

**UPDATED
AND
EXPANDED:**

**THE NEW
ASSIMILATION
SEMINAR**

**TURNING FIRST-TIME GUESTS INTO
FULLY-COMMITTED MEMBERS**

BY NELSON SEARCY



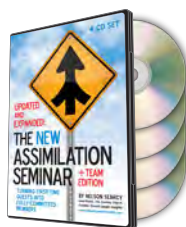
**LISTENER'S
GUIDE**



MEET NELSON SEARCY

Nelson Searcy is an experienced church planter, coach and church growth strategist, consulting with churches around the world, including many of the largest and fastest-growing ones. He's also the Founding and Lead Pastor of The Journey Church in New York City. Started in 2002, this groundbreaking church sees the majority of its growth coming from new believers and currently meets in locations in Manhattan, Queens and Staten Island, as well as San Francisco and Boca Raton, FL. Nelson is the recipient of the prestigious 2013 Donald A. McGavran Award for Outstanding Leadership in Great Commission Research. He's the author of over 75 church growth resources and 15 books, including *The Renegade Pastor: Abandoning Average in Your Life and Ministry*. He's trained more than 50,000 church leaders as founder of Church Leader Insights and the Renegade Pastors Network, which is designed to help pastors abandon average and strive for God's best in their personal lives and ministry. For more accelerated growth, pastors also participate in Nelson's Senior Pastor and Advanced Coaching Networks. His continued mission is to help church leaders around the world cooperate with God in creating healthy, thriving churches.

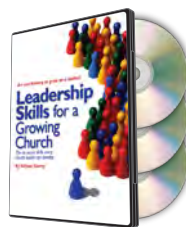
THE EIGHT SYSTEMS OF THE CHURCH:



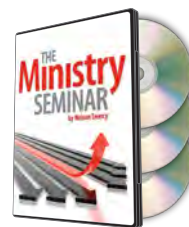
Assimilation



Evangelism



Leadership



Ministry



Small Groups



Stewardship



Strategy



Worship Planning

Books by Nelson Searcy:



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**THE POWER OF
ASSIMILATION**

THE POWER OF ASSIMILATION

Example One: Poor Assimilation System

Attendance: 200

First Time Guests Per Week: 4

Total First Time Guests in a Year: 208

Average Assimilation Rate: 1 in 20 people

Growth in One Year: 10 people

Example Two: Improving Assimilation System

Attendance: 200

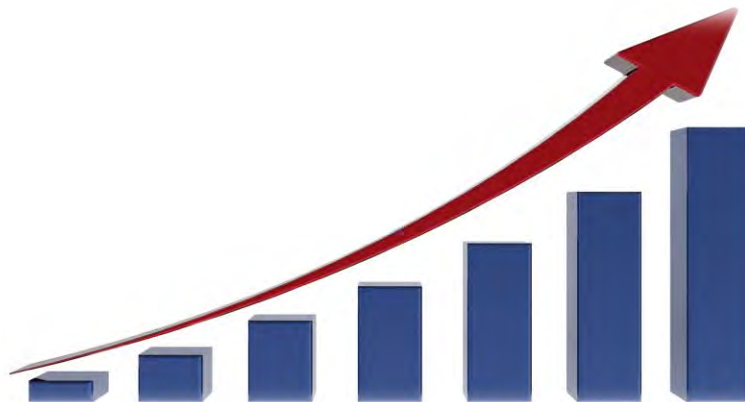
First Time Guests Per Week: 4

Total First Time Guests in a Year: 208

Average Assimilation Rate: 1 in 10 people

Growth in One Year: 20 people

**You can dramatically increase the growth of your church
by changing your Assimilation Rate!**



**The fastest way to increase your attendance and improve the health
of your church is to focus on Assimilation**

The Journey first year story

And

FIRST TIME GUESTS ARE A GIFT FROM GOD

And

Guests vs Visitors

God takes us from being strangers, to being family members in Christ, to eventually being joint heirs with Christ. This is called Biblical Hospitality.

KEY VERSE:

*“You must grow in the grace and knowledge of our
Lord and Savior, Jesus Christ” -2 Peter 3:18*

WHAT IS A SYSTEM?

A system is a sustainable process you can use which gives you a repeatable, sustainable, and scalable way to ensure that no first time guest falls through the cracks.

MY GOALS FOR THIS SEMINAR:

This seminar focuses on:

- _____

- _____

- _____

The Assimilation Process begins with *first time* guests and seeks to move people forward along a three-step process:

STEP 1: From being first time guests to becoming

STEP 2: From being second time guests to becoming

STEP 3: From being regular attenders to becoming

The Assimilation Process



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**FOUR KEYS
FOR A GREAT
FIRST-TIME GUEST
EXPERIENCE**

I. Step #1: *From First Time Guest to Second Time Guest*

The Assimilation Process



Many people will visit a church for the first time, but it is a big challenge to get a person to return for a second visit.

When a person visits your church for the first time, focus on **4 AREAS** to encourage that person to return for a second visit.

