

Janice Johnson: *Ministry By Design Private Partnership Program*

Training Call: April 2012

Positioning Your Ministry For Expansion

Thank you so much for joining me for The Ministry By Design Private Partnership Training Call for April.

This is actually Module 4. I'm really excited about our topic and what we're going to discuss today. The very attractive title is: Positioning Your Ministry For Expansion.

But what we're actually going to talk about today is a little more than just positioning your ministry. I've been really excited about this topic.

I said in the email that Erica sent to you guys, this is just Part One. This is something that is a very important topic when it comes to expanding your reach, is: How do you position yourself, and how you position your ministry.

I didn't want to take away from giving this topic the attention to the detail that it really needed, so I decided to spread it over two modules just so we can get the most out of it.

Before we get into the stuff that I'm going to share with you today, I do want to handle some housekeeping things.

The first thing is going to be: Thank you so much! To all of you who are the By Design members—for your patience with the technical glitches that we've been having—some of you have not been receiving the emails that we've been sending out.

It's because "user error," I must admit—I thought it was the system, but when we got down to the get-down—it was me. I hadn't typed in some of the email addresses correctly. Thank you for being patient and for forgiving us on that, for just having mercy on us.

Then for some of you when you first joined, we had a platform and a forum that just crashed, and I didn't know what it was. We'd used it before, and I think with the level of materials that we were putting in it and the frequent use, it may have been too much for our server.

So we've been consistently working to get it up and to make sure, with more user span, we have been searching

for the best platforms, which is good that we experienced it in a way because I can share with you what are the absolute best platforms to use—not because I heard what somebody told me, but I can tell you based on our own experience.

I'm happy to say that, come Saturday, you all will receive your logins and passwords to the Ministry By Design Members Area. I'm really excited about it. It's going to house all of your transcripts and audio calls, the forum that we discussed, definitely some of the bonuses.

I think all of you have access to the Jumpstart Program as a part of your membership. Well, instead of having to log in to the Jumpstart site, we actually included the Jumpstart Program and all its materials, in this online Members Area.

So you only have to remember or have access to one login to get to all your materials, and I'm really excited about it. Those of you who are in the Expansion Track and the Elite Track, your bonus materials are also in there.

The behind-the-scenes things that I'm going to share with you and some of the extra bonuses that you get for investing at a higher level will also be included in that same platform. You don't have to go anywhere else.

I'm really excited and playing around with it myself. I like it, I feel very comfortable with the software that we're using now and the company that we're using to support us, so I want to thank you so much for your patience with us during this time.

I also want to remind you that the calls for The Ministry By Design Program are on the first Thursday of the month and the fourth Thursday of the month at 2:00 PM Eastern Time (EST).

For those of you who have already dived into the Jumpstart material, then you know that it's important that we schedule our calendars for expansion.

And so I talk about focus days, and I talk about batching your time, and ways that you can be deliberate about your expansion and doing it in a way that's effective.

For me personally, the most effective route for serving the people that I'm called to serve is for me, to offer the training, and type of teaching and type of one-on-one on the first and fourth weeks.

That way, I just go hard for an entire week and then give myself a two-week break to really work in the ministry and building it. So that's the "why" I lined it up like that.

The first week is so that I can go over details with you guys: "Hey, this is what we need to do, this is why we need to do it, these are the activities that you should focus on."

And then I give you two weeks to start applying those principles to your actual ministries, and then you come back and you ask questions.

Now, one of the things I do want to point out, and this is the time for you guys—the Q&A calls are for you.

I have access to the materials, I get to talk to my mentor and ask questions whenever I need him, and so I take advantage. I know in every program I'm a part of, I take advantage of those Q&A opportunities.

I don't take them lightly, and I believe that those of you who have invested in this program, you want to as well. I just don't believe that it's not something that you are not willing to take advantage of.

I really believe that in some cases, it's just not convenient. Many of you who I serve are bi-vocational, and so 2:00 PM Eastern doesn't work for you. Let me know that, the program is designed to serve you.

So if you find that there's another day of the week—as long as it's in the first and fourth weeks—and another time that works best, even if it's in the evening for the Q&A.

I'm only going to alter the Q&A because the training calls you can listen to on the replay, but if you have something specific you want to ask me, I want you to be able to ask me. So I want to offer you this opportunity to email in and share with me a convenient time for you.

The email address I want you to send this to is:

Janice@ministrybydesignmembers.com.

That's a new site. Don't go there yet, but I'm excited about it. It's Janice@ministrybydesignmembers—with an "s"—.com.

Email me at that email. That is only for you guys who are in The Ministry By Design Program. I'm going to check it. Based on your response, I will shift the Q&A times if necessary, or I'll keep them the same. That way, you can ask questions.

I have one last piece of housekeeping—and I'm so, so, so excited about this!

I promised you with The Ministry By Design Program that we will have bonus interviews from Pastors and Christian leaders who are actually employing the principles that I'm teaching you, and who have some other insights that could add value to your ministry, to your teams and to you personally.

I'm happy to say that the first bonus interview is with Pastor Vanable Moody of The Worship Center Christian Church in Birmingham, Alabama. He has graciously agreed to be our guest and to bear all with us.

The beauty of this interview and this interview series is, I'm not going to be asking all the stuff they ask on TV. You know, all the stuff so you can just paint people in a positive light.

I want to get down to the get-down: "Hey, did you have money when you started?" "What'd you do when people started tripping?"

You know, different things that are really going to help you to grow and expand your ministry. That interview is going to take place next week, we will email the team. Erica will send everybody an email for the date and the time of the interview so that you can log on.

For those of you who can't log on live—and listen to the interview live—I will have it recorded. The MP3 will be available in the Members Area for you to listen to.

As a special bonus—I'm really excited about this—I'm going to mail a copy of the interview on CD to each of your homes or offices, okay? That's going to be my special gift for the month of April, and I'm going to mail that interview.

Pastor Moody is a very wonderful man of God. He loves the Lord, he operates with integrity, but he is an astute leader, he's very well-learned and studied, he has great discipline and habits that he can offer to our team and to what you're doing.

