



Every Pastor



**by Nelson Searcy**

Lead Pastor, The Journey Church  
Founder, Church Leader Insights

[www.ChurchLeaderInsights.com](http://www.ChurchLeaderInsights.com)

**Leader's Guide**



# MEET DR. NELSON SEARCY



Nelson is the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. By God's grace, Nelson identified and developed the **Eight Systems of a Healthy Church®** that he has used to coach over 3,500

churches in the US and around the world to adapt those eight systems to their uniqueness in ministry fields, resulting in great health and growth. He regularly coaches pastors online and in-person through the **Church Leader Insights** and the **Renegade Pastors Network** ministries that he founded. He also leads several annual pastor in-person conferences and online training events. In ministry for more than 25 years, 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 100 church growth resources and 20+ books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*, *The Difference Maker* and *Fusion: Turning First-Time Guests into Fully-Engaged Members of Your Church*. Nelson is the recipient of the prestigious Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. He is a longtime student of church history, especially mastering the areas of evangelism and church growth. Nelson divides his time between NYC and South Florida. He battled Stage 4 cancer and has been cancer-free since 2018, praise God! He has an amazing wife, Kelley, and a teenage son, Alexander, who continues to grow in so many ways.

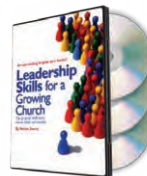
## THE EIGHT SYSTEMS OF A HEALTHY CHURCH®:



Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

## Selection of Books by Dr. Nelson Searcy:



# The 5 Invitations Every Pastor Must Master

By Nelson Searcy

## INTRODUCTION

*“Keep on asking, and you will receive what you ask for. Keep on seeking, and you will find. Keep on knocking, and the door will be opened to you. For everyone who asks, receives. Everyone who seeks, finds. And to everyone who knocks, the door will be opened.”*

— Matthew 7:7-8 (NLT)

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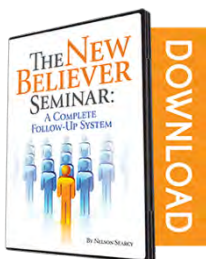
## WHY DO WE LACK FAITH WHEN IT COMES TO ASKING?

- We've never studied it.
  - We've never been taught the proper phrasing or insight.
  - We don't believe in what we're asking.
  - We feel like we're imposing on the other person.
  - We have a fear of rejection/fear of people.
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## INVITATION #1:

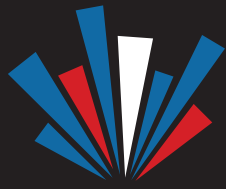
## The Gospel Invitation

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### Resource Recommendation:

## The New Believer Seminar by Nelson Searcy



# 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?

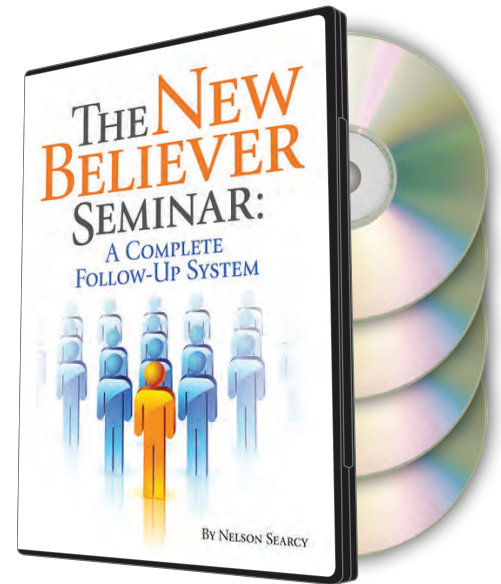
In The New Believer Seminar, Nelson has developed a valuable system that will **equip you to follow up with every new believer God brings to His church.**

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 discipled 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!



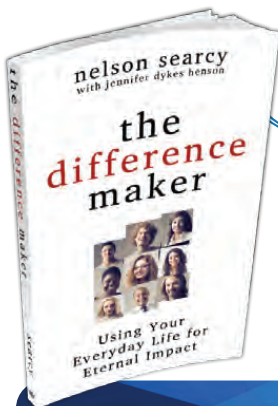
**This resource contains 3 hours of fast-paced audio training, a fill-in-the-blank listener's guide, leader's guide, sample follow-up emails, letters, a baptism certificate and a bonus video sermon from Nelson on "What it means to be a Christian"**

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

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

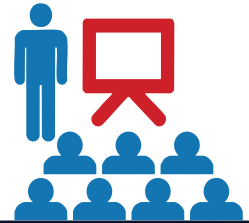
**To Learn More or Secure Your Resource Visit:**  
**[www.ChurchLeaderInsights.com/NewBeliever](http://www.ChurchLeaderInsights.com/NewBeliever)**

# **FREE** Evangelism Training Resources for Your Church (\$149.95 value)!



Utilize this Exclusive Difference Maker Training to Equip Your Church to Share their Faith in Simple, Non-threatening but Powerful Ways

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.