A. PRE-SERVICE: _____

The first impression a person develops of a church and of the people who make up the church is the most important impression. *It's very difficult to shake a first impression.*

4 AREAS OF FIRST CONTACT

1. _____

A first time guest wants to be greeted with a smile in a friendly and welcoming way without being bombarded or made to feel uncomfortable.

2. _____

A first time guest wants to be directed to where they should go or where they need to go. Having no direction adds anxiety and greatly reduces the positive impact of a church's first impression.

3. _____

A first time guest wants to be treated with respect and in a way that makes him or her feel like the church is glad that they are there.

*“I was glad when they said unto me,
Let us go to the house of the Lord.”*
- **Psalm 122:1**

4. _____

Ushers are very important to making a first time guest feel comfortable and to helping them form a positive first impression of the church.

Note: *Remember, even if a first time guest experiences a great worship service, he/she must be welcomed into the church in a friendly and helpful way or the first impression of the church will be a negative one, and it will be unlikely that he/she will ever return a second time. The positive first impression that first-time guests have of your church is seldom related to the music or the message. Most of the time it is related to how they were made to feel when they first walked in the door.*

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**THE ONE THING
YOU WANT
FIRST-TIME
GUESTS TO DO**

B. DURING THE SERVICE: _____

Front:

the difference maker		CONNECTION CARD
Dr. / Mr. / Mrs. / Miss / Ms.		
Name: _____		<input type="checkbox"/> Change in contact information
Email (please print): _____		
<input type="checkbox"/> 1st time guest <input type="checkbox"/> 2nd time guest <input type="checkbox"/> Regular Attender <input type="checkbox"/> Member	Address _____ Apt. _____ City _____ State _____ Zip _____ Best Contact Phone (_____) _____ <input type="checkbox"/> Send me Text Message Updates (no more than 1 per month): (_____) _____	
How did you hear about The Journey? _____ <small>(Name of person who invited you, postcard, mailer, newspaper, doorhanger)</small>		
Place this card in the offering when it is received at the end of the service today.		

Back:

<p style="text-align: center;">MY NEXT STEP TODAY IS TO...</p> <ul style="list-style-type: none"> <input type="checkbox"/> Memorize 1 Timothy 1:16. <input type="checkbox"/> Prepare my testimony and then be ready to share it frequently. <input type="checkbox"/> Sign me up for Membership Class in two weeks on Sunday, Sept 14 from noon-3pm at Boca High (lunch and child care provided). <input type="checkbox"/> Begin to pray for and invite my unchurched friends to the Sept 28 Kick-off of the Family Matters teaching series. Please join me in praying for: _____ <p>Sign me up for GG# _____</p> <p>Prayer Request: _____</p>	<p style="text-align: center;">SEND ME INFO ABOUT...</p> <ul style="list-style-type: none"> <input type="checkbox"/> Becoming a follower of Jesus <input type="checkbox"/> Beach Baptism, Sun, Sept 21 <input type="checkbox"/> Family Bowling Night, Fri, Sept 5 <input type="checkbox"/> Eyeglasses for Veterans, Sun, Sept 7 <input type="checkbox"/> Journey University, Wed, Sept 17 <input type="checkbox"/> Student Ministry <input type="checkbox"/> Automating my Giving <hr/> <p style="text-align: center;">SEND ME INFO ABOUT VOLUNTEERING ...</p> <ul style="list-style-type: none"> <input type="checkbox"/> At The Journey Office <input type="checkbox"/> First Impressions Team <input type="checkbox"/> Journey Kidz Team <input type="checkbox"/> Set Up Team <input type="checkbox"/> Worship Arts Team
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1. Everyone _____

2. Everyone _____

3. Everyone _____

C. POST SERVICE GIFT: _____

Immediately following the service, all first-time guests are offered a free gift, usually a book, as a sign of appreciation for their attendance.



Unshakable: Standing Strong When Things Go Wrong
by Nelson Searcy

This free book should:

- Be helpful to first time guests (remember, when a first-time guest comes to your church they are likely either in transition, in trouble, or under tension)
- Move them forward spiritually and help them gain greater understanding about what God is doing in their life.
- Be substantial – it should be a quality book!
- Contain a thank you letter and survey.

POST SERVICE INFORMATION: _____

At the Guest Table in the lobby, a first time guest who made a decision during the service or who has questions about the church or Christianity can find:

- a knowledgeable person to talk to
- more resources
- information about the church.

The table also displays free resources including:

- information on becoming a Christian
- baptism
- membership
- the church's beliefs
- Bibles (free or for purchase)
- sermon series

CONSIDER: Unchurched people have a lot of questions about church. What additional resources can you provide at your guest table to help answer those questions?

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**AN EFFECTIVE
FOLLOW-UP
PROCESS IN
FOUR EASY STEPS**

D. POST WEEKEND: _____

The Monday following the service presents the best time to follow-up with those who attended the church for the very first time that weekend.

Why such a fast response time with follow-up? We cannot over-emphasize how valued a first time guest feels when contacted the day after visiting a church for the first time. They recognize that they are a priority to the church and are more likely to come back a second time.