His insight is very valuable, so much so that I think that after the interview, it's going to be one you want to have over and over again, so I will mail it to your homes.

I think that's all the stuff I'm supposed to say. Let me make sure.

Yes, just remember the first and fourth weeks. Any questions, you can always email anybody on the team; you can email me, Janice@ministrybydesignmembers.com, or Erica@ministrybydesignmembers.com.

Once you send us an email, for those of you who have access to my cell phone number—that will be those of you in the Expansion or the Elite Tracks—then you can just send me a text as well and I'll be sure to get back with you.

Now, for those of you who are on the Expansion or Elite Tracks, please take full advantage of the fact that you have Strategy Sessions with me. That's time where we can go one-on-one over specific strategies for your ministry to move you forward quickly.

I'll look at your stuff, review it, give you insights on what I believe is the best next step for you, after your hard-pressing questions. That is still available to you, and all of you have a link to my calendar where you can just get on there and schedule it.

All right, I've taken up all the time I need to take on housekeeping. Let's get down to it. I'm really, really excited about today's topic.

Again, remember the real cute, sexy title is Positioning Your Ministry For Expansion, but today what we're really going to talk about is the fact that presence alone is not enough. You must become a master at positioning your ministry and yourself for expansion.

Presence alone is not enough. It's not enough for you to just show up. It's not enough. You must become a master at positioning your ministry and yourself for rapid expansion.

What I'm going to talk about today is why it's not enough. It's not enough that you just show up, not in today's society, not in the way that we live in today. Actually, it wasn't even enough back in the day, that you just showed up.

Just because you showed up to the party doesn't mean everybody's going to flock to you and pay attention to you, so as Christian leaders, we have to know that it's not enough that we show up.

Because when we fail to position ourselves, when we don't look at the fact that it's important that we position ourselves, we easily fall into the crowd. We easily seep into the crowd and no one notices us.

Like with every topic and every training call, I'd like to give you an example of this idea of positioning versus presence so you can say, "Okay, how...? who did that Janice? Give us a success story, give me an example."

I was searching all through my notes, my files, my case studies that I created for my clients, and I found no better example than the one that I'm going to share with you today.

Although I have literal people that I can share with you, I think the best one and most comprehensive example is going to be found in our handy dandy Bible, in Luke 19.

I promise I'm not going to preach you a sermon, but I am going to show you how one prominent leader understood that presence alone was not enough.

Then I'm going to show you how to practically apply these Biblical principles to your expansion efforts and activities. I'm going to read in my Bible from Luke Chapter 19. It's Luke 19:1-10.

I'm going to read in the New King James Version, then I'm going to point out the principles and show you exactly what you need to do, right now, today, to use these principles in your ministry.

Then we're going to go on about our way, okay? All right, so let me read.

"Then Jesus entered and passed through Jericho. Now behold, there was a man named Zacchaeus who was a chief tax collector, and he was rich.

"And he sought to see who Jesus was but could not because of the crowd, for he was short of stature. So he ran ahead and climbed up into the sycamore tree to see Him, for He was going to pass that way.

"And when Jesus came to the place, He looked up and saw him, and said to him, 'Zacchaeus, make haste, come down, for today I must stay at your house.' So he made haste and came down and received Him joyfully.

"But when they saw it, they all complained, saying, 'He has gone to be a guest with a man who is a sinner.' Then Zacchaeus stood and said to the Lord,

"Look, Lord, I give half of my goods to the poor; and if I have taken anything from anyone by false accusation, I restore it fourfold.'

“And Jesus said to him, 'Today salvation has come to this house because he also is a son of Abraham; for the Son of Man has come to seek and save that which was lost.'”

That is such an exciting story to me, and the reason it's exciting, I'm going to point these principles.

You can write these down, because in your handouts—which I don't remember seeing you guys get it, but we'll make sure we send it with the replay—but these points are not pointed out in your handouts, so I want you to take copious notes right now.

Here are the things that we see and we learn from Zacchaeus, and I'm going to then go into how you can practically apply this to your ministry or your business.

Number One: Zacchaeus was a leader. It says he was a chief tax collector. All of us on this call today are leaders. For whatever reason, the fact that he was a leader actually didn't matter.

He was also rich. He had the resources he needed, so resources for Zacchaeus was not an issue because the Bible says he was a rich man.

We also saw that Zacchaeus sought to see who Jesus was. The Bible says that he sought to see who this Jesus was. He had a goal and a purpose. He was so clear. His goal was to see who this Jesus was.

Then Zacchaeus, because he couldn't see, because he was short of stature, he couldn't see Him. He had this goal, but he couldn't reach the goal. He couldn't achieve the goal, not just right out straight, because he was short.

He was a little shorty! The fact that he was a leader and he had the money didn't matter, because he was short in stature.

What I like about that is Zacchaeus was aware of his limitation. He was aware of which way he was disadvantaged. Although he was a prominent man, he was a leader and he had money.

He still had some type of limitations, and he didn't let those limitations go unnoticed. He was fully aware of it. We know that he was aware of it because the Bible says he ran ahead and climbed into a sycamore tree.

I was like, shut your mouth and say it ain't so—look at this little short man, who got a lot of money and a prestigious title and all this stuff, running to go and get in the tree.

The principle I learned and a couple of things that I learned, Number One: Because Zacchaeus was clear about what his goal was and what his purpose was, he was committed to doing what it takes to get there.

He realized that though he was rich, though he had a title, in this case, those things didn't matter. He realized that in this case there was a disadvantage, and because he was disadvantaged, he did whatever it took to get to his goal.

The Bible says that he ran ahead of everybody, so he anticipated where Jesus was going to go and he positioned himself, his presence—he was there! You know what I'm saying? It said that he couldn't see over the crowd because he was short of stature.

Now, he was in the place, he was in the vicinity of where Jesus was going to be, you know, he showed up to the party. He did what everybody else was doing, but because there were so many people doing what he was doing, it wasn't enough that he showed up.