Now is a great time to **MOBILIZE** your people to share their stories of salvation and be Difference Makers in their community!

Here's How To Access Your **FREE** Resources

**Step 1**

Log In to Access Your Difference Maker Seminar Resources

Church Leader INSIGHTS

Free Staff • Free Webinars • Store • Coaching • Events • About • Contact

Name \*

Last \*

Email \*

Church Name \*

Job Title \*

Senior Pastor

Any Comments or Questions for Nelson:

\* REQUIRED FIELD

Take me to the resources

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

**[www.ChurchLeaderInsights.com/DMTraining](http://www.ChurchLeaderInsights.com/DMTraining)**

**Step 2**

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 sermons 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](mailto:info@churchleaderinsights.com)

Notes

**Step 1: Download Your Sample Teaching Audios**

- ▶ Journey 1 (John and Lori) Seminar - Difference Maker - Janet Halverson (1:35:19 MP3)
- ▶ Journey 1 (KVC) Seminar - Difference Maker - Journey Series (1:35:19 MP3)

**Step 2: Download Your Documents**

- ▶ Journey 1 - Book Review - The Difference Maker - Susan Halverson (DOC)
- ▶ Journey 1 - KVC - The Difference Maker - Leader Notes (DOC)
- ▶ Journey 1 - KVC - The Difference Maker - Lesson Plan (DOC)
- ▶ Journey 1 - KVC - The Difference Maker - Student Notes (DOC)
- ▶ Journey 1 - KVC - The Difference Maker - Student Notes (DOC)
- ▶ Journey 1 - KVC - The Difference Maker - Student Notes (DOC)

**Step 3: Download Your Event Promo Plan**

- ▶ Difference Maker Seminar Event Promotion Plan

**Step 4: Download Your Event Preparation Checklist**

- ▶ Difference Maker Seminar Event Preparation Checklist (DOC)

**Step 5: Download Your Event Timeline**

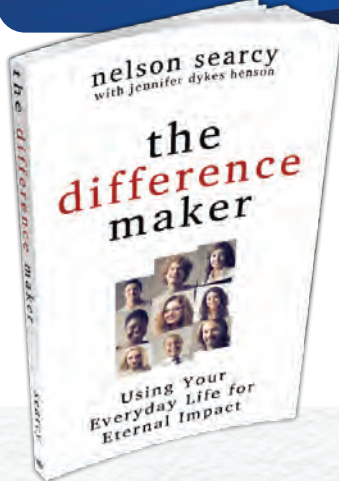
Download all your **FREE** resources available once you sign in

**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)

**Plus You Can Hand Out the Book to Everyone at Your Evangelism Training - Pick Up Copies at Our Cost (Just \$4 Per Book)! See Next Page for Details.**

# Order the Books in Bulk to Use at Your Own Evangelism Training Event!

Reach More People  
for Christ!



## 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!**



*"The Difference Maker is a book with proven principles that when applied will enable you to be more effective in sharing your faith. In this book,*

*Nelson Searcy gives you the **step-by-step process of how to make a difference by sharing your story.** It's a must-read for every Christian who is interested in sharing their faith."*

— **Bob Kistemaker**, Lead Pastor  
Lakewood New Life Church, Lakewood, OH



*"I've known Nelson a long time and what he shares here is right on target and will help church members get out of their comfort zone and **be true***

***Difference Makers in sharing their faith.** It's powerful stuff that every Christian should embrace!"*

— **Jimmy Britt**, Senior Pastor  
Rocky River Church, Concord, NC

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.

### CHOOSE FROM QUANTITY OPTIONS THAT MEET YOUR NEEDS: FROM A 10-PACK TO FULL CASE (ONLY \$4 PER BOOK!)



Pack of 10 (Only \$40.00)

Half Case of 46 (Only \$184.00)



Full Case of 92 (Only \$368.00)



**BONUS:** Every book comes with  
a FREE Romans Read bookmark to  
share with your church (\$199.95 value)



**ACT NOW — QUANTITIES ARE LIMITED**

— PLACE YOUR ORDER NOW AT JUST \$4 PER BOOK (REGULARLY \$6.99)