1. _____

This team meets on Monday afternoon to complete Sunday service follow-up as outlined.

The first response team also PRAYS for each of your first-time guests.

2. _____

Follow up with first-time guests by contacting him/her within 36 hours. This means that by the end of the day on Monday for a Sunday service the guest must be contacted via e-mail.

This simple email:

- Thanks them for attending
- Invites them back
- Invites them to fill out a 30 second survey

3. _____

Follow up with first time guests with a second contact within 96 hours. This means the guest should receive a second contact from the church by Thursday if he/she attended the church on Sunday.

This second contact is a hand-written card with an appropriate gift.

4. _____

Approximately one month following a person's first visit to the church, we send a letter from the pastors thanking them for visiting the church for the first time last month, letting them know about ways to get plugged in and giving them another spiritual development resource.

***Note:** Be creative in what gifts you might be able to give first-time guests that would "WOW" them and encourage them to visit your church for a second time.*

***Note:** Why such a fast response time with follow-up? We cannot over-emphasize how valued a first-time guest feels when contacted the day after visiting a church for the first time. They recognize that they are a priority to the church and are more likely to come back a second time.*

(Jesus) "Well done, good and faithful servant!
You have been faithful with a few things.
I will put you in charge of many things."
- **Matthew 25:21, (NIV)**

MY ACTION STEPS:

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**CONNECTING
SECOND-TIME
GUESTS**

II. Step #2: From Second Time Guest to Regular Attender

The Assimilation Process



When an individual returns to your church for the second time, focus on *two areas* that are important to encouraging that person to become a regular attender.

A. DURING THE SERVICE: _____

It is important that Second Time Guests fill out a Connection Card so that you know they have returned to your church. Also, Second Time Guests can take a step to get plugged in or take a “Next Step” on the back of the Connection Card.

<p>MY NEXT STEP TODAY IS TO...</p> <ul style="list-style-type: none"><input type="checkbox"/> Memorize 1 Timothy 1:16.<input type="checkbox"/> Prepare my testimony and then be ready to share it frequently.<input type="checkbox"/> Sign me up for Membership Class in two weeks on Sunday, Sept 14 from noon-3pm at Boca High (lunch and child care provided).<input type="checkbox"/> Begin to pray for and invite my unchurched friends to the Sept 28 Kick-off of the Family Matters teaching series. Please join me in praying for: _____ _____ <p>Sign me up for GG# _____</p> <p>Prayer Request: _____</p> <p>_____</p>	<p>SEND ME INFO ABOUT...</p> <ul style="list-style-type: none"><input type="checkbox"/> Becoming a follower of Jesus<input type="checkbox"/> Beach Baptism, Sun, Sept 21<input type="checkbox"/> Family Bowling Night, Fri, Sept 5<input type="checkbox"/> Eyeglasses for Veterans, Sun, Sept 7<input type="checkbox"/> Journey University, Wed, Sept 17<input type="checkbox"/> Student Ministry<input type="checkbox"/> Automating my Giving <p>SEND ME INFO ABOUT VOLUNTEERING ...</p> <ul style="list-style-type: none"><input type="checkbox"/> At The Journey Office<input type="checkbox"/> First Impressions Team<input type="checkbox"/> Journey Kidz Team<input type="checkbox"/> Set Up Team<input type="checkbox"/> Worship Arts Team
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B. POST-WEEKEND: _____

As with our first time guests, immediate follow-up with second time guests is vitally important. Again, we focus on 36 and 96 hour follow-up.

1. _____

Follow up with second time guests with a personal contact within 36 hours. This means they receive an e-mail by the end of the day on Monday for a Sunday service.

Note: Additionally, the second time e-mail focuses on getting the individual plugged into the church in a different area. For instance, if you are in the middle of small group sign-ups, this e-mail is a great way to encourage the person to join a group by providing a link to the small group sign up web page.

2. _____

Follow up with second-time guests with a second personal contact within 96 hours. This means they should receive a second personal contact from the church by the end of the day on Thursday if they attended the church on Sunday.

C. POST-WEEKEND: _____

Second time attendance indicates an interest in getting more deeply connected. Be sure to offer second time guests opportunities to get plugged into the church beyond the Sunday service.

1. _____

2. _____

3. _____

WHY SHOULD I ASK SECOND-TIME GUESTS TO SERVE?

1. It makes that person feel alive – it gives them purpose. He/she is doing what God created people to do – serve other people. It is fun.

(Jesus) *“For even the Son of Man came not to be served but to serve others.”* - **Mark 10:45**

2. It provides a personal sense of ownership in the church. The sooner a person serves, the sooner he/she begins to feel that the church is his/her church.
3. It provides an opportunity to build relationships with other people in the church. Relationships are the number one factor in a person feeling connected to a church.

**It's never too early to ask someone to serve!*

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**FROM REGULAR
ATTENDER TO
FULLY-ENGAGED
MEMBER**

Assimilation = Biblical Hospitality

STRANGER

→ **GUEST**

→ **FAMILY MEMBER**

→ **CO-HEIR WITH CHRIST**

KEY VERSES:

“And since we are his children, we are his heirs. In fact, together with Christ we are heirs of God’s glory. But if we are to share his glory, we must also share his suffering.”