It wasn't enough that he just did what everyone else was doing. That's how you have to look at your expansion efforts: it's not enough that you just do what everyone else is doing. Your presence alone is not enough. What you have to do is position yourself.

That's what Zacchaeus did. He ran ahead of everybody else and he looked for ways that he could position himself, and you know what? He climbed a tree, which was unlikely, and probably was a little bit scary.

Probably wasn't real proper—he probably looked a little crazy, a grown man, a little shorty—let alone the fact that he was a grownup, a leader with a lot of money, up in a tree. Come on, now. Y'all, he probably looked a little crazy.

But he did it anyway, and guess what? It worked! It worked, it worked, it worked. Because he decided that showing up was not enough, but he must position himself, it actually worked.

I want to say this. Although it worked, it didn't go without some type of commentary from the people around him. The Bible says in verse 19:7 that... let me read it—it says,

"But when they saw it, they all complained, saying, 'He has gone to be with a guest: look at Jesus. He's gone to be with somebody who's a sinner. So they got mad because of what Zacchaeus did and how Jesus responded.

I do want to let you know that, guess what? It is possible to position yourself. It actually is necessary for you to position yourself, and guess what? Your money and title have nothing to do with that—it has nothing. In many cases, your money and your title have nothing to do with your positioning yourself and your ministry for expansion.

And when you do what it does take, you are going to have people who have something to say. So resolve that it will work, and everybody's not going to like it, okay?

Let's talk about the principles. How do we implement these principles in our ministry and actually grow and expand the reach of that which we have before us? What are the practical applications that we can take from this Biblical principle found in Luke Chapter 19?

I'm glad you are excited about it. I hope you have your pen and paper out, so take it out and let's get ready.

The first thing that we have to realize is that you have to be clear about the goal. Clear about the goal and purpose of every piece and every action that you have in regard to your expansion.

You have to be clear about the goal of every piece of marketing material, every postcard, every billboard, every flyer, every television ad, every radio ad.

Be clear about the purpose of that particular thing. Not the "big vision," but that particular piece: what is the goal—and of every interaction?

We're not going to talk about interacting with people today because in Part Two, I'm going to talk about positioning you.

Today I want to talk about positioning your materials and the actual things that you use—and how you position them so that you're not just doing what everyone else is doing—but you're doing it in a way that will position the ministry.

But you really need to be clear on what your goal is. I like to have 3 goals of everything, minimal. I like to do things in threes.

Not more than 3 just because it's too much to keep up with. But also with 3, we can measure a little bit better you know, we have some things to measure.

Things I really want to speak about today, the materials that I really want to look at closely, are your websites, your direct mail pieces, and in your flyers or handouts, things

that you actually give people when you meet them face-to-face—flyers, handouts, and business cards.

For every piece—you do this for every piece—you want to know what the goal is. What do you want to happen as a result of this piece? You need to be clear on what that was.

Remember, Zacchaeus said, "I want to get to know Jesus, you know, I want to know who He is. Who is this man?" and so he positioned himself because he had a specific goal.

What is the goal of the piece? I want you to write on your papers, for those of you who are taking notes, 3 great website goals. We're going to start with your website.

Three really, really good website goals are, Number One, to create a connection with those who visit. A great website goal is to create a connection. Another goal that's really great for websites is to offer an experience. And then, a third website goal is to bring in income.

These are really 3 great goals. If you have a website, I believe that 3 great goals to focus on in your website are: "Does my website create a connection with the people who come visit? Does it offer an experience? Does it serve as a way to bring in income?"

See, a lot of times because we haven't done this first part, and we haven't established a goal and we're not clear on the goals, we don't know how to position ourselves, so we just show up to the party. Everybody else got a website, so we need to have a website.

But it's more than just having a website. It's more than having presence. You really got to position yourself, so that's the first thing.

We're going to talk about 3 strategies. You guys know from the training, I'm not going to overwhelm you, with all the things that you can do. I try to give you 3 objectives and 3 action steps that you need to take.

So the first objective is that you have to be clear on the goal of every piece and every interaction—every expansion activity—with a specific goal of that piece or that specific activity.

And I'm just going to share with you now, that you just start by naming the activity. Right now, we're talking about websites; what are 3 goals of your website?

I want to share with you 3 really good goals, I think are strategic goals to have are the ones that I just outlined: To establish a connection, to offer an experience, and to generate income.

Now another piece, or another marketing material that I think is critical for positioning yourself, is direct mail. In direct mail, for those of you who don't know, is just mailing directly to someone's home, office, and their mailbox.

It's different from online email and online communication because this is a physical thing. Direct mail is really great for creating a presence and definitely for positioning, but again, you need to have a goal with your direct mail piece. What is it that you want to happen as a result of this piece?

Let me give you 3 really great goals to have with direct mail. A great goal to have with direct mail is to communicate, to communicate with those you're called to serve. It's a great way to communicate with them, a great way. The really good way.

It's also a great way to—I want to say it's to offer an experience—but it's a great way to invite people to the next step. It's a great invitation piece, it's a great way to establish a connection and invite people to the next step.

A great thing about direct mail is, it's a really, really, really, really awesome way to educate people on the value that you bring. It's a great way to educate people on the value that you bring.

The reason why I say that, let me tell you why that's a good way to educate folks on the value. A person who opens a direct mail piece is much more committed to your ministry, to your business, than any other person because they had to handle it in their hands.

If they handled it, if they looked at it and they read it—if they actually read through it and still took the next step—it's because they feel like this is valuable to them. It was a clear and nonthreatening way of communicating with them.

And then, it was also to create a compelling interaction. You created a compelling reason for them to go the next step; it's a compelling invitation for them to go. Direct mail should serve as a compelling way to bring them to the next step.

Now, 3 goals of your flyers, and your handouts and the things that you hold in your hands are not always completely different, but it's a little bit different than a direct mail piece.

You would think that it would be the same thing, but it's different because with flyers, we actually hand them out.

