

**Title: What Are You Trying To Say?**

**Subtitle: Web Strategies**

**Second Subtitle: #0 Lessons In Not Sucking: Common Communication**

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Summary: In a post on Church Marketing Sucks, Brad Abare posted a series of web sites that don't suck. Let's face it - it is just as easy to produce a web site that doesn't suck. Follow these tips so your site is good for more than a bad example.

Lessons In Not Sucking: Common Communication Mistakes

I like the way Brad states this -

Here are some choice mistakes I believe get in the way of our well meant church marketing.

1. We confuse the three M's (message, method, movement).

Step #1: Know your message (your call to action, your point, your purpose).

Step #2: Define what you want to accomplish (the result of your message being heard/seen/experienced (attendance, action, feeling, etc.)

Step #3: Determine the method to connect the message with the movement.

The method is the bridge. Do not get these out of order. If the method comes first, what we get is a really cool web site that doesn't do anything except look good. If the message comes first, we end up with a bunch of people but no purpose for their attendance.

Every time you sit down to work on your church web site - pause.

Get clear in your mind and your heart your purpose and God's plan for your church.

fearfully and wonderfully made and you have some awesome talents you a don't let that get in the way of having a web site that connects with communion with God.

### Method is the Last Step

Your church or ministry may have many different programs, each with a d message (mission, purpose) is to connect with people, share the gospel v into fellowship with Jesus Christ. Don't lose sight of that and don't you from that. You, on the other hand, will need to let go of some of the you would like to add so you can say "Look what I can do!"

Everything that gets added to your church web site needs to have a clear message, if it doesn't, take it down. Also be sure to promote the we delivering your message. Many times, people are not in the habit of inclu communications about important topics and opportunities get missed. On to be sure to connect with is the ministry leaders and staff of your congr message and the movement and you provide the method. But everyone ne the purpose of your ministry.

It is easy to fall into the trap of focusing on the method - you have a ski others, who do not have that skill, tend to look at the web differently and and focus on the medium. If you only had 30 seconds to say something to be? Could you get their attention and turn that 30 seconds into 5 minutes?

What do you say?