- Romans 8:17

“God decided in advance to adopt us into his own family by bringing us to himself through Jesus Christ. This is what he wanted to do, and it gave him great pleasure.”

- Ephesians 1:5

III. Step #3: *From Regular Attender to Member*

(Jesus) *“I will build my church, and all the powers of hell will not conquer it.”* - **Matthew 16:18**

“And let us not neglect our meeting together, as some people do, but encourage one another, especially now that the day of his return is drawing near.” - **Hebrews 10:25**

The Assimilation Process



A member is a person who has developed ownership, pride, and identification with the church and chooses to become a part of a spiritual family. This requires the creation of **relationships** and **responsibilities** within the church.

- A regular attender says: _____
- A member says: _____

A. DURING THE SERVICE

1. _____

Serving at the church provides a sense of ownership and pride in the church.

CONSIDER: Do I have enough serving opportunities for regular attenders?

2. _____

As a part of teaching on membership, there are key elements that can be added to a worship service to effectively share about and build excitement for membership.

Note: Upon receiving an indication of interest in either membership, that person will receive a phone call and the church will send them an information e-mail that shares the details about the upcoming Membership Class and invites them to participate.

Note: Once a person attends Membership Class he/she must still sign the Membership Covenant to become a member. A membership covenant is vital in securing the new, family relationship. (See Appendix D)

3. _____

B. POST-WEEKEND: _____

1. Notify regular attenders about available or up-coming small groups

2. Target the people in your small groups for membership

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**WHERE
TO START:
THE KEYSTONE
IN THE ENTIRE
ASSIMILATION
SYSTEM**



WHERE DO I START?

Start with the handwritten note! It's the keystone in the entire Assimilation system.

The Eight Systems of a Church:

Assimilation
Evangelism
Worship Planning
Ministry
Small Groups
Stewardship
Leadership
Strategy

The changes you make today are going to set you on the course of growth for the future!

What is at the core of Assimilation?

Relationships and responsibilities!

Why do we do this work?

*"You must grow in the grace and knowledge of our savior Jesus Christ."
– 2 Peter 3:18*

*"So don't get tired of doing what is good. Don't get discouraged and give up, for
we will reap a harvest of blessing at the appropriate time."
– Galatians 6:9*

Appendix A:

Assimilation Overview

A. First Time Visit

- A person attends church for the first time and fills out a Connection Card.
- Following the service, a first time guest receives a free book and can visit the Fresh Start Table to ask questions or talk with a member or staff person.
- The person receives an email within 36 hours of attending a church service. This e-mail includes a link to an on-line survey that encourages feedback from the first visit and connects the person to the church's web site.
- The person receives a hand-written note in the mail within 96 hours of attending a church service. This note includes an unexpected gift to “wow” the first time guest in addition to a postcard describing the current series. The gift is relevant to the target demographic.
- The person receives in the mail a typed letter approximately one month after the 1st visit. Included in the letter is another gift and an audio message CD from a prior service.

B. Second Time Visit

- A person attends church for the second time.
- The person receives an email within 36 hours of the 2nd visit. This e-mail focuses on a specific way the person can get connected at church.
- The person receives a typed letter in the mail within 96 hours of the 2nd visit. Included in the letter is a second “surprise” gift that someone in the target demographic appreciates.

C. Regular Attender

- A person is encouraged and has opportunities to sign up for Service Teams, Play Groups, Growth Groups, Baptism, and Membership Class on a weekly basis.
- A person is eligible to attend Membership Class after attending church regularly for 2 months.

Appendix B:

FIRST TIME GUEST ON-LINE SURVEY (a link to the survey is included in the First Timer E-mail)

GUEST SURVEY

Thank you for visiting [insert church name] recently! You matter to us and so does your opinion. We would appreciate your feedback on the following four questions:

→ What Did You Notice First?

→ What Did You Like Best?

→ Overall Impression?

→ How Can We Pray for You?

→ Name?

→ Email Address?

Submit

Clear Form

Appendix C:

Why do you need a spiritual family?

1. YOU NEED HEALTHY RELATIONSHIPS.

"Two are better than one, because they have a good return for their work: If one falls down, his friend can help him up. But pity the one who falls and has no one to help him up!" - Ecclesiastes 4:9-10

2. YOU NEED A PLACE WHERE YOU CAN USE YOUR GIFTS.

*"Do not neglect the gift that is in you, which was given to you..."
- 1 Timothy 4:14*

3. YOU NEED A PLACE WHERE YOU CAN GROW.

*"They joined with the other believers and devoted themselves to the apostles' teaching and fellowship, sharing in the breaking of bread and prayer."
- Acts 2:42*

4. YOU NEED TO BELONG TO SOMETHING BIGGER THAN YOURSELF.

"Just as each of us has one body with many members, and these members do not all have the same function, so in Christ we who are many form one body, and each member belongs to all the others." - Romans 12:4-5

"Let us not give up meeting together, as some are in the habit of doing, but let us encourage one another..." - Hebrews 10:25

What are the personal requirements for church membership?