One of the goals of a flyer is that it's easy to share. It should be easy to share. See, with flyers and handouts, you are relying on other people: You're relying on somebody to hand it over to someone else, so it has to be easy for them to share.

Not only does it have to be easy, it has to be something that is credible and that they're not embarrassed by. A lot of times, people don't hand out our flyers because they're embarrassed by the flyers.

They're embarrassed that it's like: "It's not real easy to hand it out. I'm embarrassed by what's on this thing. I don't want to be looked at crazy, so I'm not handing this thing out!"

We tell them to hand these flyers out, but it's not something that they feel comfortable with. So it should be easy to share—should be something that people are comfortable and willing to share—because they see the value in it.

A flyer should lead people to a next step. It should offer a way for people to connect with you, with your ministry and your business. It should offer a compelling way for them to connect, actually.

So it should offer a compelling way for them to connect. The goal should be to offer a compelling way, a compelling reason for people to connect with you in an experience; flyers are great for creating encounters.

Remember we talked about, in any classes you've seen with me or any time you've heard me pray to come into the By Design Program, you've heard me share that expansion occurs in 3 phases:

You have the encounter. You have the experience. And then you have the journey and transformation.

A flyer is not a journey—and a flyer actually isn't an experience—but a flyer is a compelling way to lead to an experience; it really can lead to an experience.

See, the reason why I didn't say that a direct mail piece wasn't a compelling experience because, depending on what the direct mail piece is, it actually can be. If it's long enough, if it's a letter, if it's a newsletter, it actually can be a compelling experience.

It actually can serve as a written experience, but I don't encourage that, unless it's a certain length or a certain type of piece.

But for the flyer, the only goal—the main goal—of the flyer is to lead people to an experience. That's what it should be. Again, we start with knowing: “What is the goal of our pieces?” Whatever it is, what is that goal?

Why are we doing this? What do we want? What is going to make us say, “Yep, we met the goal”? Be clear about that and be realistic about what you have.

Now, Part Number Two, Objective Number Two: Once we know the goal of every piece and every activity that we are taking when it comes to our expansion, we have to acknowledge and be aware of our limitations in that area.

See, what we love and what we saw from the story of Zacchaeus is: Zacchaeus knew that although he was a very prestigious man, he was limited when it came to this particular thing because he was shorty! He was a shorty and there was a bunch of people around.

So what are your limitations? It may not be your personal limitations, it may not be the limitations of your ministry. It may just be the limitations of the medium or the modality that you're using to expand your reach.

I want to tell you, every single medium has a limitation, every single one. Every one. If you're a speaker, you're limited by the number of people who you can go and shake your hands with. Because if you speak to thousands of people, there's nobody who can shake a thousand hands.

If you have a closed door thing, still the limitation is: “How much time? How much information can I give in a short amount of time? You know, I'm only one person, I want to give them a lot.”

There are limitations to every medium and every modality. With TV there's limitations, with radio there's limitations, with websites, with postcards, with direct mail, with flyers there are limitations.

And if you want to do more than just show up, if you want to do more than have a presence, then you want to acknowledge and be very clear on those limitations so we can look at “How do we position ourselves in spite of those limitations?”

So I want to share with you 3 limitations that I noticed for those 3 areas that we just covered.

The limitation in the area of the website is: You only have 8 seconds to get the attention of the person who visits your site. That's the first limitation. You have 8 seconds to make it happen—only 8 seconds!

The second thing is for the website: People don't get to fully experience what you have to offer.

If what you have to offer is not an online platform or a strategy, or if your service and your way of doing ministry is not something that happens fully online, you're limited by your website—they can only get a piece of an experience.

The third limitation that we have with websites is: We are limited to the response of the audience. We don't really get to push them or prod them or hold their hands and explain.

You're limited, you can't explain everything—it's up to them. You have no say-so on whether they click off or stay or whatever.

You can't say, "Aw-aw-aw!" You can't do that. You can't say, "Come on, girl!" You can't walk by them and say, "Okay ..." You can't answer questions, impromptu questions on the website, unless you have those little buttons and all that kind of extra stuff.

So you're kind of limited on your interaction through a website. I'm not saying it's bad, but there are limitations that exist. And if we want to truly position ourself, we have to acknowledge that they are there and look at what ways we can position ourselves around those limitations.

Okay, so 3 limitations that I've noticed with direct mail pieces—hope you're writing, let me know if I go too fast, you all know I love to talk fast—the 3 limitations that I've noticed with the direct mail pieces is, you know what? We don't know if people are going to open it.

You're limited by, you don't know if people are going to open your piece. You don't really know if they're going to read your piece, that's the 2nd limitation. And the 3rd thing: You don't know if they're going to respond to it.

When you're talking to people face-to-face—this is what I love to do, any of you who've had the privilege of joining me in person, you know.

Folks look sleepy, and they're not responding, and I can say, "Stand up!" I can read their faces and say, "Hey, you have questions?" You don't get that with direct mail. You can't see that. You don't even know if they opened your stuff.

At least I know with face-to-face communication, I know they're paying me attention or if they're interested. Because they came, and they're there still looking at me and raising their hands or whatever, you get to read body language.

You don't get that with direct mail. You don't know what they're thinking—it's totally something kind of private. So, you don't know if they're opening it, you don't know if they'll read it, and you don't know if they'll respond to it and that is the limitation. But we can definitely overcome.

All right. The third thing is that with the flyers or the things that you hand out in your hands, guys, we are limited by a couple of things.

The first thing is: Will people, those we're called to serve, the ones we're trying to reach, will they see this thing—this paper, whatever we give them—as valuable in their lives now?

You're limited by the value perceived now, not as valuable in general, but right now, in this second: “Is this valuable to me, right now?”

Then you're limited by—and I know we've never discussed this—you're limited by the perception of others who are sharing this message. Do they see it as valuable? Do they see it as shareable information? That is a limitation.

You can print 200,000 flyers for your church members, your Street Team people, to pass out, and if they don't think it's valuable, they will keep them in their bags, they'll keep them in their purses, they'll keep them in their cars.

