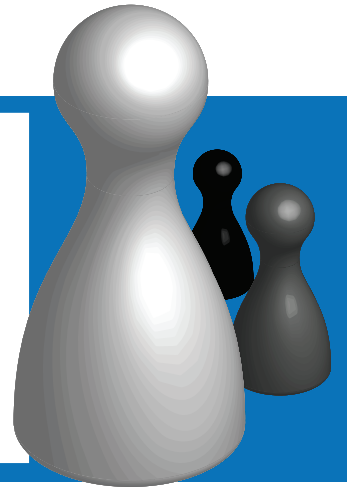


THE
EVANGELISM



MAGIC BULLET

by Nelson Searcy

LEADER'S GUIDE



MEET DR. NELSON SEARCY

Nelson Searcy is an experienced church growth strategist, pastor, church planter and coach, serving in ministry for more than 25 years and consulting with churches around the world. As founder of Church Leader Insights and the Renegade Pastors Network, he has personally trained more than 50,000 church leaders in over 45 denominations through live events, seminars and monthly coaching, helping them break common growth barriers like 125, 250, 500, 1000 and beyond, all while maintaining personal life and ministry balance. For more accelerated growth, pastors also participate in Nelson's Renegade Pastor Gold, Platinum and Titanium networks. Nelson is also the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. Nelson and his church routinely appear on lists such as "The 50 Most Influential Churches" and "The 25 Most Innovative Leaders." He is the author of over 85 church growth resources and 15+ books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry* and *The Difference Maker: Using Your Everyday Life for Eternal Impact*. Nelson is the recipient of the prestigious Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches. He divides his time between NYC and South Florida. He and his wife, Kelley, have one son, Alexander.

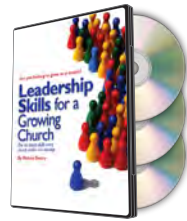
THE EIGHT SYSTEMS OF THE CHURCH:



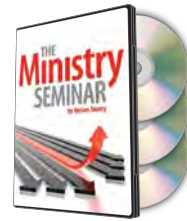
Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

Books by Dr. Nelson Searcy:



THE
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MAGIC BULLET

PART

INTRODUCTION

- The Keystone – The little thing you can do that puts you on the right path toward implementing a bigger system.

- The Keystone for evangelism is the new believer process.

- But it's not the magic bullet

- The Magic Bullet – something providing an effective solution to a difficult or previously unsolvable problem.

- What is the solution for how we reach more people for Jesus?

- Silver Bullet – a magical solution to a confusing problem.

- There is a hidden secret among the fastest growing churches of various denominations – commonality during their fastest growing periods.

DENOMINATIONAL EVANGELISM PROGRAMS

1) Presbyterian branch – Evangelism Explosion

- Two questions from D. James Kennedy

1) If you were to die tonight, do you know for certain that you would go to heaven?

2) If you are standing before God and he asks you why should he let you in, what would you say?

2) Early days of the Vineyard Church – Magic Bullet hidden under

John Wimber's Power Evangelism

3) Southern Baptist Convention – Continuous Witness Training (CWT)

4) Willow Creek Church – Becoming a Contagious Christia

- The Magic Bullet is not 100% of the Evangelism System.

- It's only a small piece of the big system.

- Options that are important but don't qualify as the Magic Bullet:

1) The pastor

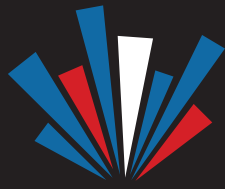
2) Location of the church

3) Big Days

4) Church age

5) Door-to-door Evangelism

6) Direct Mail



RELATED RESOURCES FOR ADDITIONAL STUDY

THE NEW BELIEVER SEMINAR

Help your new believers take their first steps toward discipleship

Three-hour seminar + sample files and documents!

The first step in reaching New Believers is PREPARING for God to send New Believers to his church. How are you helping the people who make the most important decision of their life? Do you have an effective process that helps people move forward from their decision to becoming a fully-devoted follower of Christ?

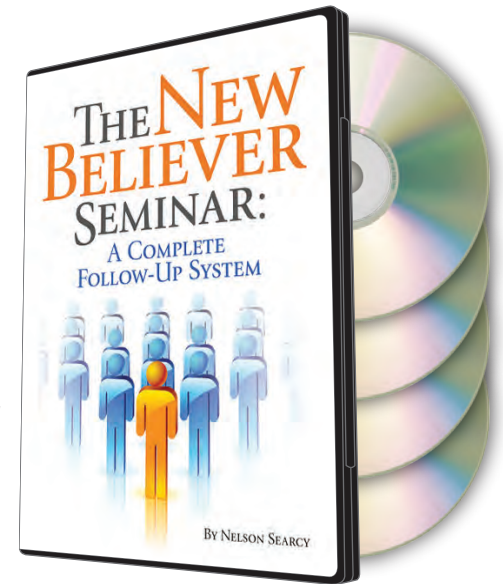
In The New Believer Seminar, Nelson has developed a valuable system that will **equip you to follow up with every new believer God brings to His church.**

This three-hour seminar will teach the **proven principles that Nelson has identified, honed and tested** over the last decade (in the church he pastors, The Journey, and over 2,000 coaching alumni churches).