1. SALVATION - a personal relationship with Jesus Christ
2. BAPTISM - adult believers baptism by immersion
3. ATTENDANCE - two months of faithful attendance

Appendix D:

Membership Covenant

1. I will protect the unity of my church.

- ... by acting in love toward other members
- ... by refusing to gossip
- ... by following the leaders

2. I will share the responsibility of my church.

- ... by praying for its growth
- ... by inviting the unchurched to attend
- ... by warmly welcoming those who visit

3. I will serve the ministry of my church.

- ... by discovering my gifts and talents
- ... by being equipped to serve by my pastors
- ... by developing a servant's heart

4. I will support the testimony of my church.

- ... by attending faithfully
- ... by living a godly life
- ... by giving regularly

Signature

Date

FIRST-TIME GUEST ONLINE SURVEY

GUEST SURVEY

Thank you for visiting The Journey recently! You matter to us and so does your opinion. We would appreciate your feedback on the following four questions:



What did you notice first?



What did you like best?



Overall impression?



How can we pray for you?



Name?



E-mail address?

SECOND-TIME GUEST ONLINE SURVEY

GUEST SURVEY

Thank you for visiting The Journey for a second time! We would appreciate your feedback on the following four questions:



What most influenced your decision to attend The Journey a second time?



What was most memorable about your first or second time at The Journey?



Would you feel comfortable inviting your friends to attend The Journey with you? Why?



How could we improve your experience?



Would you be interested in learning more about

- Growth Groups?**
- Serving on Sunday?**
- Volunteering during the week?**



Name?



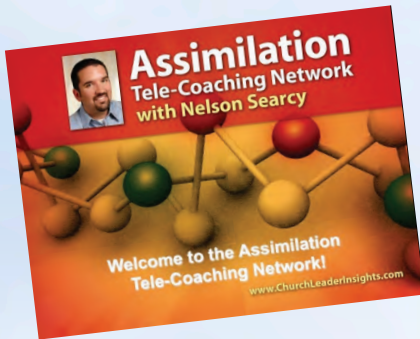
E-mail address?

Submit

Clear Form

CONTINUE YOUR ASSIMILATION TRAINING WITH NELSON!

Join the new **Assimilation Coaching Network** – seven months of online, on-demand training proven to maximize your Assimilation System and accelerate your growth!



This brand-new Assimilation Coaching Network will be led by Nelson Searcy and is available now, via a new on-demand, online module format (you participate at your convenience each month).

This coaching network will be based on the assimilation principles identified and taught by Nelson to thousands of churches through books, resources and live events, and will be provided in a format that you can watch at any time.

You'll receive seven online sessions over the course of this network that you can fully participate in anytime. And unlike other networks, you'll receive both the audio and video – your experience will be identical, no matter when you log in.

Nothing can create faster growth in your church than the power of assimilation!

Keeping just two more first-time guests a week would grow your church by more than fifty people over the course of this network!

Here's what you'll receive in this new seven-month network:

- **Seven monthly online sessions focused exclusively on assimilation**
- **Three group Q-and-A calls between sessions**
- **Over \$1,228.00 in FREE resources from Church Leader Insights, plus special discounts on any new resources**
- **Unlimited email access to Nelson Searcy and the CLI team**
- **FREE attendance at most CLI (live to web) training events during your network (up to \$729.00 value)**
- **Full VIP audio and video access to each coaching session online**
- **Private assimilation documents and strategies not available elsewhere**

You've already shown your commitment to growing your church through the power of Assimilation. Now take the next step and do everything you possibly can to make sure that no one slips through the cracks at your church!

**LEARN MORE AND SIGN UP TODAY AT:
WWW.CHURCHLEADERINSIGHTS.COM/AC**



WITH YOUR ASSIMILATION COACHING NETWORK MEMBERSHIP, THESE ARE JUST SOME OF THE BONUS RESOURCES YOU WILL RECEIVE – ABSOLUTELY FREE!



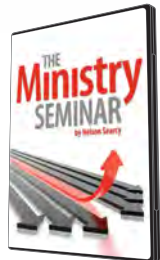
**BONUS RESOURCE #1:
The Assimilation Intensive
\$599.95 value, yours FREE!**



**BONUS RESOURCE #2:
Maximizing Membership Package
\$199.95 value, yours FREE!**



**BONUS RESOURCE #3:
Why People Leave Your Church
\$99.95 value, yours FREE!**



**BONUS RESOURCE #4:
The Ministry Seminar
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**BONUS RESOURCE #5:
The Worship Planning Seminar
\$99.95 value, yours FREE!**

GET OVER \$1,228.00 IN FREE RESOURCES FROM NELSON SEARCY DURING YOUR SEVEN MONTHS OF ASSIMILATION COACHING!