If they don't see the value, you've printed them and it still didn't reach the people that you want it to reach—not unless you pay some folks.

So that's the limitations that you have to overcome. It has to be valuable to the recipient and to the people who are sharing the message.

Then, the third limitation that we have with things that are in our hands is: Will people take action? Once they get this, will they take action or will our piece end up in the garbage, on the street, still inside of people's cars on the dashboard, like everybody else's piece?

Remember, it's not enough to just do it. Because everybody's doing flyers, everybody's giving handouts, everybody's doing Street Teams. Most people are. I'm

proud of you if you're doing that, but a lot of other people are doing it too. So what is going to make us stand out?

Again, remember the Objective Number One. When we're looking to move from just having a presence to actually positioning our ministry and ourselves for rapid expansion, we want to make sure that, Number One, we have a clear goal for this particular piece or this particular interaction.

It's not "overall ministry goal," not "overall business goal," but for this communication, for this activity, this is the goal. I gave you 3 ways that you could do it, 3 goals that you can have for the 3 areas.

The second thing is: "Now that I know what my goals are—looking at who I am, looking at what our ministry is—what are the limitations that are posed, that we have?"

I gave you limitations that just come along with the medium and the modality, the way that we're going to do it. I mean, just every medium and every different aspect of expansion, from online to actually in-person, all of them have limitations.

Sometimes a limitation is, you don't have enough money. You don't have enough people to pass out the cards. You don't have the addresses to mail the direct mail pieces to. You don't have a graphic designer who's going to be able to communicate your message well.

Whatever your limitation is, rather than just saying, "We're going to do postcards because everybody else does postcards," you want to be really clear on what will limit you. What disadvantage do you have in that area? Be clear on that.

It doesn't mean that your ministry is bad. It just means that in this area we're disadvantaged and because we know that these are our disadvantages, we're going to look at ways to position ourselves, to overcome those.

So then the third thing is: Now that I've realized that I have these limitations or disadvantages, how in the world can I position myself to overcome them?

See, now Zacchaeus, with his rich, short self, he decided to get up in a tree. Now, I don't know if you're going to get up in a tree, but what I did realize is that he did something that was a little unorthodox. He became creative.

That's what we have to do with our marketing. We have to get creative, we have to run ahead of the crowd and we have to be creative. And so, you're in the Program

because you want to learn creative strategies that'll pull you ahead of the crowd.

I'm going to share with you some things that you can do that will help you become creative with your marketing efforts and maximize your presence, by positioning you for expansion.

Remember this is a two-parter, so while we're only going to talk about these things today, and many of the things apply to other mediums, but we'll talk more about you and the actual ministry—the person—in the next module.

Now that we know the limitations, let's talk about ways that we can overcome those limitations starting with the websites. I gave you 3 limitations, I'm going to try my best to give you 30 ways to overcome.

One of the ways that you can overcome the fact that you only have eight seconds to get people's attention is to make, upon entry of the website, have something extremely compelling—have something extremely compelling.

Let me tell you what that does not mean. That does not mean “have music playing” when you log onto the website. That's extremely distracting. It's distracting, and it doesn't allow search engines like Google, Yahoo!, Bing, those kinds of things, to find your website easily.

Those plug-ins and those music things, they're Flash websites. Actually, what happens is it makes the search engines bypass those sites immediately.

So people who have the really flashy websites, that as soon as it pops up, it has this... you know how it starts counting up: zero percent, 20%, 30%, 50%, 100%. Then it loads into this extravagant something... the singing, and it's like a wrapper? Yeah, that's not good.

It might be good for the people who created it, and it makes them feel really good and warm and fuzzy inside. And they feel like they're on top of their game, but it limits people's ability to search and find them online.

And then, the eight seconds is taken up with the doggone video or song loading. Don't do that. That's not what I mean.

One of the most compelling ways for you to create a compelling interaction within the eight seconds is to have a video. A video is by far the most compelling way online today.

Online video is taking the entire online market for ministries, businesses, and every other person in between by storm. That's why the rise of YouTube has been so great over the last five years. It's because video is very compelling. It's the closest thing to real live experience.

Now all of you have access to the Jumpstart Course, and in Class Number Three, I talk about ways to create compelling, effective and efficient videos on a very modest budget.

I think the maximum amount of money you would need is \$200 for the materials that I suggested in the Jumpstart Program. They're still relevant today, they work.

Many of my videos that I use even now, that drew you in or keeps you informed or drives other people to the site and keeps them coming back, I use the exact materials that I talked about, using the exact formula.

I actually just had, recently, a couple send me a very nice video. It looked like it was professionally shot! They had it edited by a doggone video firm.

They used the same equipment! The same \$100 video camera just standing up on some books. They just got up there and smiled really hard and said what they had to say, and it was very compelling.

So you can have compelling video on your website for a very cost-effective investment of time and money. You can do it at your home, you could do it at your office. Lighting is not a big deal.

Just go through Class Number Three in the Jumpstart Course and listen to how I outline, step-by-step, how to create the videos. And then I'll also tell you the resources that you can use and where you can find them. It's all in the Jumpstart Course and you have access to that.

Another way to overcome your limitation of making sure that people can fully experience you and get to the place where they connect with you is, offer them a way to connect with you.

Every page of your website should have a couple of things on it—and I'm getting into my Online Marketing Mistakes, but I'll go ahead and tell you right now. Every page of your website should offer an invitation to connect. Every page—offer an invitation to connect.

Now the old-fashioned way says: "Join our newsletter." We are not going to do that. We're people in the Ministry By

Design Program—we're not going to say "Join our newsletter" as, quite frankly, none of us want another newsletter.

But what we do, a connection is established. Remember, we shared this earlier: When you create and you add value to the people who are at the site or who are wherever you are, what way can you add value to those people who visit your website?

One strategy that we use that works very well is by offering something of high value to us, for free. Really it's not for free; it's an exchange for something of value to us, which is their name and their email addresses.

See, the people used to think that when you don't know, you think, "Oh, I'm trying to build my list. I'm trying to grow a whole bunch of subscribers," and they use all these colloquial jargon—marketing jargon.

