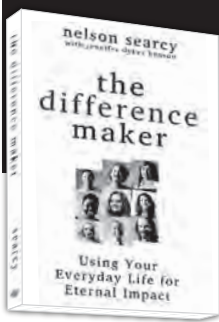


the
difference
maker

Seminar Training

FREE Resources and Tools





HOLD A DIFFERENCE MAKER SEMINAR IN YOUR CHURCH (FREE RESOURCES!)

Based on the powerful book from Nelson Searcy, you now have access to over two dozen **FREE** resources and tools to train your people to share their faith, talk with others about Jesus and help their friends and family come to Christ.

It's EVERYTHING you need to lead a one-night training to mobilize your people to be Difference Makers in their community!

HERE'S HOW TO ACCESS YOUR FREE RESOURCES:

STEP 1:

Sign in at the Difference Maker Seminar login page. Access it now at:

www.ChurchLeaderInsights.com/DMTraining

STEP 2:

Download all your **FREE** resources available once you sign in

Log In to Access Your Difference Maker Seminar Resources

Name *

First

Last

Email *

Church Name *

Job Title *
Senior Pastor

Any Comments or Questions for Nelson:

* REQUIRED FIELD

Take me to the resources

Lead Your Own Difference Maker Seminar with Your Church

Use these free resources to plan and lead a seminar to mobilize your church to share their faith!

Please see below for resources and sample teachings for you to plan and lead an effective Difference Maker Seminar. I hope this helps you mobilize your people to share their faith.

If you have any questions please email me at Info@churchleaderinsights.com

Nelson

Step 1: Download Your Sample Teaching Audios

- Journey Faith and Life Seminar - Difference Maker - Jason Halsey (93.9 MB)
- Journey NYC, Faith and Life Seminar - Difference Maker - Jeremy Brock (159.5 MB)

Step 2: Download Your Documents

- Journey U - Boca Raton - The Difference Maker - Leader Notes (DOC)
- Journey U - NYC - The Difference Maker - Leader Notes (DOC)
- Journey U - Boca Raton - The Difference Maker - Arrested outline (DOC)
- Journey U - NYC - The Difference Maker - Arrested Outline (DOC)
- Journey U - Boca Raton - The Difference Maker - Student Notes (DOC)
- Journey U - NYC - The Difference Maker - Student Notes (DOC)

Step 3: Download Your Event Promo Plan

- Difference Maker Seminar Event Promo Plan

Step 4: Download Your Event Preparation Checklist

- Difference Maker Seminar Event Preparation Checklist (DOC)

Step 5: Download Your Event Timeline

FREE Resources include Sample Teaching Audios, Leader Notes, Outlines, Student Notes, Promo Plan, Checklists, Sample Timelines, Sample Promotional Emails and Multiple Sample Promo Graphics (Not all available resources shown above)

See next pages for sample documents that you can download on this web site and also how to order copies of The Difference Maker at our cost!

Difference Maker Seminar Promotion Checklist

6 – 8 Weeks Out

- Decide on the date and time for the Difference Maker Seminar.
 - Some Suggestions:
 - Tuesday, Wednesday, or Thursday night from 6:30 pm to 8:30 pm
 - Saturday Mornings from 10:00 am to 12:00 pm
 - Sunday's after the last morning service (could even promote lunch)

4 Weeks Out

- Order Difference Maker Books to give to everyone who attends
 - The best way to wrap up a Difference Maker Seminar is by giving everyone a Difference Maker book so that they can continue exploring ways to share their faith. To order books (or to get more info about ordering in Bulk) go to www.ChurchLeaderInsights.com/Impact or see the flyer below for more details. You can order the books at any time by emailing info@churchleaderinsights.com or calling 561.921.8488 ext. 2.

3 Weeks Out

- During the Week
 - Send First Promotion Email (Sample Emails on Training Page)
 - Sample emails on training page
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one post)
- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service (Sample Slides and Flyer on Training Page)

2 Weeks Out

- During the Week
 - Send Second Promotion Email
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one-two posts)

- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service
 - Include in announcements during all services (f you can tie into message, promote it there as well)
 - Have Info Cards on tables in the lobby (coffee, resources, etc.)

