questions so you can organize your thoughts from the video and begin implementing a solid follow up process in your church.

What was your biggest takeaway from this workshop?

The 3 Big Mistakes Churches Make When It Comes To Follow Up

1. Inconsistent 2. Irrelevant 3. Insufficient

When it comes to your follow up process for first time guests, which of the 3 big mistakes does your church struggle with the most?

What is causing this mistake and how could you fix it?

ACTIONSTEPS

*Notes don't change anything.
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DUE DATE _____

DUE DATE _____

DUE DATE _____

What resources would it require in order to improve in this area?

Write out all the steps in your current follow up process.

What steps are working well? Why do you think those are a success?

What steps are not working well? Why are they under performing?

“First time guests are in a habit of not attending church. And it might not be because they don’t like your church but there are tons of options of things to do on Sundays and church is just one of them. Follow up helps to remind people about church and helps build it into a habit.”

Use the next page as a framework to build your own 6 week follow up process. Please add/remove/tweak the process to best fit your church and your community.

Once you’ve decided on your 6 week process go ahead and write out each message with your team. We’ve included a few samples but please try and make each message your own!















DUE DATE _____

DUE DATE _____

DUE DATE _____

DUE DATE _____

GUEST FOLLOW-UP Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	 EMAIL 'EM	 MUG 'EM		 MAIL 'EM		 EMAIL 'EM	 TEXT 'EM
Week 2				 CALL 'EM		 TEXT 'EM	 EMAIL 'EM
Week 3						 EMAIL 'EM	
Week 4						 EMAIL 'EM	 TEXT 'EM
Week 5							 EMAIL 'EM
Week 6						 EMAIL 'EM	 TEXT 'EM

Presented by:  TEXT IN CHURCH



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