**LEARN MORE AND SIGN UP TODAY AT:
WWW.CHURCHLEADERINSIGHTS.COM/AC**



RELATED RESOURCES FOR ADDITIONAL STUDY

WHY PEOPLE LEAVE YOUR CHURCH

Learn why people leave - and what you can do about it!

Few things are as painful as seeing people leave your church. Pastors often feel powerless to stop this from happening. The truth is, often this can be prevented! In this resource, Nelson Searcy explains the six most common reasons people leave your church. You'll learn how to make it occur less frequently and how to stay encouraged and focused when it does happen.

Includes: Over two hours of audio training, leader's guide, fill-in-the-blank listener's guide and the complete transcript of the seminar.

Bonus: A recording of a 30-minute Q-and-A with Nelson on why people leave and how it has impacted his leadership.

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



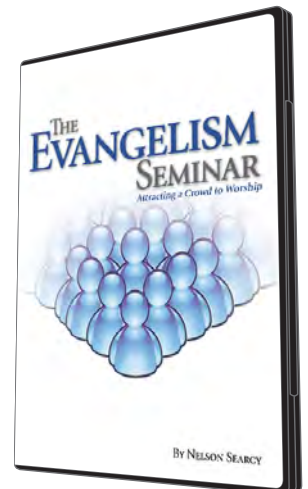
THE EVANGELISM SEMINAR

Raise the evangelistic temperature of your church!

Evangelism should be at the core of what you do as a church, but how do you invite the unchurched people in your community to hear the Good News? In this three-hour seminar, Nelson Searcy will lead you through the practical steps you can take to get everyone in your church involved in reaching their friends and neighbors. You'll develop a healthy, ongoing Evangelism System, including how to pray for the unchurched, how to challenge your leaders to engage the community and how to use publicity to attract people to your church!

Includes: Three hours of audio training, fill-in-the-blank listener's guide, sample emails, letters, postcards and promotional items.

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



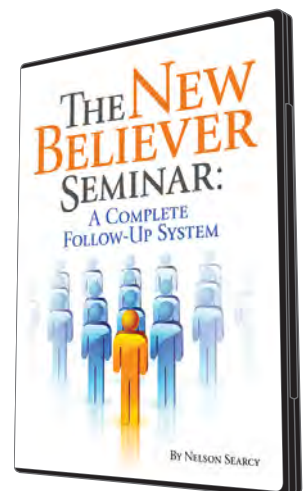
THE NEW BELIEVER SEMINAR

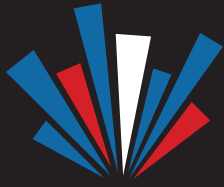
Help your new believers take their first steps toward discipleship!

How can you help people "step across the line" of faith in Christ? In this resource, Nelson answers it by giving you a comprehensive system to help you recognize people who have made a decision for Christ, and get them started on the road of discipleship. Learn to use your preaching calendar and effective follow-up to see people begin their new life in Christ!

Includes: Three hours of audio training, complete listener's guide, leader's guide and the actual editable new believer follow-up strategy used at The Journey Church each week. This one document alone has been described by many as being worth the investment.

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





RELATED RESOURCES FOR ADDITIONAL STUDY

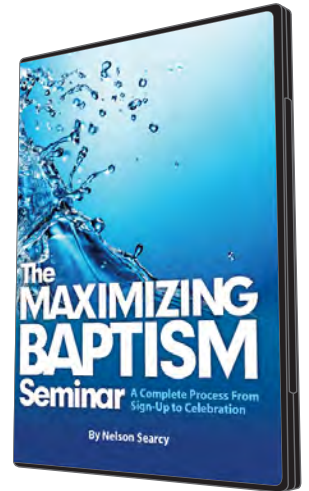
THE MAXIMIZING BAPTISM SEMINAR

A complete process from sign-up to celebration!

Do you have a plan to help people decide to be baptized and move forward to celebration and discipleship? In this three-hour seminar, Nelson walks you through a proven five-step system that will equip you to PROMOTE, PREPARE, PREACH, PRESENT and PRESERVE every baptism in your church. Help people overcome their fear and uncertainty about baptism so they can take this step of obedience!

Includes: Complete seminar audio, fill-in-the-blank listener's guide, leader's notes, more than 45 sample documents, fully editable baptism checklist, promotional emails and follow-up documents.

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



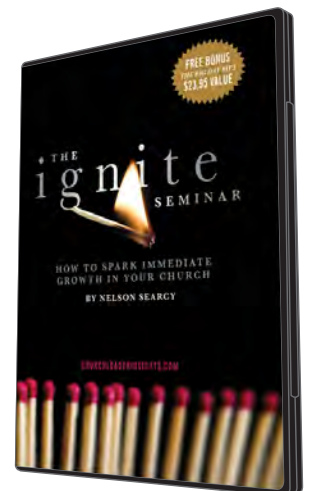
THE IGNITE SEMINAR

Learn how to double your church in a day!

