

Janice Johnson: *Ministry By Design Private Partnership Program*

Training Call: March 2012

Creating Your Ministry's Message to the Masses

Hello everyone and welcome. This is Janice Johnson, your Ministry Marketing Mentor.

I'm so excited about today's training call! Welcome, again, to the Ministry By Design Private Partnership where Pastors and Christian leaders, like you, connect with a Christian leader, like me.

Together, we explore tools, tips and strategies that will help you move forward with your ministry effectively, efficiently and without compromising your message.

I am really thrilled about today's topic because it's one that many leaders—many great leaders—even non-Christian leaders struggle with this particular topic. I'm excited about what we're going to share here today and how much clarity you're going to receive, after today's training call.

Today, we're going to talk about Creating Your Ministry's Message to the Masses, and I want you to pay attention to how I said that. I said, "*Your* ministry." Not my ministry, not your neighbors' ministries, but your particular ministry, the message that is unique to you and those who you are called to serve.

If you take away anything make sure you take that away from today's training call. Listen to this over and over and over again. Make sure you share it with your team members.

And...if you're feeling a little generous, tell others about what you learned and invite them to join us in a Ministry By Design Private Partnership Program.

Now before we get started, I do have a few house keeping things I want to go over with you. I want to just share... Man, so many great things that have happened!

Number one, it is March 1st and we are already in the third month of 2012. This is the last month of the first quarter of the year and...oh my gosh, so much has happened!

If you haven't made tremendous strides, it's okay. We still have 10 more months to go, but I'm just excited about what

God has been doing in the lives of those Pastors and leaders who I've had the privilege of working with already, in these first two months.

Last week, we had our Road to Expansion Event in Philadelphia. This is the second one for this year. We had one in January, in Atlanta, and it was a great, great experience.

We also had one in Philadelphia and it was phenomenal! The various backgrounds and cultural differences, the different denominations that were present in the room—it was just amazing!

It brought together one clear message to me that the challenge with expanding your reach is not isolated, and it is not relegated to only one ethnic group, only one denomination or only one particular person.

It's not only with ministries, it's also happening in businesses. It's not only with the Pentecostals, but it's also happening with even the Catholics. It's not only happening with blacks, it's happening with whites and Asians and Hispanics.

The challenge is widespread, and among believers, it's something that I think that we should rectify because the message that God has given us is just that important. Lives are going to be changed, people will never be the same, so we have to get it out there.

Okay, that's my spiel about that.

The other thing I want to say is, remember as a part of your Membership By Design Program (depending on which level) some of you have access to me one-on-one and you can schedule Strategy Sessions with me.

Those are sessions where we will talk about a specific area of your ministry and how we can propel it forward. You can ask me whatever questions you may have, and I can give you really serious tactics that are tailored and custom-made to your particular ministry.

So be sure to get on the calendar. Those of you who are in the Expansion Level and up (those are the ones of you who have access to me, individually) simply click on the link that's in your packet and make sure you get on my calendar so we can take advantage of that time.

I enjoy those moments. It's just really great! That intensifies what we do together. However, I do want to caution those of you who are in the expansion track and

are going to take advantage of your one-on-one time with me, make sure you listen to these calls. These calls...I really put a lot of energy and time into making sure that I tailor them to meet specific needs that I see in ministries.

I pull together my resources from years of working with Pastors and Christian leaders in growing their ministries, and I specifically tailored these topics toward things that we actually will need.

So, like remember, Month 1, we talked about simple strategies to make a significant impact. And then last month, we talked about “one man *cannot* expand”. Not that you *may not* expand—you can’t do it by yourself.

This month we’re going to talk about creating the message, so if you haven’t listened to the calls or you’re new to the program, go back. Listen to the calls.

I would even encourage you to listen to the calls before you schedule one-on-one time, so we can make the most of that time.

All right, the other thing that I want to share with you (make sure I’m covering my notes here) is that I want you to tell other people about your experience here in the Ministry By Design Private Partnership Program.

If your one-on-one time is phenomenal, if the calls are really great and they’re moving you forward, share that experience with someone. Invite them to join the program.

The more Pastors and leaders that we have together, the greater our impact can be. You can really maximize the use of the Forum, then you can invite people to the event we’re having and it would just be really, really great.

With the Ministry By Design Private Partnership Program, I really want to break down the barriers that we had one time about collaborating as believers.

I really want us, rather than compete, to collaborate and move forward so we can make a huge impact for the Kingdom of God, and we can do that all together.

All right, so I will continue to go on. If I don’t stop, if I forget anything else...

Oh yeah, we’ve had some technical problems with the Ministry By Design Membership Site. That’s the site that’s password protected that hosts all of your calls. Your transcripts...Remember, with this you get transcripts, so some of you may want to read and highlight some things.