Bringing people to Christ is at the core of what you do as a pastor. Nelson will lead you through the practical steps to help your new believers become full devoted followers of Christ. This resource will help you invite people to follow Christ and help every new believer grow in their faith.

In this powerful, easy-to-implement resource you will learn:

- How you can increase the number of people who indicate their decision for Christ (Hint: you probably have more people coming to Christ than you realize they're just not telling you)
- How to ensure that every person is disciplined and that **"No New Believer Gets Left Behind"**
- What to do and **NOT** do in the first hour after someone becomes a Christian and the four opportunities you have to follow up with new believers, and the importance of each opportunity
- Why your preaching calendar is crucial to your new believer follow-up
- The one thing you **MUST** do in order to see new believers grow
- How to cultivate the connection between prayer and new believers
- Plus much more!



This resource contains 3 hours of fast-paced audio training, a fill-in-the-blank listener's guide, leader's guide, sample follow-up emails, letters, a baptism certificate and a bonus video sermon from Nelson on "What it means to be a Christian"

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/NewBeliever

- A few thoughts about evangelism training:

1) The pastor is going to drive it.

2) It doesn't cost a lot.

3) It doesn't take a lot of time.

- There is spiritual warfare when you decide to do this.

- You need a proven model for how to do this.

- *Effective Evangelistic Churches* by Dr. Thom Rainer

- Defined an effective evangelistic church as a church that baptizes one person for every 10 people in the church.

- Study of 576 effective evangelistic churches: 76 percent believed effective evangelism requires training.

- When is the last time you taught your key leaders evangelism?

- We cannot expect immediate results.

- The Law of the Harvest:

1) You reap WHAT you sow.

2) You reap AFTER you sow.

3) You will reap MORE than you sow.

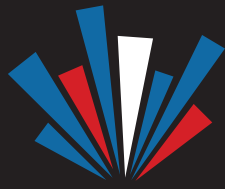
“But you should keep a clear mind in every situation. Don’t be afraid of suffering for the Lord. Work at telling others the Good News, and fully carry out the ministry God has given you.”

– 2 Timothy 4:5 (NLT)

“Now these are the gifts Christ gave to the church: the apostles, the prophets, the evangelists, and the pastors and teachers. Their responsibility is to equip God’s people to do his work and build up the church, the body of Christ.”

– Ephesians 4:11-12 (NLT)

Challenge for you: Equip your people for evangelism



RELATED RESOURCES FOR ADDITIONAL STUDY

Updated & Expanded: The NEW Assimilation Seminar + Team Edition

Turning First-Time Guests Into Fully-Committed Members

Super-Low Investment Options to Fit Your Budget — Choose from Download, CD or DVD — Save Over 67%!

10 Years in the Making – Nelson Searcy presents his most powerful resource to date – Completely UPDATED and EXPANDED! This **Proven, Step-by-Step, “Done-for-You” Resource** contains everything you need to implement the Assimilation System in YOUR church!

Nothing impacts the growth of your church FASTER than Assimilation — the process of welcoming first-time guests, keeping them coming back and eventually moving them to membership.

- ✓ **Updated with the latest learnings and strategies that have worked in Nelson’s church and over 3,000 other churches across all sizes and denominations — it’s 30% longer with 50% new content!**
- ✓ **Designed for easy implementation with your team. Everything is laid out for you in a logical step-by-step fashion to make it easy to get up and running quickly!**
- ✓ **AND FOR THE FIRST TIME – you have a Team Training DVD Option! Train your staff and key leaders — Nelson will be right there on screen walking you through each of the seven sessions of training.**

Organized for team training with seven powerful 30-minute sessions that you can go through at your own pace. Each of these seven sessions will have specific action steps for you from Nelson:

SESSION 1: The Power of Assimilation

SESSION 2: Four Keys for a Great First-Time Guest Experience

SESSION 3: The ONE Thing You Want First-Time Guests to Do

SESSION 4: An Effective Follow-up Process in 4 Easy Steps

SESSION 5: Connecting Second-Time Guests

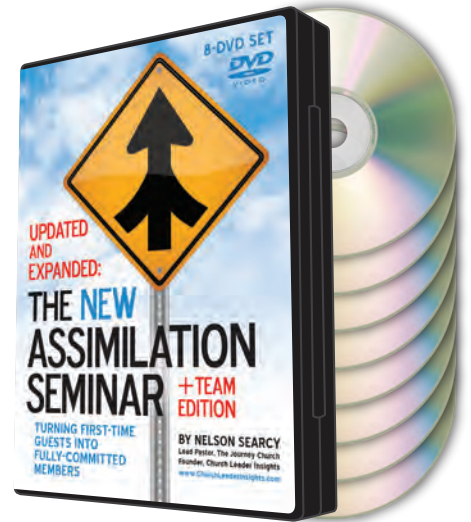
SESSION 6: From Regular Attender to Fully-Engaged Member

SESSION 7: Where to Start: The Keystone in the Entire Assimilation System

Available: Fully downloadable ~~\$599.00~~ - Just \$199.00 — You Save Over 67%!