Energize and mobilize your church to reach their community with the Gospel. This three-hour seminar from Nelson Searcy will walk you through planning and executing a "Big Day," a special event that draws people from your community in your church. Nelson has developed and honed the strategies in this resource to fuel growth at The Journey Church and in hundreds of coaching alumni churches. Now you can use these proven techniques to start – and keep – your church growing!

Includes: Complete audio, listener's guide, sample documents and promotional items.

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



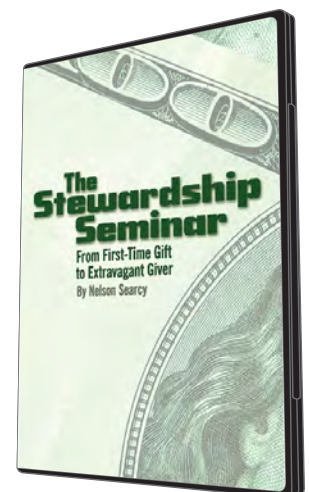
THE STEWARDSHIP SEMINAR

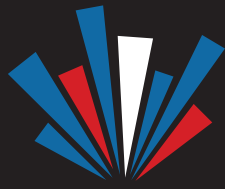
Help your people grow through biblical stewardship!

Stewardship isn't just a financial issue – it's a discipleship issue! Your people will be limited in their spiritual growth until they understand God's perspective on money. In this three-hour resource, Nelson explains how you can teach on money in a way that helps people begin giving, and you'll learn a step-by-step process to move people on to regular giving, tithing and extravagant giving. Plus, Nelson shows how to make it easier for your people to give!

Includes: Three hours of audio training, fill-in-the-blank listener's guide, sample emails, letters and follow-up documents.

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





RELATED RESOURCES FOR ADDITIONAL STUDY

CHURCH MARKETING WORKSHOP

Discover proven marketing methods to reach more people for Christ!

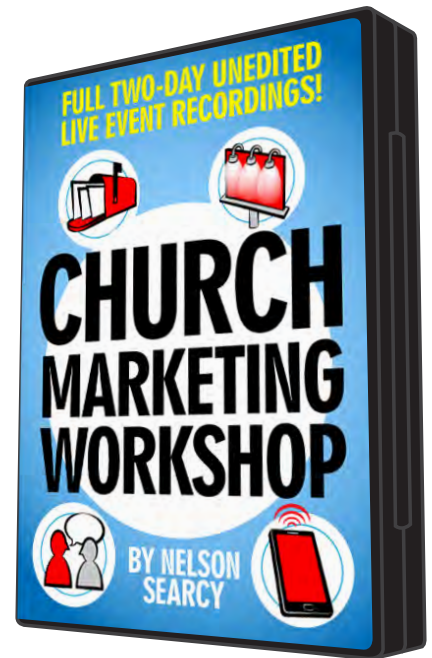
Nelson reveals all the marketing tips, strategies and tactics he's discovered and applied from 25 years in ministry and from coaching across the country! What you discover here will have a HUGE effect on your growth. If you believe in the power of evangelism, then you believe in the power of effective marketing!

In this brand-new resource, you'll discover:

- The huge difference between outrageously successful marketing and boring, unsuccessful marketing
- Simple steps to marketing your church without breaking your budget
- How to train yourself to think outside the box
- How to translate your church marketing from one media to the next
- How to implement your marketing in every form of media, both offline and online
- Simple strategies for discovering powerful ideas during your everyday life
- How to define "successful results"
- The most powerful methods that never fail
- How to craft great and effective headlines for your marketing
- Proven ways to increase your number of first-time guests
- Why you always need a deadline
- "Lumpy objects" that get your message opened and read
- How to dramatically increase the results of all your marketing
- Why you should be looking to swiping and deploying ideas from businesses that are marketing to you (yes, even outside ministry)
- How to double your attendance with direct mail
- How to most effectively use your limited dollars
- Marketing psychology: Entering the conversation in your recipient's head
- Speed strategies: How to get marketing implemented F-A-S-T
- Plus much, much more!

Includes: Two full days of audio training from the live workshop and the complete 300-page workbook, including a huge show-and-tell presentation of effective, impactful marketing examples.

Available: Fully downloadable: \$797.97



**ACCELERATE
YOUR
GROWTH!**

A SPECIAL INVITATION FROM NELSON SEARCY



Dear fellow Senior Pastor,

I want to give you the best opportunity to make this the most impactful year yet for your ministry, so today I'm inviting you to take the next step in your church growth by joining my **Senior Pastor Coaching Network**. The window is closing to get into the network at this special rate - there are only a few spots left. Once it's filled, that will be it.

Senior Pastor Coaching helps you go in-depth with me on the **Eight Systems of a Healthy Church** through online, on-demand coaching modules that you can access anytime!