3 Easy Ways  
to Order Today:

- 1) Visit **[www.ChurchLeaderInsights.com/Impact](http://www.ChurchLeaderInsights.com/Impact)**
- 2) Or call 561.921.8488, Ext. 2
- 3) Or email us at [orders@churchleadersinsights.com](mailto:orders@churchleadersinsights.com)

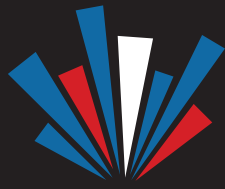
## INVITATION #2:

## The Membership Invitation

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©Nelson Searcy - The 5 Invitations Every Pastor Must Master



# 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**

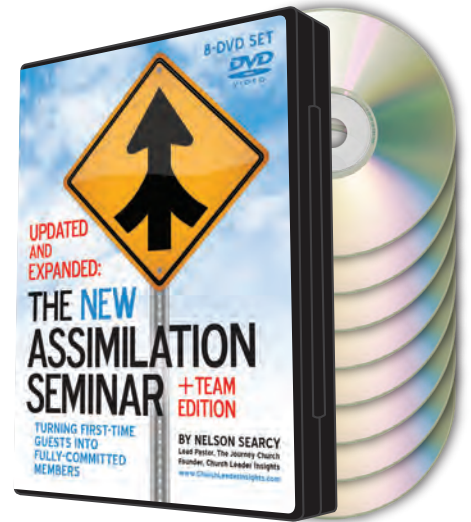
**SESSION 6: From Regular Attender to Fully-Engaged Member**

**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](http://www.ChurchLeaderInsights.com/AssimSeminar)**

### INVITATION #3:

## The Call to Ministry Invitation

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

**QUESTION:** When was the last time you extended that call?

**QUESTION:** When was the last time you preached on it?

Great opportunities for:

- People in high school and college
  - People that are mid-career and switch
  - People who have retired from first career (like military or teaching)  
Some of the second career people were some of the best church planters!
  - Challenge summer camps to give one morning to explain the call to ministry. Cultivate those who respond.
- Take a morning service and just tell them how you came to be a pastor. Tell them what you do on a regular basis. Explain what it means to be a missionary or to be an evangelist or to be a pastor teacher or whatever it might be.

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## INVITATION #4:

### The Volunteer Invitation

Pareto principle, when applied to church, says that 20% of your people will do 80% of the ministry.

- ✓ Most churches: 5% of the people doing 95% of the work
- ✓ Worthy aspiration: have 20% of your church volunteering one hour a week or more
- ✓ Challenge Goal: 50% of our church volunteering one hour a week or more

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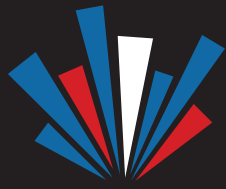
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# RELATED RESOURCES FOR ADDITIONAL STUDY

## THE MINISTRY SEMINAR

**Develop an effective volunteer ministry!**

**Three-hour seminar + sample files and documents**

What would you do differently if you had the maximum number of volunteers serving in ministry? In this three-hour seminar, Nelson Searcy will teach you **how to get the maximum number of people involved in service**. Learn how to create a culture that attracts and grows volunteers.

Discover a simple way to **double the number of volunteers in one day**. Learn how to keep your volunteers trained, motivated and happy. Use this resource to change the ministry system of your church!

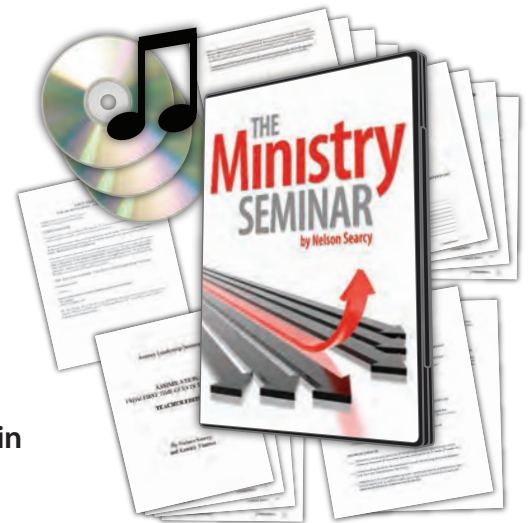
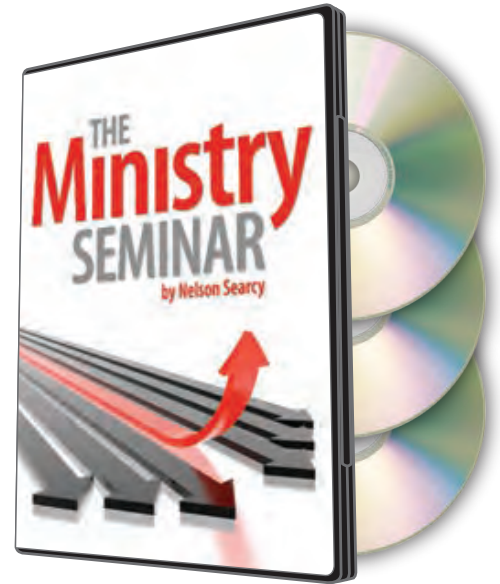
**Includes:** Three hours of audio training, fill-in-the-blank listener's guide, sample volunteer organization documents, emails, promotional items and more.