Four-CD set ~~\$699.00~~ - Just \$249 — You Save Over 64%!

Eight-DVD set (CD included plus FREE download!) ~~\$899.00~~ - Just \$349 — You Save Over 61%!



Includes: Seven sessions of audio training, option for DVD video of the seven sessions, fill-in-the-blank listener’s guide, leader’s guide, step-by-step checklist, complete transcript, sample emails, surveys, connection cards and other templates, plus the 91-page Assimilation Strategy used at The Journey Church

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/AssimSeminar



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PART II

Personal Evangelism Formula:

Tools + Training + Timeliness

- Why Timeliness?
 - You can give people tools and training, but they won't use it unless it's time-bound
- Schedule your evangelism training two-three weeks before your Big Day.

HOW TO USE THE MAGIC BULLET

Train them to: Pray for the unchurched

- People move toward what they pray for.
- How can you work prayer for the unchurched into the fabric of your church?
 - 1) Add prayer for the unchurched at key times.
 - 2) Pray for first-time guests.

3) Pray at staff meetings.

4) Add prayer to small group leader training.

5) Congregational prayer.

6) Pray over mailers.

7) Family prayer time.

8) Personal prayer time.

Train them to: Invite their friends to come to church with them.

- Called invitational evangelism.
- 95 percent of people are open to doing this kind of evangelism.
- The most powerful way to get unchurched people to come to your church.
- One out of four people will come to church if they are invited.

Operation Andrew – “Come and See” Invitation

“And he brought him to Jesus. Jesus looked at him and said, “You are Simon son of John. You will be called Cephas.” The next day Jesus decided to leave for Galilee. Finding Philip, he said to him, “Follow me.” Philip was from the town of Bethsaida. Philip found Nathanael and told him, “We have found the one Moses wrote about in the Law, and about whom the prophets also wrote— Jesus of Nazareth, the son of Joseph.” “Nazareth! Can anything good come from there?” Nathanael asked. “Come and see,” said Philip.”

– John 1:42-46 (NLT)

- The best time to do this is when a Big Day is coming up.

- Other places you can use invitational evangelism:

- 1) With your new believers

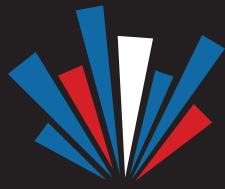
- Get them to think about who they know and who they can invite to church.

- 2) With baptisms

- Create invite cards for your people to use.
- Preach the gospel at baptisms.

- 3) In the church service

- Give out invite cards.



RELATED RESOURCES FOR ADDITIONAL STUDY

THE MAXIMIZING BAPTISM SEMINAR

Break through the barriers to baptism in your church

Three-hour seminar + sample files and documents!

Are you MAXIMIZING the celebration of Baptism in your church? Do you have an effective plan to help people decide to be baptized and move forward from that decision to celebration and discipleship after their baptism?

There are people in your church right now who need and WANT to get baptized, but they just need your help!

What kind of help? Well, that depends. Some aren't sure how to sign up, others have questions about how baptism works, and still others are nervous about being put on the spot in front of people.

In fact, there are several common reasons why people aren't taking the step of obedience to be baptized in your church. Once you know these reasons and put a system in place to educate and encourage people, **you'll immediately begin baptizing more of them.**

In The Maximizing Baptism Seminar, Nelson Searcy has developed a valuable five-step system that will equip you to PROMOTE, PREPARE, PREACH, PRESENT and PRESERVE every baptism in your church.

In this powerful, easy-to-implement resource you will learn:

- How you can increase the number of people who sign up to be baptized (you probably have more people interested than you realize... they're just not telling you)
- The reasons why people are saying "No" to being baptized (hint: it's not because they're not spiritually ready)
- The power of your preaching to mobilize people to sign up for baptism
- How to help people overcome their fear of being baptized (and what those fears are)
- The specific steps you can take to ensure that every candidate is prepared to be baptized
- All the details and logistics that will make your baptism celebrations run smoothly
- The secrets to transforming baptism into a church-wide celebration
- How to follow up with every person after their baptism so that they'll continue to grow in their relationship with Christ
- Specific steps to move people from baptism to membership in your church
- Plus much more!



