

Does Your Church Have Curb Appeal?

Churches must be attractive.

It might seem obvious, but church selection has more to do with curb appeal than the quality of program offerings.

While I believe the Holy Spirit can draw people to a specific church, I also believe in free moral agency as it applies to church attendance.

Church marketing is not about television advertising, billboards and promotions. Marketing begins with the people of the church. The lives of the people of a church are a window into what's going on through the impartation of leadership.

The curb appeal of a church comes through the impact a church has in the lives of attendees and within the community.

Shouldn't a church have significant impact on their zip code?

We can spiritualize this point and say that people should have their relationship with Jesus and He will attract others. But the "equipping of the saints for the work of the church" is the work of leadership, as well as the Holy Spirit.

Leaders can build their attendance by doing what Jesus did. He focused on the one, not the masses. He may have attracted crowds but we see many examples in the Bible of his focus on one person.

We teach our congregations to have a personal relationship with Jesus.

Perhaps leaders should have a personal relationship with their people.

Isn't that attractive?

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Today's Scripture

"He gave some to be apostles, prophets, evangelists, pastors, and teachers, for the equipping of the saints, for the work of service, and for the building up of the body of Christ, until we all come into the unity of the faith and of the knowledge of the Son of God" (Eph. 4:11-13).

Platform Tip No. 89

Your platform is not an intrusive, interruptive medium. It appears only when your audience wants to access your content.

What this means to you is that you are always an invited and welcomed guest.

Your platform positions you to be in the right place, at the right time.

This is one of the reasons that frequency is so important.

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