



Calling Out Potential in People... Ideas... and Ministries.

- ❖ BRANDING... the story that surrounds a product, service, person or organization. ¹
- ❖ BRANDING... what people think of when they think of you, your product or your organization. ¹
- ❖ “Branding” could be the single most misunderstood term in all of American business. At its most basic level, branding provides answers to the simple human need to differentiate on thing from another. Our present concept of branding came from cattle drives and the need to brand cows to maintain ownership. ¹
- ❖ In many cases, you can interchangeable use the words “brand,” “story,” and “reputation.” Branding is about building trust and loyalty and extending your relationships. ¹
- ❖ Every time you use the word “brand,” mentally replace it with the word “image” or “reputation.” ²
- ❖ Our goal is to determine how to tell the most effective story about who we are, what our ministry is about, and how our ministry can impact people’s lives. ¹
- ❖ It’s not so much a matter of recreating or rebuilding a ministry; it’s more about cutting away the junk so that the real ministry that’s inside can be released. ¹
- ❖ Marketing is everything a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing gold with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. ³
- ❖ I would suggest a new definition of marketing when it comes to the work of the church: simply placing the church or ministry in the best possible light. ¹
- ❖ I’ve discovered two key things to consider in effective marketing. First, don’t change who you are. Second, stop trying to make the church identical to every other organization in the culture. ¹
- ❖ Real branding is about creating and maintaining trust. Without delivery on that trust, the relationship is broken. ¹
- ❖ When you do not pay your bills, you’re marketing. When you do not cut the grass, you’re marketing. When you talk over the heads of your “prospects” or fail to serve them, you’re marketing. You are shaping the perceptions in the hearts and minds of your members and your target community – that is the very definition of marketing. ⁴
- ❖ There are over 30 references to Jesus perceiving people’s perception and changing His ministry direction, re-communicating, or deciding to halt communications altogether. That’s right... Jesus perceived (marketing word, remember?) their perceptions (thoughts) of Him, and He said or did specific things to change the way people thought of Him. ⁴
- ❖ In a world where there is a battle for mindshare, the companies that have impact are the ones that communicate their message over and over again. ⁴

CREATING
HELPING
COACHING
INSPIRING
STRATEGIZING
ELEVATING
SERVING

- ❖ By the time you have said something several times, some people are just hearing it for the first time. You have to repeat it incessantly if you want to make it stick. In today's world, you have to over-communicate to communicate. If you are not sick and tired of saying it, it probably has not been said enough. ⁴
- ❖ Marketing is the soundtrack of our generation. The ability to compete is the ability to differentiate. It is better to be different than better. ⁵
- ❖ Products and organizations are all striving to set themselves apart from the pack, to be distinct, and most of all to be loved and desired. ⁶
- ❖ Unless your brand stands for something, it stands for nothing. What makes your company different, better, and more special than the next one? ⁶
- ❖ Great brands have a distinctive, memorable identity. Brands are promises. ⁷
- ❖ Modern marketing is mostly about work: consistent effort and constant improvement. To win in the marketing game, be prepared to put in the extraordinary effort every day that is required. The good news is that most marketing tactics don't require significant budget any more. ⁸
- ❖ Do what you do uniquely well. Period. ⁹
- ❖ You need to fulfill your donor's need to feel like they are making a difference as the stewards God has called them to be. ⁹
- ❖ You need to make your Point of Entry almost impossible to ignore. ⁹
- ❖ We live in a time when a person's sphere of influence has grown from about 40 people to 300 people due to social media like Facebook, LinkedIn, and Twitter. ⁹



Mark Jevert
Chief Creative Strategist
NEXT Consulting Services

¹ Branding Faith, by Phil Cooke

² Wally Olins, Chairman of Saffron Brand Consultants

³ www.investopedia.com

⁴ Church Marketing 101, by Richard L. Reising

⁵ Barry McLeish

⁶ A New Brand World, by Scott Bedbury

⁷ Pour Your Heart Into It: How Starbucks Build a Company One Cup at a Time, by Howard Schultz and Dori Jones Yang

⁸ Mark Clement, markclement.typepad.com

⁹ Brand Innovations: Ensuring Your Ministry's Long-term Relevance, by Guy Richards, Chief Branding Officer, Abiah