This resource contains 3 hours of audio training, fill-in-the-blank listener's guide, leader's guide, checklist, sample emails, letters, promo materials and more!

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/Baptism

- Acts 26 – Apostle Paul’s testimony is a good model.

- My life before Christ.

- How I became a Christian.

- My life after Christ.

- An invitation for you to become a Christian.

“Then Agrippa said to Paul, ‘Do you think that in such a short time you can persuade me to be a Christian?’”

– Acts 26:28 (NLT)

- Encourage people to share their story on social media.

“There is no one thing that I know of, that God has made such a means of promoting his work amongst us, as the news of others’ conversion.”

– Jonathan Edwards (1703-1758)

Two questions for you:

1) How are you going to train your people to share their testimonies?

2) How are you going to integrate more testimonies into your service?

- The personal story of someone’s testimony is still one of the greatest tools that we have when it comes to promoting the work of God amongst us.

- The Romans Road – Four Key Scriptures from the Book of Romans:

1) **Romans 3:23**—For everyone has sinned; we all fall short of God’s glorious standard.

2) **Romans 6:23**—For the wages of sin is death, but the free gift of God is eternal life through Christ Jesus our Lord.

3) **Romans 5:8**—But God showed his great love for us by sending Christ to die for us while we were still sinners.

4) **Romans 10:9-10**—If you openly declare that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved. For it is by believing in your heart that you are made right with God, and it is by openly declaring your faith that you are saved.

5) **Romans 10:13**—For “Everyone who calls on the name of the Lord will be saved.”

Train them to: Sustain an ongoing conversation.

- The more in-depth training.
- Handling objections.
- Witnessing to certain types of people who are more resistant to the Gospel.
- About 2 percent of people – those with the gift of evangelism – will show up for this kind of class.



RELATED RESOURCES FOR ADDITIONAL STUDY

UPDATED & EXPANDED: REACHING YOUR COMMUNITY THROUGH SERVANT EVANGELISM

Mobilize your people with a step-by-step process to implement your own servant evangelism projects!

60-minute audio training

Nelson Searcy wants to help your church grow and reach more people for Christ through one of the most powerful tools at your disposal – **Servant Evangelism**. Discover how to use simple acts of service to spread the gospel in your community!

He has completely updated & expanded this practical, 60-minute resource with the latest ideas and applications that you can start implementing right away.

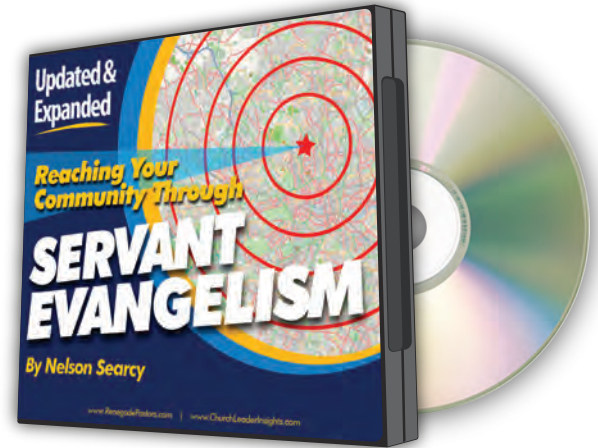
Nelson has almost two decades of experience in leading people to engage in Servant Evangelism from both leading projects at The Journey Church and coaching other pastors on these principles to launch their own effective Servant Evangelism projects.

And through this powerful resource, he will help you **mobilize your people** as well and keep your **evangelistic temperature fiery hot!**

Through this 60-minute Updated & Expanded resource, you will discover:

- **What is Servant Evangelism?**
- How Servant Evangelism is part of a **healthy evangelism system**
- Why Servant Evangelism works
- The **biblical principles** behind servant evangelism – and how Jesus modeled this
- How to integrate Servant Evangelism to **grow other areas of your church** – including small groups and ministry systems
- **12 proven, fun examples** of effective Servant Evangelism projects
- 5 key things you need to launch successful Servant Evangelism in your church
- How Servant Evangelism **impacts your reputation** in the community
- **Samples of invite cards and flyers** you can use for your own Servant Evangelism projects
- And much more

You'll see how easy it is to start your own Servant Evangelism project. God wants to use you to reach your community and to make a difference in his Kingdom!



GET THESE EXCLUSIVE BONUSES TODAY WITH YOUR NEW RESOURCE

How to Do a Journey-style Servant Evangelism Saturday (\$39.95 value)

The complete detailed 7-part strategy document used at The Journey to mobilize your church and implement a successful Servant Evangelism Saturday project. Includes detailed timelines and task lists so you know what to do every step of the way!



Gas Buy Down Audio Resource (\$29.95 value)

One of the most effective Servant Evangelism projects you can do! Through this audio resource from Nelson Searcy, discover how to WOW the members of your community by giving them an extra surprise at the gas pump.



