



MARKETING WORKSHOP WORKBOOK

Create a custom
Marketing strategy for
Your ministry or nonprofit



TODAY'S SCHEDULE

9:00-9:45

Section 1:

MARKETING FOUNDATIONS

- Breakout Session #1

9:45-10:30

Section 2:

JESUS, INFLUENCE, & MARKETING

- Breakout Session #2

10:30-10:45

Break

10:45-12:00

Section 3:

THE MODERN MARKETING & SALES FUNNEL

- Breakout Session #3

12:00-12:30

Lunch

12:30-2:00

Section 4:

**MARKETING PSYCHOLOGY:
HOW MARKETERS THINK & INFLUENCE PEOPLE**

- Breakout Session #4

PLEASE DON'T READ AHEAD



MARKETING FOUNDATIONS

Q1: What do you think marketing is?

Q2: What products & services do you offer the market?

Q3: List some of the desired actions you want people in the marketplace to take?



Discussion Question:

What did you learn about marketing that you didn't know before?

Notes:

Breakout Session#1

DEFINE YOUR CHURCH'S DESIRED ACTIONS

Corporate: What is the #1 Desired Action you want your corporate church audience to take?

• New Visitors

• Returning Visitors

• Regular Attenders

• Group Members

• Dedicated Volunteers

Desired Action

“Come follow Me” Jesus said, “and I will make you fishers of men.”

-Matthew 4:19



DEFINE YOUR PERSONAL MINISTRY'S DESIRED ACTIONS

What is your specific Ministry (Music ministry, Youth, etc)?

Who Is your Target Audience?

What is the #1 Desired Action for people in your ministry?

Define the action steps that lead to this desired action.

Personal: What is the #1 Desired Action you want your corporate church audience to take?

• New Visitors

• Returning Visitors

• Regular Attenders

• Group Members

• Dedicated Volunteers

#2

JESUS' 5 STEPS TO INFLUENCE

Q1: What products or services did Jesus offer his audience?

Q2: What was Jesus' desired action?

Notes:

5 STEPS

1. Know Your Target Audience
2. Go To Them
3. Meet A Deeply Felt Need
4. Shift From Physical To Spiritual
5. Call Them To Action



#2

IDENTIFY YOUR TARGET AUDIENCE



Name:_____

Age:_____

Location:_____

Gender:_____

Income:_____

Education:_____

Marriage Status:_____

Children:_____

Occupation:_____

Ethnicity:_____

Felt Need:_____

Name:_____

Age:_____

Location:_____

Gender:_____

Income:_____

Education:_____

Marriage Status:_____

Children:_____

Occupation:_____

Ethnicity:_____

Felt Need:_____

#3

THE MODERN MARKETING FUNNEL

Q1: What do you ask people to commit to?

Q2: Which requires the most trust from them?

Q3: Which group of people may feel that “you’re that guy”?

Q4: How can you give more value to your audience without increasing your workload?

Breakout Session#3

CREATE YOUR MARKETING FUNNEL

ON THE NEXT PAGE...