1 Week Out

- During the Week
 - Send Third Promotion Email
 - Potentially Send Fourth email (Last Chance or Don't Miss This)
 - Promote Event on Your Website
 - Promote Event on Your Social Media (one-three posts)
 - Send Reminder email to all people registered
- Sunday
 - Include Flyer in Program on Sunday with details on the event and a way to sign-up
 - Use the connection card for people to request information
 - Promotion slide for pre/post-service
 - Include in announcements during all services (f you can tie into message, promote it there as well)
 - Hand out invite cards as people leave the services with the info on the seminar

Day Before

- Last Chance Email
- Send Reminder email to all people registered

Difference Maker Seminar Promotion Sample Email #1

Subject: [Special Journey U Seminar] You're Invited to The Difference Maker

Hey [Name]

If you haven't already, I wanted to give you another chance to sign up for **JOURNEY UNIVERSITY** on Tuesday or Wednesday of next week!

This Fall, our Journey University seminar will focus on Journey Founding Pastor Nelson Searcy's book *The Difference Maker* and how you have been uniquely positioned to influence those around you for God. This seminar will show you how you can begin to use your everyday life to make a difference in the lives of those who don't know Jesus.

*Plus - everyone who attends will receive a FREE copy of the book *The Difference Maker*.*

So, you don't want to miss out on this opportunity! Here are the details...

1) THE DIFFERENCE MAKER - Tuesday, September 26 from 7:00 - 9:00 PM at [Location]

2) THE DIFFERENCE MAKER - Wednesday, September 27 from 7:00 - 9:00 PM at [Location]

*All Journey University seminars will be held at [Location]. Both Journey University seminars are identical - so just choose 1 to attend.

All you have to do to reserve a spot at The Journey University class of your choice is **click on the button below...**

[Insert Link to Sign-Up Page]

Or...just reply to this email with the class of your choice and I'll reserve a spot for you.

I look forward to hearing from you soon!

See you on Sunday and God bless!

Pastor [Name]



JOURNEY UNIVERSITY
SEMINARS

“THE DIFFERENCE MAKER”

A 2.5-HOUR SEMINARY-LEVEL COURSE

LED BY LEAD PASTOR **Jason Hatley**

Wednesday, September 27 | 7:00PM – 9:30PM

THE JOURNEY OFFICE

7300 N. Federal Hwy, Suite 100 Boca Raton, FL. 33487

Journey University offers seminary-level courses on biblical studies featuring teaching from Journey pastors and special guests. This fall's seminar will focus on **“The Difference Maker”** by Founding Pastor Nelson Searcy. Our entire church will be studying the best-selling Experiencing God Bible study this fall, and **“The Difference Maker”** Journey University will help prepare you to know and do God's will in your everyday life.

Join us at Journey University and walk away with:

- A deeper understanding of the Theology of Salvation
- A greater awareness of how God desires to use His people (the church) to impact our fallen world
- An urgency to help others come to Christ,
- The ability to share your faith without fear
- Practical and proven methods for talking to someone about Jesus that are simple and effective
- An understanding of how God wants to use you to be a difference maker

SPACE IS
LIMITED
SIGN UP
TODAY!

FREE BOOK!

**Everyone who attends will receive a FREE copy of
“The Difference Maker” by Nelson Searcy!**



Check the “Journey University” next step on the back of your Connection Card to RSVP today. Got questions? Contact Pastor Marty at marty@bocajourney.com or 561-420-0606 x8

The Difference Maker Seminar Timeline

7:00pm – 9:30pm

7:00pm – Welcome & Opening Prayer

7:10pm – Introduction & Goals for Seminar

7:25pm – Why God Wants Me to Be a Difference Maker

7:40pm – Why is It Important to Share My Faith

7:55pm – The Easiest Way to Make a Difference

8:10pm – Break (Stretch & Restrooms)

8:25pm – Three Tools for Sharing Your Faith: Romans Road

8:40pm – Three Tools for Sharing Your Faith: Personal Testimony

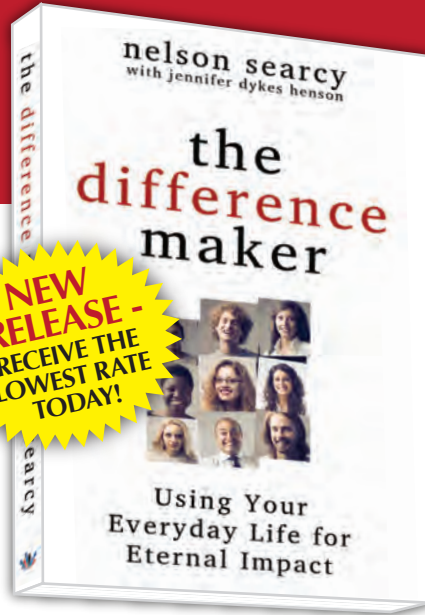
9:00pm – Three Tools for Sharing Your Faith: The Bridge

9:15pm – Special time of prayer: Will You Answer the Call?