Really, what we're trying to do when you're asking people for their name and their email address is you're trying to establish a connection with them.

You know that you can't establish a connection just on the website alone because now, if they don't give you their name and they don't give you their email address, then you're not going to be able to talk to them again unless they come back to the website.

But if they give you their information, you can send them an email, you can send them a postcard, you can send them some other thing, and that's why you do it.

The people are not just giving out names and emails these days, not real ones, unless they're getting something of tremendous value.

So I want to share with you something that I share with all of my Elite clients, and when we create their expansion plans and we work on their touch processes; we give away, for those who are Pastors—the most popular sermon. The entire thing. We give the whole thing away.

We give it all away and say:

"Thank you for stopping by our page today. We'd love for you to come by our ministry if you're in the area, but if you're not, we want you to enjoy this ..., which is a popular sermon that we have. You can have it. We just want to give it to you. Many people have been blessed by it.

"And just to get it, give us your name. Why don't you just fill the boxes on this page and we'll email you a download link, and if you want the physical CD, you want the actual DVD, we'd be happy to mail it to you just for a small donation for shipping."

They'll give you that and they get the boxes. All of that takes a very minimal amount of time and the investment is low, if not no investment. You've already preached the sermon, you've already taught the lesson.

If you haven't, or you don't have the equipment in your ministry, listen to the Jumpstart Course. I tell you how. I think it's the same class with the video. I tell you how to create compelling audios from your home using your computer or from your office using your computer.

Sounds really, really good; you can put it in the CD form. I'm serious, not a lot of money at all. You just preach in your office. Act like there's a bunch of people there and just preach it all over again. You probably have done that before.

If you're a trainer, you should do that, and even if you're a person who doesn't teach or train, but you want to give something of value, that's something you should really consider, okay? All right, so I got excited on that one.

Then we go to another way that you can overcome the limitations. Let's look at direct mail. Oh, I love that. So the limitations we said were: Maybe they don't open it. Maybe they won't read it. Maybe they won't respond to it.

Okay, this is really exciting. Now you wouldn't know, this is not common knowledge, but I'm going to share it with you.

One way to overcome those limitations is to realize, with the direct mail industry—this is something that has been surveyed and studied for years, and this is the most relevant information.

The highest opened and read direct-mail pieces are in this particular order: Wedding invitations, greeting cards, and personal letters.

People will open a wedding invitation, they will open a greeting card—you know, your grandma sent you \$5 in your card—and they'll read a personal letter.

So if nothing else—if nothing else—if you don't employ any other advanced strategy with direct mail, why don't you make sure it looks like either a wedding invitation, a greeting card, or a personal letter?

That's the basics, that's how you compete. You've already positioned yourself for expansion, if your stuff looks like that. However, if you want to go a little bit further, think about why people only open those things, okay?

So "the crowd," this is the crowd: we have the mail crowd—you have a crowd of people in the mail box, crowd of materials in the mail box—everybody mailing their stuff, and they got these big bold headlines and all this kind of stuff.

Why would I open yours as opposed to someone else's? Well, the thing about a wedding invitation is it's usually very elegant, and it's elaborate, and it seems kind of personal, so they want to open it.

A greeting card is like "Oh, it's a thoughtful gesture! Ohh... somebody said something nice." That's why they want to open it. Or it might have some money in it—they're expecting something.

With a personal note, it's just that, it's really personal. It's like you're speaking a message to me. That's why people open those things. So for you, think about the makeup of those things, how they're designed.

The personal note is the #10 envelope. If you want to stand out, why don't you use a #12 envelope? I don't know if that's a real size, but you get what I'm saying, a bigger size envelope.

The wedding invitation is really elaborate and pretty. Why don't you make your stuff pretty? Let it stand out. You know what? You can use the same exact size as a wedding invitation—and I've done it—but just use a different color envelope.

How do you stand out amongst all the other mail? Now, people are mailing postcards day in and day out in the mail. I so don't want you to mail 4x6 card—everyone mails a 4x6 card. The goal is not to say: "We mailed out the card!"

Remember, we want to position ourselves for expansion. How would yours stand out amongst the crowd of other postcards that the people are going to receive?

Maybe if it's a bigger size? Maybe because it's a different shape? Maybe if it's something a little bit different? That's what you look for.

You overcome those limitations by doing something that's a little different. Climb the tree. Make a circular thing, use a

box, use something that is out of the ordinary that will cause people to say, "Wow, I want to open that!"

And then you want to know if they're going to read it. Guess what? They'll read it if you have something compelling in there. If you say, "This will change your life forever," and then they'll "Um..." and they'll do something.

But the last thing, the last limitation is: Will they respond? Do you know why people don't respond to our direct mail efforts? It's because we do not give them a call to action. We don't tell them what to do.

The Bible makes it very clear: ask, seek and knock. For whatever reason as leaders, we just believe that people know exactly what to do after they receive our piece. We just don't tell them what to do.

They got the card; we feel like because you have that postcard in your hand, you know that I wanted you to come to the church; you know I wanted you to come to the business; you know I wanted you to visit my website.

Be very clear on what it is you want them to do and tell them. It's just that simple. Share with them exactly what you would like for them to do with the piece. You've already positioned yourself, you know exactly what your goal is.

"My goal is for you to call me. My goal is for you is to come by. My goal is for you to visit my website."

Say that to them in the piece, very plainly and deliberately, not in any creative words. Say what you want them to do.

The last piece that we talked about is the flyer or the thing that you hand out in your hands. Oh my gosh, I'm excited about this because I just received one the other day and it was pretty compelling.

So, let's think about the limitations that we have. The first limitation I shared with you is: Will the people who receive it see it as valuable? I mean, "Is this valuable to me, or is this another sheet of paper?"

I so hate going to events, or coming out of a concert, or a basketball game and somebody's on the street pushing flyers in my hand. "Go check this out, go do..."

I hate that because I don't see the value in it. You really haven't communicated to me the value, and so you have to be careful. Those people, they really are not thinking about the value.