94 Servant Evangelism Ideas (\$29.95 value)

A small act of kindness nudges a person closer to God, often in a profound way as it bypasses one's mental defenses. Discover how to build this bridge with the unchurched in your community through 94 proven servant evangelism ideas, including strategies from SE pioneer and pastor Steve Sjogren.



History and Theology of Servant Evangelism (\$23.95 value)

This research document goes into more detail on how servant evangelism has evolved over the last decade and how its impact is defined.



This resource contains 60 minutes of audio training, sample flyers and promo materials plus bonuses!

Available: Fully downloadable ~~\$49.95~~ Just \$29.95 — You Save 40%!

One-CD Package ~~\$59.95~~ Just \$39.95 — You save 33%!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/ServantEvangelism



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PART

WHY USE THE MAGIC BULLET:

1) It's biblical.

- Matthew 28:18-19 – “go and make disciples”
- Acts 1:8 – “you will be my witnesses”
- Ephesians 4:12 – “Responsibility to equip God’s people to do his work and build up the church”

- **Principle of Spiritual Readiness** – When you train people in evangelism, God will bless you with more new believers.

- There is a correlation between the number trained in evangelism and the number of people who show up and make decisions.

- When a person prays for the unchurched, that raises their discipleship level.

- When they invite their friends and family members, they become better Christians.

- If you're not sharing your faith, you're limiting your spiritual growth.

- A growing Christian is a sharing Christian.



RELATED RESOURCES FOR ADDITIONAL STUDY

REACHING THE UNCHURCHED

Discover what's working NOW for local church evangelism

Two-hour seminar + complete transcript and listening guides.

The religious landscape in America is changing.

The fastest growing "religious" group in America is now those who **have NO religious affiliation whatsoever**. In fact, almost **one in 4 Americans** no longer associates with any religious denomination. When asked, "what is your religious affiliation, they simply choose "None."

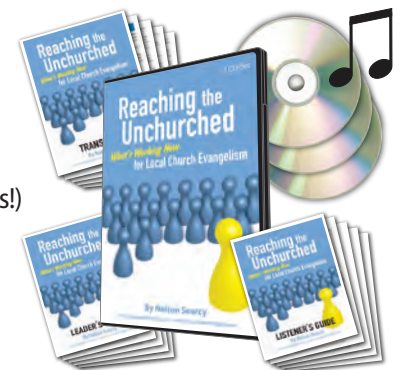
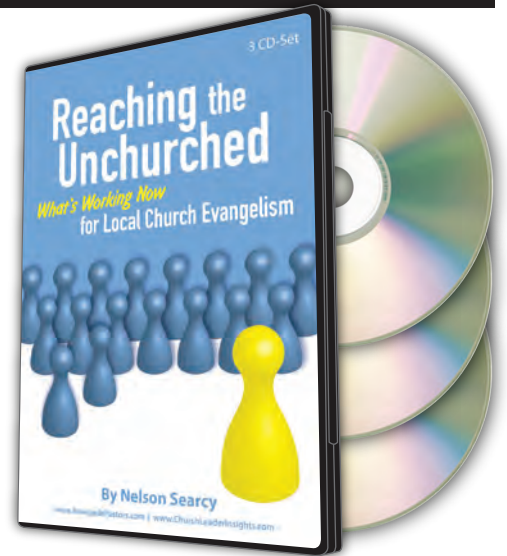
When we talk about reaching the unchurched, we are talking about someone who is not actively engaged and has no desire to grow as a member in a local church.

In this high-level training, Nelson Searcy will share **the latest insights into how we can best engage with the unchurched in our community** — specifically those who claim no religious affiliation, those in our community who are lost.

You'll learn the **proven strategies and systems that will help you revamp your evangelism system**, create a culture of evangelism in your church, and ultimately reach more people for Christ!

In this new practical toolkit for reaching the unchurched, you will discover:

- **How to define and identify the unchurched** — and the unique challenges you face today in reaching them
- Where to start immediately if you want to **increase the evangelistic temperature** of your church
- One of the most powerful ways to **refocus your church outwardly** and **jump-start your evangelism system** (this MUST be on your church calendar!)
- Where responsibility ultimately starts in connecting with the lost
- **What many unchurched people are lacking**, even seeking, that you can provide (in large amounts!)
- An obscure yet essential tool for **charting the journey of a new believer** — and what it reveals about the strategies needed to reach them
- Why and where language matters most (the unchurched may need more explanation here)
- A **personal evangelism method** that is critical to maximizing with your team
- The actual ABCs of planning an **effective evangelistic event**
- The best seasons and days during the year to go all out in reaching your community (including when people are most receptive)
- The 3 "T's" you need to know in order to understand "**when people are most likely to come to church**"
- A surprising yet effective tool to mobilize large groups of people for evangelism
- And much more!