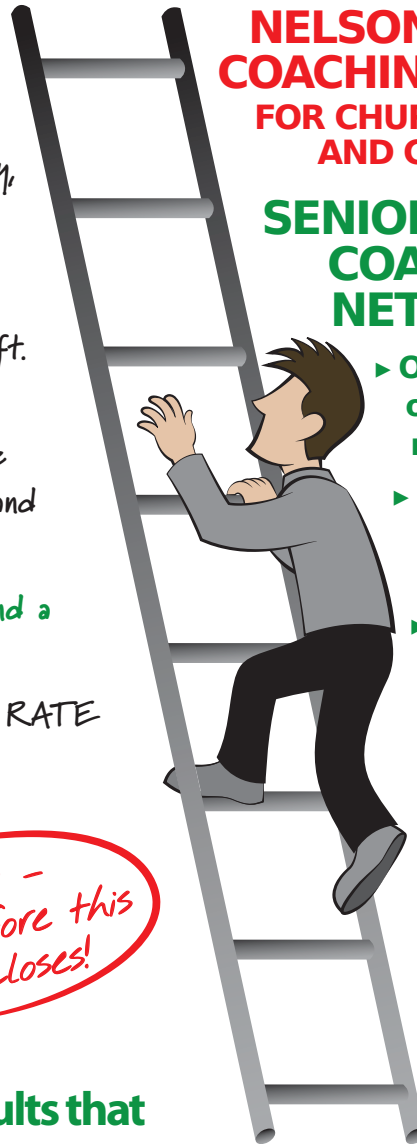
The results? **An average 25% increase in your attendance and a 20% increase in giving!**

There's never been a better time to join: You'll lock in a **VIP RATE** and save up to **\$1,800.00** a year!

Thank you for considering this invitation!

Your coach,

*Filling up -
act now before this
network closes!*



**NELSON SEARCY
COACHING LADDER
FOR CHURCH HEALTH
AND GROWTH**

**SENIOR PASTOR
COACHING
NETWORK**

- ▶ Online, on-demand modules
- ▶ In-depth training on all 8 systems
- ▶ Direct access to Nelson and the CLI team
- ▶ Over **\$1,679.00** in **FREE CLI** resources

**RENEGADE
PASTORS
NETWORK**

Foundational network

Here are just a few examples of the typical results that pastors see as part of my Senior Pastor Coaching Network:



"Joining the Senior Pastor Coaching Network will be a personal and ministry-impacting experience. It brings real clarity to what's required to lead a growing church. It will be an investment into yourself and your ministry."

Jesse Giddens, Destiny Christian Center, Apple Valley, CA



"Being a part of this network has helped me to lead our church more effectively, reverse what had been a slow decline, mobilize greater numbers of our people in outreach and service, reach and retain more new people, and significantly raise the level of generosity in our church."

Robert Haynes, New Life Community, Olive Branch, MS



"Nelson's coaching is very practical and easy to apply. You will be stretched. You will have fruit. You will see growth and breakthrough in your ministry and church."

Dave Slater, Parkview Church, Guelph, ON, Canada

Yes Nelson, I want to join NOW for my best growth in 2016!

I'm ready to join the NEW online Senior Pastor Coaching Network!

Visit www.ChurchLeaderInsights.com/Coaching

You can also call Scott Whitaker at 561.921.8488 ext. 5



- Systems Overview
- Assimilation
- Stewardship Part 1
- Evangelism Part 1
- Evangelism Part 2
- Small Groups
- Worship Planning
- Stewardship Part 2
- Ministry
- Leadership and Staffing
- Personal Leadership
- Strategy



PLUS, you'll receive a "Coaching Blueprint" that gives you specific next steps!

NETWORK OVERVIEW

As you prepare to join, please consider that:

- One new tither will pay for this network.
- The average increase in attendance is 25%.
- The average increase in giving is 20% of your overall budget.
- I'll be there step by step to help you implement.
- There's no other network like this!

In just the first year of the Senior Pastor Coaching Network, you'll receive:

- Monthly online sessions: Hands-on coaching from Nelson on all eight systems.
- Over \$1,679.00 in FREE resources from Church Leader Insights (including all eight systems seminars) in your first year, PLUS special discounts on any new resources.
- Regular group Q-and-A calls to ask your specific questions.
- Unlimited email access to me and my entire CLI team.
- FREE attendance at CLI (live or web) training events during your network (up to \$1,249.00 value).

Add the online Senior Pastor Coaching Network to your membership now, and get immediate access to the Systems Overview as soon as you join!

ON-DEMAND:

Available now via a new **on-demand, online module format**, where you can participate at your convenience each month. Your experience will be identical, no matter when you log in.

IN-DEPTH:

Led by me, this network is based on the **8 Systems of a Healthy Church** that I've identified and taught to thousands of churches, through books, resources and live events. You'll receive **online coaching sessions** over the course of this network that you can fully participate in anytime. And unlike other networks, **you'll receive both the audio and video.**

AFFORDABLE:

Lock in the lowest monthly rate available now, **saving up to \$1,800 in the first year!** Get FREE access to the Renegade Pastors Network, PLUS over \$1,679.00 in new bonus resources, including all eight Systems Seminars!

I want to grow in 2016!

Yes Nelson, I want to join NOW!

I'm ready to join the NEW online Senior Pastor Coaching Network!
Visit www.ChurchLeaderInsights.com/Coaching

You can also call Scott Whitaker at 561.921.8488 ext. 5