Their job—somebody's paying them to get as many out as possible. They don't see it as valuable, obviously, because they're shoving it down my hands, and in my face, and it's raining, and I'm trying to get to my car.

And I'm not going to see it as valuable either, just because they're hustling me. Especially if it's full of images and a bunch of words, and it's not saying exactly what I need to hear.

So one way to overcome “will it be perceived as valuable to the recipient,” is to speak to one specific problem or challenge. Speak to one specific problem or challenge that the audience is facing, and that's what you have to do with these pieces that are going to be handed out to others.

The second thing is: Will people feel comfortable sharing them? Sometimes people feel comfortable sharing because you're paying them. They really don't feel comfortable. You're just paying them so they're going to do what you say.

You want them to be an evangelist for whatever your product, service or ministry that you're having them promote. There has to be something of value to them—they need to say that it's valuable.

Let me give you an example of just what happened to me last week at Walmart. I'm at Walmart, coming out of the store, I'm there in the parking lot, I see this lady. She's like, "Oh, my God, hey Janice! I haven't seen you in awhile!"

She'd just seen me two weeks ago, but for her it was awhile, okay? "How are you?" She gave me a hug and she said, "Oh here! I have a ticket for you!" I was like, "Oh, okay. A ticket?"

And it was like a ticket. It really was a ticket. It looks like I'm going to go to a basketball game at the arena; it was in the shape of a ticket.

I was like, "Okay." She said, "Why don't you come? I would love for you to come with me to my church on Easter Sunday." I was like "Oh, okay! It's a ticket to get into the church Easter Sunday. It looks like an actual ticket—very compelling."

But what was more compelling is that she knew what she wanted me to do with it. She was so excited about it, she said, "I want you ..." She told me what she wanted me to do.

She gave me this ticket here, she communicated that "I have a ticket for you." So the fact that I had a ticket made me stop to think I won something or I had access to some place, and so that's why I needed this ticket, and that seemed of value to me.

Then she told me what she wanted me to do, she said: "Why don't you come to our church on Sunday?" I loved that! Now, I couldn't come. I serve at my own ministry and I'm very loyal there, especially on Easter Sunday. I couldn't come.

So I shared with her: "I would love to come, but this Sunday is not going to be a Sunday I can come," and she said, "Oh, well that's okay. We have services online. You can go and listen to the replay. Our website is on your ticket."

Do you understand? Do you see how that went? She obviously enjoyed sharing that. To her, it was something of value, so she communicated value to me.

And when I gave her an objection or when I said I couldn't do something—she told me what the next option I had for taking action was.

It was clear that the first action she wanted me to take was to come to her church. But! If by chance I couldn't make it to her church, the next action she wanted me to take was to go on their website.

Are you that clear in your expansion efforts, when it comes to handing out stuff? When it comes to handing out packets and kits, or joining you to speak at this place or visiting what you're doing in the community, are you that clear?

If you're not, you're not positioning yourself for expansion, you're just making a presence, and everybody is making a presence. I hope this has been really, really helpful because I'm excited about it.

So those are the 3 things, those are the 3 objectives that we must consider with every expansion activity.

We want to just be really, really clear on what our goal or purpose is of that particular thing. What do we want people to do, as the result of this particular medium or modality of expanding our reach?

The second thing is: What are the limitations that we have, in using this modality? How are we limited?

And then Number Three: What are we going to do to position ourselves to overcome this limitation? See, it's not enough to say, "I got through the limitations, so I'm not going to do anything."

You have to take the attitude like Zacchaeus. You have to say, "You know what? I know that I'm a little shorty, but I'm just going to climb up in the tree."

And people aren't going to think this is popular. They're not going to like the fact that you have a ticket that's inviting people into your ministry. You know, they're not going to like that, and it's not going to be positive.

They're not going to like that you are the entrepreneur that sent rectangular-shaped boxes with bowls in it, to people's businesses or homes inviting them to receive a special gift from you.

They're not going to like that because that's showing them up. They're going to be thinking: "Why isn't she acting like the rest of us? She's trying to be better...he's trying to be better."

You are—you're positioning yourself for expansion. Your goal is to expand your reach and to serve more people so that God can work through you, in a way like never before, and you're willing to do whatever it takes.

Let me give you the Seven Steps. I added the Seven Steps and I'll talk more about them. I think I have a worksheet. I will create one if I don't.

Seven mistakes that we tend to make with online marketing when it comes to marketing our ministries or our Christian businesses. I want to give you those seven things.

Then I'm going to share with you your next steps, preview our call, give you a couple reminders, and then we'll be done for today.

Okay, the seven deadly mistakes, or seven online mistakes that we make as Christian leaders, is Number One: we don't have a goal when we're online.

We don't have a goal for why we're on Twitter, why we're on Facebook, why we're on our website. We don't have a goal, but I'll share with you reasons today that you should.

What kind of goals you could have: it could be an income goal, an impact goal, an influence goal. The same applies with every other expansion area.

Number Two is, for some weird reason, we have this idea that if we build it, they will come. So when we're online, we just think all we need to do is show up, and that's not good. That's a really bad mistake to think that you should just show up.

Number Three is a huge mistake—a huge, huge, huge, huge mistake—that we often do when it comes to having an online presence. We have no way for people to connect with us. We don't have our contact information readily available on everything that we have online—and you should.

On your website, every page of your website should have your contact information. Every single page should have a way that people can call you, a way that people can email you, and a way that people can possibly find you at another location online.

I know it seems to have done it because they found you online—put it up there again. They need to know that “Hey, we are available to be contacted, and here is how.”

Every page of your website, every platform that you're on as far as social media is concerned: Twitter, Facebook, Linked In, Google+, all the stuff that's out there, people need to always know how to contact you.

You don't know how many people said, “I went to your Web page, but I couldn't find a way to connect.”

That's Number Four: There's no way to stay connected. One of the deadliest or biggest mistakes that we can make while marketing online is: We don't establish a connection or way to maintain the connection.

