

What Does Disney World Have That Jesus Doesn't?

During the Christmas break, we took the opportunity to enjoy a few of the Disney World parks. My friends in Florida didn't provide sufficient warning of what was waiting for us. I did notice a few grins and heard a couple guffaws when I shared our plans, but I failed to decode the communication.

My son captured the essence of our visit with a rewrite to what was once a funny Christmas song. His version begins:

"Paw-Paw got run over by three strollers."

I didn't think it was so funny when the first stroller loaded with munchkins came at me like a Mack truck! The man behind the stroller was head down and focused on his mission to deliver kids to a photo op with Mickey.

As I watched thousands of people running from attraction to attraction, the pastor in me wished for that type of craving to hear the Word. As leaders, we all want people to grow in hunger. I witnessed raw craving at the parks. Running, pushing and competing for places in lines.

Do people stand in line to attend a church service?

The key word in this story is "attraction." Disney has powerful magnets for their attractions. It's called Fantasy Land for a reason.

The Holy Spirit draws us to respond. Our job as leaders is to attract people to want a savior. We must make it known that our reality is better than any temporary and expensive fantasy.

Strollers full of kids need a real message to believe.

Today's Scripture

"Simon Peter answered Him, 'Lord, to whom shall we go? You have the words of eternal life. We have believed and have come to know that You are the Christ, the Son of the living God'" (John 6:68-69).

Platform Tip No. 33

Every platform needs an attraction magnet. Artificial baits don't last.

There will never be a better, more powerful magnet than a message to meet felt needs. The bells and whistles are necessary but not sufficient.

The platform message must affect change.

Do you want to learn more about developing your personal platform?

Send for my free series of lessons titled, "The Fundamentals of Creating, Curating and Developing Content for Multiple Platforms." Send your request to: platform@.

We will not share your email address with anyone.