This resource contains 2 hours of audio training, complete transcript, fill-in-the-blank listener's guide, leader's guide, plus surprise bonuses!

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!

To Learn More or Secure Your Resource Visit:

www.ChurchLeaderInsights.com/unchurched

6) It reaches new people for Christ.

- *Growing God's Church: How People Are Actually Coming to Faith Today* by Gary McIntosh

- About 60 percent of people in the church say they came to Christ because family, friends or a church staff member invited them and led them to Christ.

- 17 percent of that 60 percent were invited by a staff member.

- Hold your staff accountable for inviting people to the church.

- A big chunk of people found their church on their own (Google AdWords, social media).

7) It helps fulfill the Great Commission.

“Jesus came and told his disciples, “I have been given all authority in heaven and on earth. Therefore, go and make disciples of all the nations, baptizing them in the name of the Father and the Son and the Holy Spirit. Teach these new disciples to obey all the commands I have given you. And be sure of this: I am with you always, even to the end of the age.”

– Matthew 28: 18-20 (NLT)

- You’re never alone when you offer an invite to church – that invite is empowered by the Holy Spirit.

- It’s done with the promise of Jesus’ presence.

WHEN TO USE THE MAGIC BULLET:

1) In regular classes that you offer throughout the year.

- Ideally 2 – 3 times per year.

- Also try to tie to your Big Day.

- 3-4 weeks before the Big Day.

- Share invite cards for that Big Day.

3) Teach it in your membership class.

- How to pray for the unchurched.

- How to invite their friends.

- Invest and Invite Cards – have them write down the names of three people.

4) Use as part of your build-up to a Big Day.

- Does not require a class.
- Preach on it – on inviting their friends.
- Can include in Connection Cards – write in names to pray for.



RELATED RESOURCES FOR ADDITIONAL STUDY

THE IGNITE SEMINAR

Discover the power of a Big Day to mobilize your church and **DOUBLE** your attendance!

Three-hour seminar + sample files and documents!

The Ignite Seminar is the ultimate how-to training for church leaders who want to reach more people for Jesus Christ. In this three-hour seminar, Nelson Searcy will provide practical, inventive guidelines for bringing first-time guests through the doors.

This seminar sets forth a **step-by-step, biblically grounded, proven plan for creating immediate church growth** by utilizing a "Big Day" to mobilize your church for evangelism.

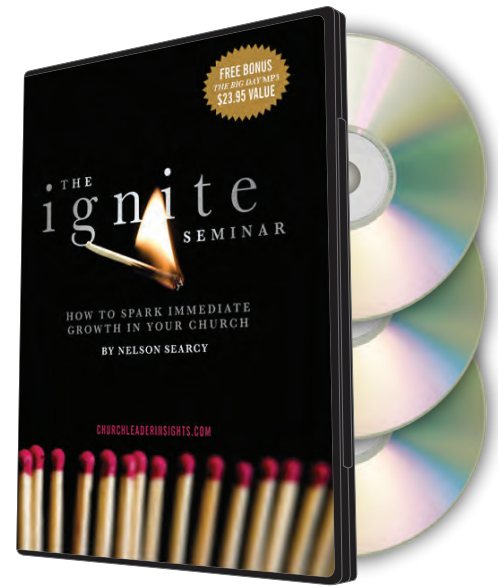
In this powerful, easy-to-implement resource you will learn:

- How to **DOUBLE** your church in a day (it can be done!)
- How to immediately **raise the evangelism effectiveness** of your church
- How to **mobilize your congregation** to reach their friends
- How to **spark growth** in a stalled church
- How to **keep momentum** year after year in a growing church
- How to **excite your people**, even if they've not been motivated in the past
- How to **influence your leaders** to reach out to the community
- **How to plan and implement a proven BIG DAY process**

And much more!

Available: Fully downloadable ~~\$299.95~~ Just \$129.95 — You Save 56%!

Three-CD set ~~\$349.95~~ Just \$199.95 — You save 50%!



This resource contains: Three hours of audio training, fill-in-the-blank listener's guide, 17-page Servant Evangelism Strategy used at the Journey, sample emails and promotional materials, and more!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/IgniteSeminar

- Schedule a members' prayer time on Sunday – lead a guided prayer time.

- During service, can do a bit of training on using the Invite Cards.

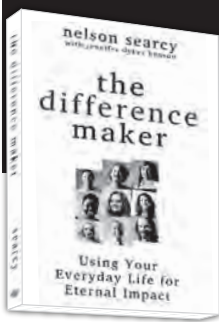
5) Drive a **Special Small Group emphasis.**

- Focused just on *The Difference Maker*.
- Two-week evangelism campaign.
- Tack on to the end of the groups semester.