You just want to listen today. You will get the transcripts, from every call. It takes about a week to get the transcripts back. It also has your Expansion and Action Worksheet.

Not only do you get me talking and training and laughing and acting silly on the calls, and making sure you have some great information, you also have an accompanying Expansion and Action Worksheet: a worksheet that you can use to take what you learned and apply it to your ministries.

It only works if you implement it. Man, at this last Road to Expansion Event, we had a guy who implemented. He tweeted and he said, “Janice, met you on Friday. Implemented on Saturday. Neighborhood families joined the church on Sunday! Are you kidding me?!”

That was the best! The best testimonial that I could ever have imagined or asked for at that time. It was just, when you execute, you get results. Period!

If you ever follow me on Twitter, do so at [Twitter@janiceroberson](https://twitter.com/janiceroberson) and make sure you follow me.

Make sure you take time and fill out the worksheets, and really, if you have team members...if you're a business owner and you're doing this with your Expansion Buddies, you know, those who are helping you, maybe a contractor or a team member.

Or, if you're a Pastor and doing this with your ministry leaders—share this work with them. Every time we have a training call, I'll do my best to pull out how you can take the information and use it in various ministries or across different areas and aspects of your business.

But this is something that is holistic in the approach. It's not only for the leader. It's also for those who work alongside the team, okay?

All righty, so let's get started!

Again, the title or the subject matter of today's call is “Creating Your Ministry's Message to the Masses” or, for those of you who know I like catchy titles, “How to Attract, Rather than Attack, Those You are Called to Serve.”

The main idea and the purpose of this is for you to understand this. If you don't get anything else, I want you to get this out of our time together: It is not what you do or what you have that even matters. It really doesn't. It's not what you do that matters.

It doesn't matter that you teach marketing principles. It doesn't matter that you preach great sermons. It doesn't matter that you offer accounting principles to other people.

What matters is how what you do transforms those you are called to serve. So it's not what you do, but it's *how* what you do transforms, affects or impacts...whatever word you choose to plug in there, but it's *how* what you do transforms those you are called to serve.

It's important that you get that and you understand that. A lot of times what we tend to focus on is what we do.

We have service three times a week, we stay in church only an hour, we have a lot of music, we have classrooms for children. It's not what you do, it's not what you have. That doesn't matter.

It doesn't matter that you offer a 10-CD program or you offer 12 training modules that are one hour each and multiple transcripts. That's what you do. That's what you have. That doesn't matter. It may matter a little bit later.

But before people will ever pay attention to that, the first thing that they are paying attention to, the first thing that they want to be conscious of is how...whatever it is that you do or whatever it is that you have is going to transform my life. How it's going to impact the thing that I do. How it's going to affect who I am.

So as a leader, as a person who has this great message and this great vision from God to impact and change lives, it is *your* duty—not the person you're called to serve—but it is *your* duty to know, in advance, how what you do and what you have will transform the lives of those you're called to serve.

Be sure you keep that in mind. That's the major principle. If you don't remember anything else today, remember that. You need to know how it's going to transform their lives. Let me just share with you why that's important.

See, it's important that you know how what you do or what you have is going to transform the lives of those you're called to serve. Because until you know that and you get it in your head, you're never going to say the things they want to hear.

You will be talking and they will hear "*wa, wa-wa, wa-wa, wa-wa,*" I guarantee you. I know you're laughing and you know that's the Charlie Brown teacher. I mean, never understood for the life of me, two things about the Charlie Brown teacher.

I never knew what she looked like, and that was really bothering me because I wanted to see her, just like the lady on Tom and Jerry, I wanted to see her beyond her legs and the broom...I know I'm digressing.

But then, when she opened her mouth, it never made any sense, at least not to us. And that's how it is when you're not clear on how what you do is going to transform the lives of those who you're called to serve.

They don't hear what you're saying. I mean, they just don't. So what happens is, all the energy, all the efforts, all the money you've spent on growing and impacting your ministry, you know, growing and sharing the message: flyers, postcards, commercials, all that stuff...

Means nothing, absolutely nothing, if you are not first clear on how what you do and what you have are going to impact the lives of those you're called to serve. When you know that, it's so much easier to communicate it, but that's the first step—it's becoming aware of that.

Let me talk to you about opportunity. Usually I try to give you real-life examples, so you'll know I'm just not making this up. I like to balance a Biblical example with a practical example, and I was thinking, "Gosh, what am I going to talk about today?"

The best example I can give you is me. I'm going to give you an old-time example, and I'm also going to give you a recent example.

Back in 2000, I think it was about 2001, I still had a full-time job. So for those of you who are doubling in a full-time job and pursuing your ministry or your business, that's okay. That's a smart thing, if you're trying to wait until you have enough resources to do so. That's a good idea.