Nelson will teach you how to **get the maximum number of people involved in service**. Learn how to create a culture that attracts and grows volunteers. Discover a simple way to double the number of volunteers in one day.

Learn how to keep your volunteers trained, motivated and happy. Use this resource to change the ministry system of your church!

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

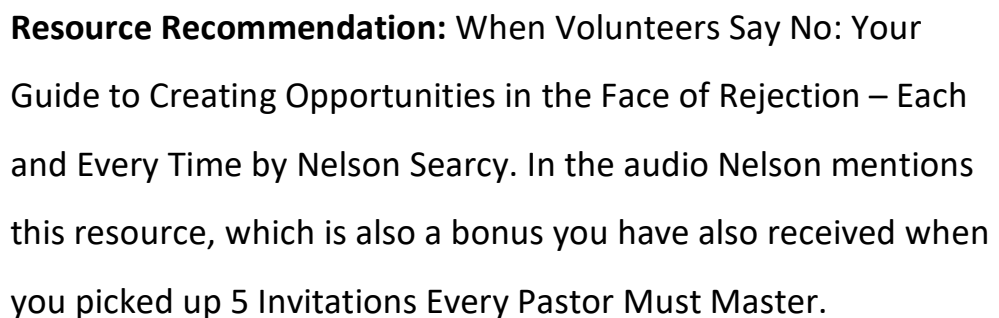
- How to create a culture that attracts volunteers
- How to have an abundance of volunteers, and not just the minimum needed
- How to recruit new volunteers
- How to double your volunteers in a day
- How to grow your volunteers
- How to (really) delegate
- How to treat volunteers (it's not the way you think)
- How to "fire" a volunteer
- How to train volunteers (and how not to over-train them)
- How to keep volunteers motivated
- How to recruit volunteers in areas "where no one wants to serve"
- How to appropriately celebrate volunteers so they can't wait to do it again
- ...and much more!



**Available: Fully downloadable \$99.95 | Three-CD set \$129.95**

**To Learn More or Secure Your Resource Visit:**

**[www.ChurchLeaderInsights.com/MinistrySeminar](http://www.ChurchLeaderInsights.com/MinistrySeminar)**

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## INVITATION #5:

## The Baptism Invitation

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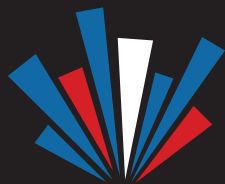
## The Top 4 Barriers to Baptism:

1. They're not saved.
  2. They don't have enough information about baptism.
  3. Lack of opportunities.
  4. Fear
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### Resource Recommendation:

The Maximizing Baptism Seminar by Nelson Searcy



# 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](http://www.ChurchLeaderInsights.com/Baptism)**

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A good ask is:

- One that's prayerfully considered.
- Practiced skillfully.
- Positioned purposefully.
- Presented boldly.
- Once asked, pause and wait for the answer.

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**Senior Pastor, make the ONE decision that will accelerate your growth and transform your church...**

## **Step Up Today to Nelson Searcy's LIVE Senior Pastor Coaching Network — Enrollment Open Now!**

**The decisions you make **NOW** have the potential to stall or supercharge your church this year.**



**And the decision to upgrade to this new systems-focused coaching network could have the single-greatest impact on the health and growth of your church over the next 12 months!**

Nelson is personally leading this network to help Renegade Pastors like you reach your MAXIMUM potential and exponential church growth through intensive focus on the **8 Systems of a Healthy Church®**: Assimilation, Stewardship, Evangelism, Small Groups, Worship Planning, Ministry, Leadership and Strategy.

- Lead to **30% growth** in your church next year.
- Position your church to be **more Kingdom-impacting than ever**.
- **See more people come to faith** over the next year than at any other time in your church's history... and see that repeated over and over in years to come.
- **Restore broken or ineffective systems** to serve the next season and next generation
- **Maximize your Online Church** service as a regular part of your church's Kingdom impact in a way that benefits your people, your community and the world.