THE
EVANGELISM

MAGIC BULLET

APPENDIX



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

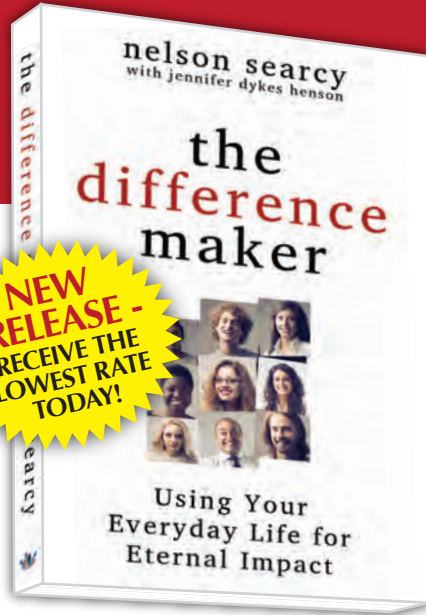
9:00pm – Three Tools for Sharing Your Faith: The Bridge

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)!

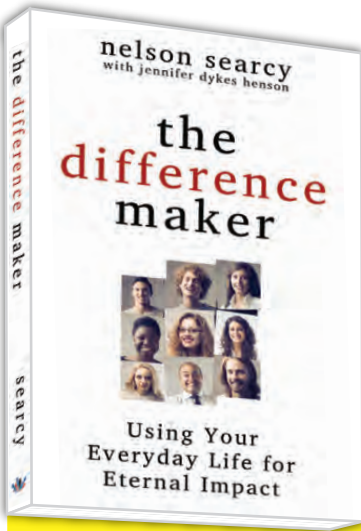
ACT NOW - QUANTITIES ARE LIMITED - PLACE YOUR ORDER NOW BEFORE RATES INCREASE!

**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*.

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RELATED RESOURCES FOR ADDITIONAL STUDY

Updated & Expanded: The Evangelism Seminar + Team Edition

Attracting the Unchurched to Your Church and Mobilizing Your Church for Evangelism

Super-Low Investment Options to Fit Your Budget — Choose from
Download, CD or DVD — Save Over 87%!

Bringing together EVERY key strategy and tool — Nelson Searcy presents his most powerful evangelism resource to date — Completely UPDATED and EXPANDED! This Proven, Step-by-Step Resource contains EVERYTHING you need to maximize the Evangelism System in YOUR church!

No matter what your church size or location, by making **just a few small steps** you can dramatically increase the number of unchurched you reach in your community. In this brand new resource, your coach Nelson Searcy guides you through a **step-by-step plan to challenge your church to both:**

- **Attract a crowd to your worship service — particularly the unchurched**
- **Mobilize your congregation to share their faith**

Nelson wants to help you realize your true evangelism potential as a pastor and as a church. So he went back into the studio and completely updated his best-selling Evangelism Seminar. All new learnings and strategies.

FOR THE FIRST TIME, you have a Team Training DVD option! Nelson will be right there on the screen walking you and you team through each of the six sessions of training.

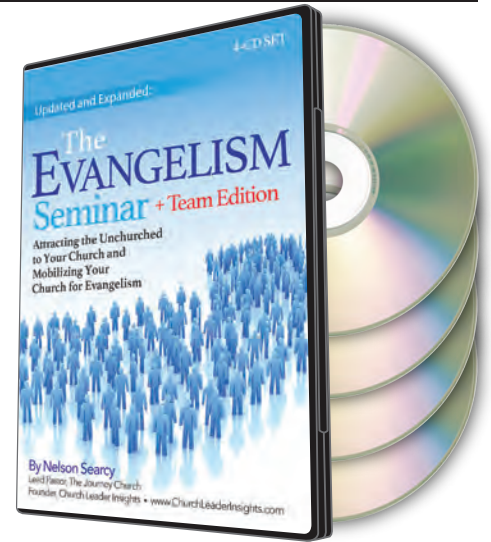
Organized for team training, each of the six 30-minute sessions will have specific action steps from Nelson, so you're building your process each week in a repeatable, sustainable way for visible results. You'll discover numerous insights, such as:

- **The three key elements of an Evangelism System** that you need to master — and that will be covered in this seminar
- **6 key evangelism measurements** you need to know and be tracking on a regular basis (and the ONE key indicator that matters the most)
- Special evangelistic events that you can use to mobilize your people to share their faith
- **The main responsibility** you have as lead pastor when it comes to evangelism (hint: it may involve some heat!)
- How to create a thriving evangelism-focused culture
- **The fastest way** to bring in more unchurched in your community
- **The power of a personal invite** (and how many would say YES if just asked!)
- The secret to how your church can truly **DOUBLE** in just one day
- **11 effective invite tools** to make it easier for your people to share their faith!
- The promotional focus you must embrace and never see as a "dirty" word
- **The 5 C's you need to know** and apply to your marketing materials
- **8 proven tools to reach the maximum number** of people possible in your community
- And much, much more!

Available: Fully downloadable \$599.00 - Just \$199.00 — You Save Over 67%!

