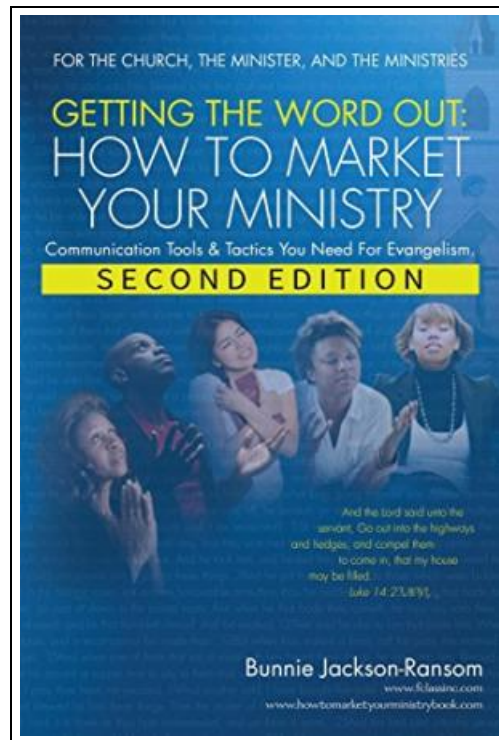


Getting the Word Out: How to Market Your Ministry



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Reviews

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Xulon Press, United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Bringing people to Christ is the underlying purpose of this book. This is why we constantly search for techniques and ideas to win souls for the Lord. Let us look to the Bible; Romans 10:14 gives the following guidance. How, then, can they call on the one they have not believed in? And how can they believe in the one of whom they have not heard? And how can they hear without someone preaching to them? (NIV) This book was written for the primary purpose of assisting those small-to-moderate size churches get the word out telling the story about the good works they are doing within their congregations and their communities to bring people closer to God. I choose the tools of marketing and public relations - my chosen profession - and applied the principles of evangelism. I believe this to be my personal ministry. If your church budget will not accommodate a staff member dedicated to the tasks of marketing and public relations, this book will show the Public Relations Committee Chairperson how to handle just about every marketing task needed. If your church has assigned the task of marketing and/or public relations to an associate minister who has no hands-on experience in this field, this book is the answer. If you are a seasoned public relations or media specialist working within your church, this book will provide you with a strategy for directing your skills to work with a church and its ministries. Of course, it does not hurt the pastor to learn more about how marketing and public relations tools and tactics can assist in the growth of the church and simultaneously help people...



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