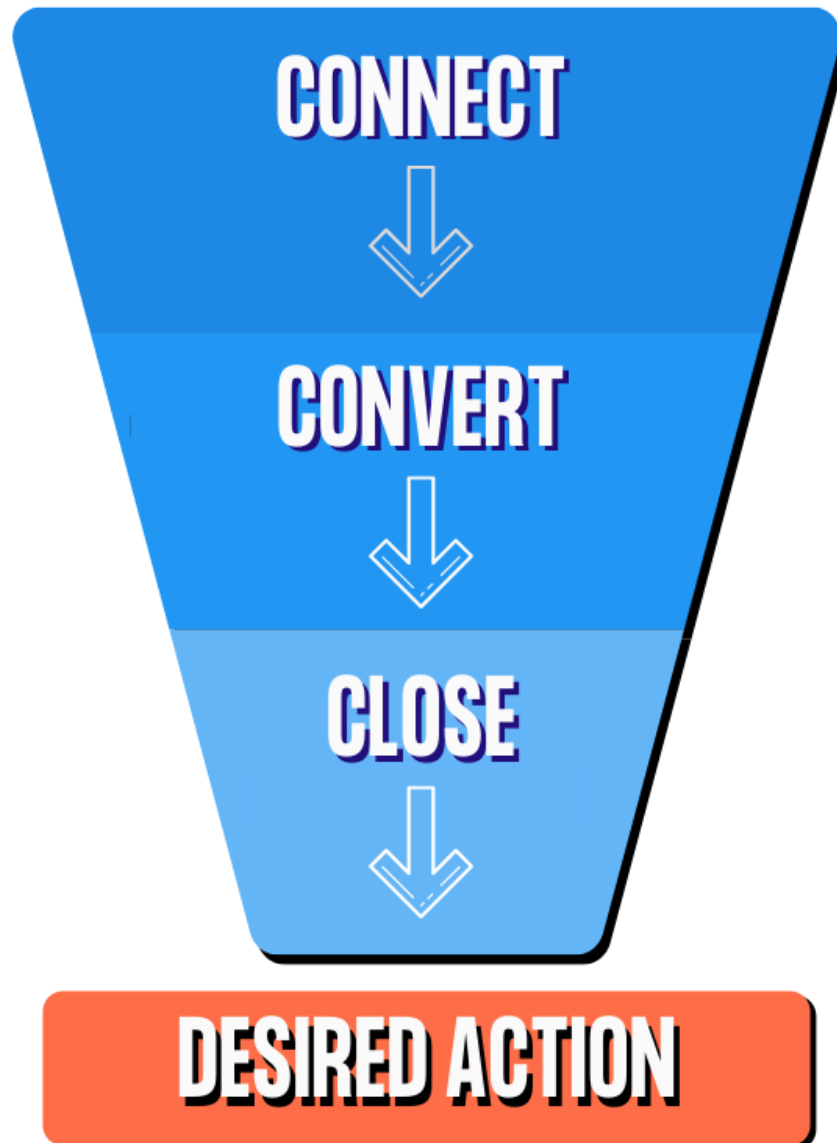
1. Review your target audience & desired action from Breakout Sessions #1 & #2.
2. Make any changes you feel are necessary.
3. Lastly, determine the steps that naturally lead people to your desired action. (Connect, Conert, Close)

Notes:

Breakout Session#3

CREATE YOUR MARKETING FUNNEL

- (Use This Paper To Create You Custom Marketing Funnel)



#4

JESUS' 5 STEPS TO INFLUENCE

Q1: What else comes in degrees of success?

Q2: What do we sometimes expect to have
“perfect” in ministry?

Notes:

Q3: Which of the two problems do we have?

Q4: What types of sermons would better fit this audience?

Q5: How can you get feedback in your specific ministry?

#4

FEEDBACK

What did you love about today's training? _____

How do you feel this training could be improved?

What part of this training do you feel met your needs the most?

Please write a 1-3 sentence testimonial of your experience in this training:

(This is similar to writing an Amazon product review. You can include a 1-5 Star rating, what impacted you, what your big takeaways were, how it was helpful, how you felt about the presentation, etc.)

#4

DEVELOP EFFECTIVE THINKING

Q1: List two thinking strategies you feel First Assembly excels at and why.

Q2: List two thinking strategies you feel First Assembly can improve on, and why.

Mental Marketing Strategies:

- Dynamic
- Integrated
- Degrees of Success
- Imperfection
- 80/20
- Others Focused
- Win-Win
- Assumptions

YOUR MINISTRY

Q3: List two thinking strategies you feel you excel at and why.

Q4: List two thinking strategies you feel you can improve on, and why.

Q5: How will you apply this to your ministries?

THE MODERN MARKETING FUNNEL