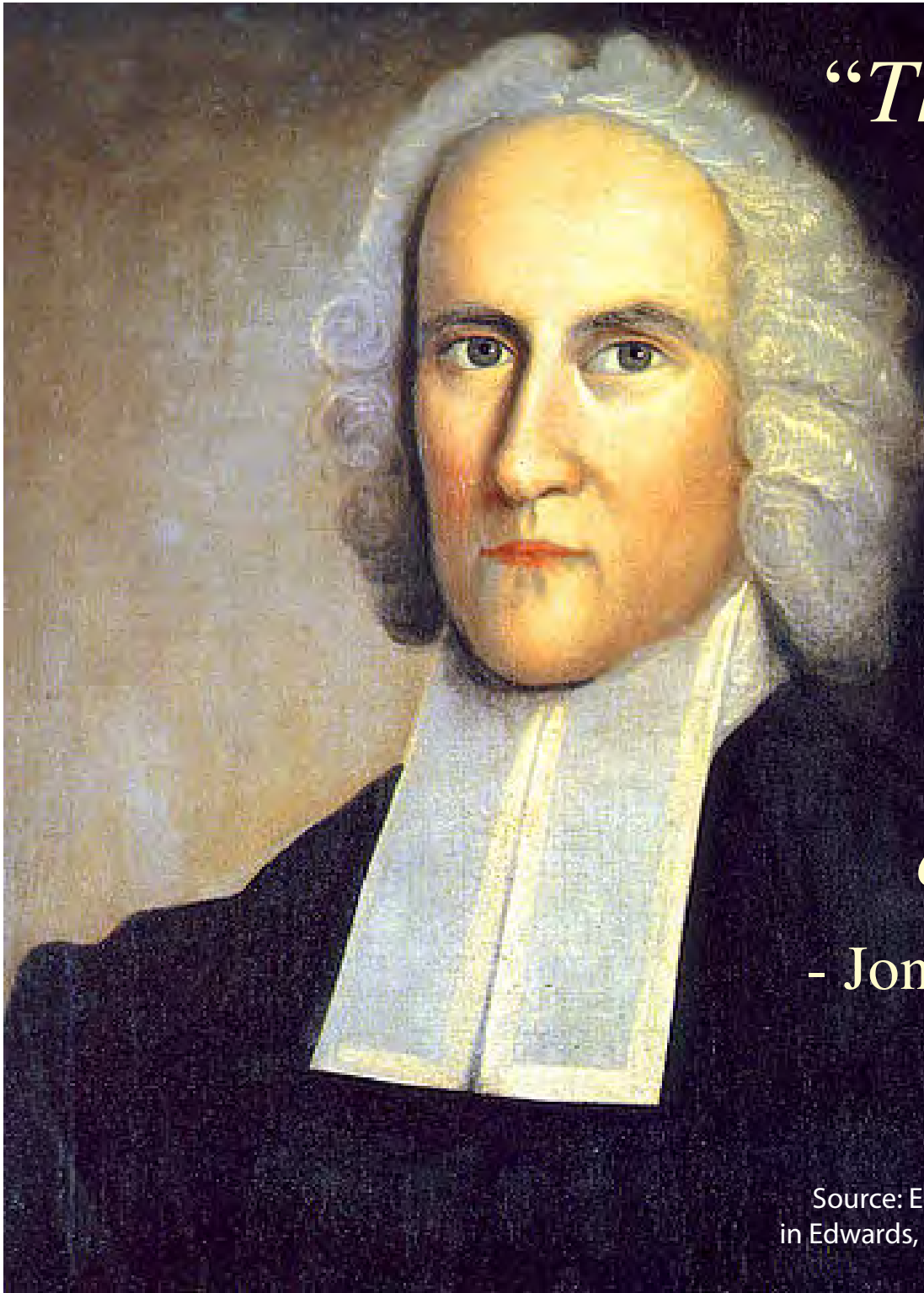
Four-CD set \$699.00 - Just \$229 — You Save Over 67%!

Eight-DVD set (CD included plus FREE download!) \$899.00 - Just \$299 — You Save Over 67%!



Includes: Six sessions of audio training, option for DVD video of the six sessions, fill-in-the-blank listener's guide, leader's guide, complete transcript, new believer follow-up letter and email samples, plus templates for newspaper ads and inserts, invite cards and additional promo materials and evangelism documents!

To Learn More or Secure Your Resource Visit:
www.ChurchLeaderInsights.com/Evangelism



*“There is no one thing
that I know of, that
God has made
such a means of
promoting his
work amongst us,
as the news of
others’ conversion.”*

- Jonathan Edwards (1703 - 1758)

Source: Edwards, Faithful Narrative of Surprising Conversion (1737),
in Edwards, Works, vol 4, The Great Awakening, ed. C. C. Goen (1972), 176