9:25pm – Conclusion

GOING FAST! PLACE YOUR BULK RATE ORDER TODAY

Don't Wait -
Quantities are Limited!



The Difference Maker: *Using Your Everyday Life For Eternal Impact*

Nelson Searcy's *The Difference Maker* is a powerful tool to motivate and equip your people to share their faith. Get one for every person in your church!

This book is designed for you to use as part of your evangelism system and "Big Day" process. You can give this book to your people before a Big Day to encourage them to share their faith and invite their friends to church. It gives a detailed plan for how they can invite their friends and share their faith in a non-threatening way.

This practical guide will equip your church to:

- **Know the power of their personal story** and how God can use it to transform others
- **Be ready to be used by God**, no matter where they are
- **Avoid feeling intimidated** in talking about their faith
- **Understand what it means to be a difference maker** for Jesus right where he has placed them



BONUS - FREE SERMON SERIES WITH EVERY ORDER!
(\$99.95 VALUE)

Plus, when you place your bulk book order today, you will receive a **FREE** download of Nelson Searcy's sermon series of the same name, *The Difference Maker* (\$99.95 value)!

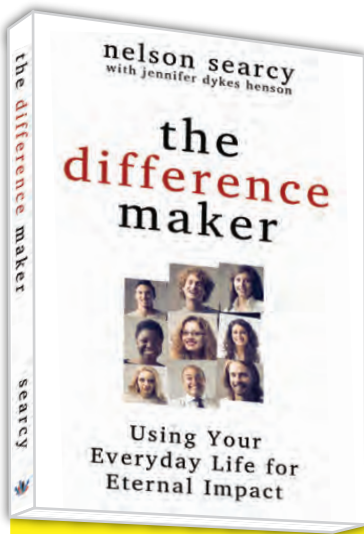
ACT NOW - QUANTITIES ARE LIMITED - PLACE YOUR ORDER NOW BEFORE RATES INCREASE!

3 Easy Ways to Order Today:

- 1) Visit www.ChurchLeaderInsights.com/Impact
- 2) Or call 561-921-8488, Ext. 2
- 3) Or email us at orders@churchleaderinsights.com

SPECIAL BULK RATE AVAILABLE - ORDER NOW!

The Difference Maker:
Using Your Everyday Life For Eternal Impact
BULK RATE: ONLY \$4 PER BOOK (REGULARLY \$6.99)



Here are just 8 ways you can use The Difference Maker in your church (and how Nelson and his staff will be using it at The Journey):

- 1 Study it with your staff
- 2 Study it with key leaders
- 3 Teach a series on it and give it as a free gift to everyone
- 4 Teach a message on evangelism leading up to a Big Day and give it to everyone
- 5 Give it as a gift to those who regularly invite their friends – equip them to share their faith.
- 6 Use it as a gift for a membership class
- 7 Hold a one night class and give it to everyone who attends
- 8 Sell it at your resource table

*Equip Your Congregation
to Share Their Faith*

Just \$4 per book! (92 books per case)



Nelson Searcy is the Founding and Lead Pastor of The Journey Church, with locations in New York City and Boca Raton, FL. He is also the founder of Church Leader Insights and the Renegade Pastors Network, where he coaches and equips thousands of pastors. He is the author of over 80 church leadership resources and 15 bestselling books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*.

**ACT NOW - QUANTITIES ARE LIMITED -
PLACE YOUR ORDER NOW BEFORE RATES INCREASE!**

**3 Easy Ways
to Order Today:**

- 1) Visit www.ChurchLeaderInsights.com/Impact
- 2) Or call 561-921-8488, Ext. 2
- 3) Or email us at orders@churchleaderinsights.com