We're not looking to build relationships because we're not thinking about building relationships. We haven't positioned ourself for that.

It's not enough to show up on Facebook, to show up on Twitter, to show up on Linked In, to show up in Pinterest, Google+—those are all the new ones—all that stuff. You have to position yourself for a connection.

The way we do that online is to have a way for people to enter their names and their email addresses, or their phone numbers so that you can continue the relationship, which leads us to Number Five.

Oftentimes when we're doing online marketing, we're not seeking to build relationships, we're just trying to have a presence. Remember this is a journey in expansion. You

want to take people on an encounter, lead them to an experience, and ultimately walk with them through a journey.

I don't know about you, but [I don't know how many journey... 55:09] I'm not really willing to go on a journey with someone who I don't have a relationship with. So even on online mediums, our ultimate goal is to seek a relationship with them.

Number Six is often a big mistake that we make: Focusing on fans and followers, or visits. Fans, followers and visits:

"How many fans do you have on your Facebook page? How many followers do you have on Twitter? How many visits did you have to your website?"

That really doesn't matter. Remember again, the ultimate goal is to serve more people and to expand our reach. I mean, we want to expand our reach, remember? So we can serve more people.

If you have 10,000 fans on your Facebook page and you don't know any of them, you're not serving them. Their lives haven't been transformed by your ministry—you just have 10,000 fans. And what does that mean? It means nothing.

Let me just talk to business owners for a second. If you have 10,000 fans and none of them are your customers, it doesn't help your business.

Your business is to make money and to serve customers, and so just because you have 10,000 fans and none of them are loyal customers, or a great portion of them are not loyal customers, you're not high on the totem pole.

You're just showing up to the party, but you're not positioning yourself. So make sure you don't focus on fans and followers.

I would much rather have 300 fans that are loyal and committed, and God is using me to change their life and their ministry, than 10,000 people who really don't know me.

Make sure that you're focused on what the real purpose and the real goal of being in these places is. It's not just to show up to the party, but it's really to create a position for your expansion.

Lastly, maybe ministry-fail Number Seven—it's the biggest one—because there is no expansion plan. There's no plan

to expand, it's just something that we did. With many of my clients who are at the Elite in the Expansion Level, we work one-on-one on creating expansion plans for their online presence.

It's totally different because the engagement online is a little bit different than engaging in person, but you have to be deliberate about it.

If you know that their goal is (this is a great tip) either take your online efforts to build an online community that you're able to serve online—or take the people that you meet online and bring them to your offline location.

So which means is, if you're in Georgia and you're gathering people who are in California and the UK and you have no way to serve them online, you're really wasting your time.

Because if you're in Georgia, and they're in the UK and they're in California, and let's say your ministry does the bulk of the service in person, how in the world are they going to get there? What is the likelihood of them coming? They probably aren't going to come.

You have to be clear on what your goal is online. Why are you there? What do you want to achieve from this online presence? And then, what do you have set up to make sure that you'll achieve it? That's why the expansion plan must exist.

I've been really excited about this, I love this topic. Not many people talk about positioning. Everybody is trying to just show up.

If you see me and I haven't jumped on the bandwagon of Google+, Pinterest and all the other stuff, it's simply because I realize that I don't have time to show up at every party.

I'm not trying to go to the party unless I really know how I can position myself for expansion. So I'm very deliberate about where I show up and where I am. I take into consideration what my limitations are.

For me personally, sometimes my limitation is my time in getting to know how to maximize that medium—or it's the time of my team to be able to work that particular medium. I'm very clear on that and I want you guys to be as well.

Now as we wrap up today, I want you to realize that expansion is something that takes time, it's not something that happens overnight.

True expansion—building up a healthy organization, a healthy ministry with a healthy team changing lives for real—it takes time. So give yourself time to do this.

The other thing that I want you to realize is that positioning yourself is something that you must think about. You just don't come up with the ideas right off the bat. You know, Zacchaeus had to think about that thing.

He had to say, "Mmm... I got money, I got power, I got prestige, but in this situation, it doesn't matter. So I got to kind of be humbled enough to say, 'Mmm, it doesn't work.'"

Be clear and open enough to realize what you're going to do next. Be open to what your next move is going to be and realize that it takes time to figure that out. Now, those of you who come to the Q&A calls, if you're unclear about how to position in a particular area, you get to ask me.

And those of you who are in the Expansion, are the Elite levels of the Ministry By Design Program. You can also use your EIA—Expansion In Action Sessions—to talk to me about it, and we can sit down and come up with a strategy that's going to position you.

The last thing I want to say is, you don't have to position yourself in every area all at once. Be clear about that. You can focus on one area at a time and just focus on maximizing your position in that area, before you move onto the next one, and it's okay. It's okay.

I can't wait for you guys to hear and to join me next week, as I interview Pastor Moody because he's going to share some really great insights with us. He's a wonderful man.

I'm just so excited! He can talk to us about some of his positioning moves. What were the things that he did? That'll be a great lead-in into our next module, which talks about positioning you individually.

I want to thank you so much for joining me for today's Ministry By Design Private Partnership Training Call. It was excellent, I enjoyed you—even though I couldn't hear you, I felt like I could hear you.

I want to just encourage you to be blessed, as this process is one—if you're consistent, and you're committed, meaning eliminating all other options; expanding your reach is not optional in committing, there's no other option—you will see the payoff. I promise you will.

Lastly, I'll remind you that the Q&A call is in week four of this month. Typically it's on Thursday at 2:00 PM Eastern (EST).

But if you all say to me, "Janice, we need another time, and you give me some options, I'll consider it, and we'll try it at a different time because I really want you to be able to get your pressing questions answered.

Let's see, anything else... Oh, you should be getting your log in and password to the Ministry By Design Forum this week. I'm so excited about that, and so just be on the lookout for that.

Thank you so much for your time today!

Until the next time, remember: Expanding your reach is not optional, it's mandatory. Failure to do is not modest, but it's selfish. When you fail to expand your reach, you deny others the opportunity to experience God through you.

Until next time, be blessed!