Nelson Searcy is the Founding and Lead Pastor of The Journey Church, with locations across New York City and in Boca Raton, FL. By God's grace, he identified and developed the **Eight Systems of a Healthy Church®** that he has used to coach over 3,500 churches in the US and around the world. He is the author of over 100 church growth resources and 20+ books.



### **New Network At a Glance:**

- \* Guided Monthly Coaching Experience to Help You Master All Eight Systems of a Healthy Church®
- \* Led by Pastor Nelson Searcy
- \* One Tuesday Each Month  
2:00pm - 3:30pm Eastern Time
- \* LIVE Via Zoom  
Every Training is Recorded

**As you prepare to upgrade to this new network, please consider that:**

- The average increase in attendance is **25%**
- The average increase in giving is **20%** of your overall budget.
- **One** new tither will pay for this network.
- Nelson will be there **step-by-step** to help you implement.
- Unlike other coaching networks, you get **EVERYTHING** you need to work the systems.

**TAKE ACTION NOW AND STEP UP TO NEW SENIOR PASTOR COACHING  
— HURRY, SPACE IS LIMITED!**

**You'll receive over \$13,155.95 in resources and total value in just the first year!**

**For more information, including the next start date, and to secure your spot:  
[www.ChurchLeaderInsights.com/Growth](http://www.ChurchLeaderInsights.com/Growth)**

# Enrollment Open Now — Save Your Spot Today!

## Master the Latest and Greatest on All Eight Systems of a Healthy Church® with Nelson Guiding You LIVE via Zoom Every Month

One Tuesday Each Month | 2:00pm – 3:30pm Eastern Time

### WHAT IS THIS COACHING NETWORK ALL ABOUT?

This brand new online Senior Pastor Coaching network will be the culmination of the secrets Nelson has learned from coaching 3,500 pastors while leading a growing church. You will discover classic church growth principles combined with the **Eight Systems of a Healthy Church®** — but now completely updated to meet our new post-Covid reality. As part of this network, you will receive:

- ✓ **Monthly 90-minute LIVE Coaching Sessions with Nelson over Zoom:**  
Hands-on coaching from Nelson on all eight systems — Evangelism, Assimilation, Worship Planning, Small Groups, Ministry, Stewardship, Leadership and Strategy.
- ✓ **Monthly Bonus Coaching Calls with members from all Coaching Networks** — additional training plus Q&A Sessions with Nelson and the team.
- ✓ **Private Online Coaching Hub:** A portal to all session recordings, resources, archives, decade-long library of book summaries, church growth report, and much more! Everything in one place.
- ✓ **A proven road map** to grow your church in today's challenging environment, including how to increase in-person attendance while also maintaining an effective online church presence.
- ✓ **Unlimited email access** to Nelson and the entire CLI team.
- ✓ A monthly environment where you can connect with others to learn, grow, read, and answer questions every step of the way.
- ✓ An opportunity to **restore broken or ineffective systems in your church.**
- ✓ A path to become an expert on church growth principles and healthy church systems. **A similar one-year Doctor of Ministry class (and this coaching is far more practical) would cost up to \$3,990.00 plus twice as much time and far more travel costs.**



Each month you'll receive **FREE** supplemental bonus resources (total annual value over \$3,399.95)



**3-MONTH FULL REFUND GUARANTEE:** If anytime during the first three months, you feel this isn't right for you, keep all your monthly resources and bonuses and receive a full refund of all 3 months of your investment.

### ENJOY THESE FAST-ACTION BONUSES WHEN YOU JOIN TODAY!

\* **FREE** 2-Day Church Marketing Workshop — complete audio resource plus 300+ page workbook PDF featuring dozens of marketing samples! (\$599.95 value)



\* **FREE** One-on-One 15-minute Phone Call with Nelson (\$99.00 value)

\* **FREE** Maximizing Easter Online Training and Planning Your Preaching Calendar Online Training (\$299.95 value)

\* **Two FREE** Sermon Series of your choice upon initial registration (\$399.95 value)



"This network has been **the best investment for me and our church.** It was the catalyst needed to get me out of the rut of routine when we

planted the church. And now it is the **vital resource for equipping and encouraging** sustained implementation of the systems in our local context."

— **Earl Grant, Covenant Community Church, San Antonio, TX**  
Renegade Pastor Titanium Coaching Member

**Hurry, starts up soon and space is limited! Learn more and save your spot here:**

**[www.ChurchLeaderInsights.com/Growth](http://www.ChurchLeaderInsights.com/Growth)**

Questions or want to talk to someone ASAP? Email Nelson at [nelson@churchleaderinsights.com](mailto:nelson@churchleaderinsights.com) or call 561.921.8488, ext. 6.