But back in 2001 when I was doing this and I was doing it kind of part-time as I had my full-time job, I had these business cards printed up, and they were really cute. At the bottom of them I said, "Communicating effectively." That was it; it was like "Moruwa." It had a globe on the front, and it said: "Communicating effectively. Helping you to communicate effectively."

I thought that that was like a phenomenal tag line because that's exactly what I did. See, the result of my work was that I would help you communicate effectively. Man, I was so happy about that thing! (I wrote about it last week.)

I was passing out my cards, and people would look at it and they were like, “Aw, that’s good, that’s cute...so what is it that you do?”

I was kind of offended. You know, I was like, “What do they mean, what do I do? I said, ‘Communicating effectively,’ you know, ‘communicating,’ and then I think I said, ‘Reaching the world, communicating effectively.’”

I was all out there and that’s what I did. That is what I did. I did help people to reach the world and communicate effectively, but I was communicating that message horribly. Let me tell you why it mattered to no one that I was going to help them reach the world and communicate effectively.

Because when they laid awake at night, and they were talking to their spouses or their friends, those really close to them, about the business, or the vision or the ministry that God had placed in them, no one—absolutely no one—not even me, was saying,

“Oh, I wish I could communicate effectively.” No one says that! So for me to put that on my business card...I mean, I had a brochure that said that, my website said that. I mean, I used that message “Communicating effectively” across every medium.

I do marketing, I’m trained in this and I’m saying that, and they didn’t hear me. They didn’t know, and so unless they met me, they didn’t hire me, they didn’t call me. There was nothing that wanted them—that compelled them—to want to go further.

Later, I started morphing my message a little bit. Let me just say this as a caveat, it did not help that my business name was “Moruwa”, which no one knows what it means. Those of you who are on the line may know what it means because I’ve shared it with you.

But many people didn’t know what it means. They still don’t know what it means; they ask me all the time. But it was catchy and it’s important to me. We’ll talk about that in a second.

Let alone the fact that they didn’t know what Moruwa stood for, all I had was a globe that was pretty and clean and nice and neat, and then this bold, blue bar with white writing that said: “Reaching the world, communicating effectively.” It was horrible!

My conversion rate, the number of people who decided to connect with me, was very low unless they met me, which

is really, really difficult because sometimes I would meet someone at an event and given them my business card.

They were sold because they met me. They met Janice, the person. They were gung-ho about who she was, and they wanted to tell other people, so they were like, “Hey, here’s her card!”

Then the other people who got the card were like, “Oh, okay.” They were forced to either go on the word of the person who met me or go on a business card.

So if the person who met me was a great Evangelist for what I did, then yes, I was a go. If they weren’t, and they were relying on the card, then I had to say the card had to be compelling enough to drive them to the Web site, and the Web site had to be compelling enough to drive them to call me.

And everything was hinged on this one message that I had communicated that was absolutely horrible because it did not tell, it did not reach, where the people were that I was called to serve. It did not speak the language that they were called to speak.

After some time of thinking through this thing and really digging deep into the hearts and minds of those who I was called to reach, I changed my message, and you are on the call because of it.

Now my message is helping you to expand your reach without compromising your message. I actually made it a little bit longer in some cases. You know, I help Pastors and Christian leaders expand their reach without compromising their message.

I’m looking here at my business cards. I have this cute little picture of me—yay! And also this quote:

“I am committed to helping Pastors and Christian leaders, like you, impact more lives, influence greater communities and increase your income all without compromising your message.”

Man, how about that for being clear? Because what it’s really saying is, “If you want to reach more people, you want to touch more communities, or even your community, and you want to make money without compromising or selling yourself out—you need to call me.”

And then I ask a bunch of questions. Those of you who have my business card, you know I ask some great questions. We’ll talk about identifying those questions.

Let me tell you something, I've gotten so many calls and so many visits to my Web site. So many people who get this card or say, "Hey, I got your card from somebody else," or "I saw your card at this place" or "I ran across your Web site and when I read it..."

Those of you, I know you can't see me, but raise your hand if you read my Web site or looked at a video and you said, "She is saying exactly what I need to hear." Raise your hand.

Now I know a lot of you have your hands up because that's exactly what you say when you call me, "I read though your whole site, and I said, 'That's the woman I need to connect with.'"

How many of you have said that? That's what you want those you're called to serve to do. You want them to speak just that highly. You want them to be exactly that clear.

Many of you are coming—you came to the Road to Expansion Event or you joined the Ministry By Design Private Partnership program—sometimes without ever meeting me, only looking at the message that I communicated, in whatever form I communicated it.

See, it's not important. Listen, please hear me: it's not important that you have business cards, that you have a Web site, that you have flyers, that you're on TV, that you have the radio, that you're on movie theaters, that you host powerful events.

Or that you do all these creative bells and whistles—have your tags on water bottles. None of that will even matter if the message is not clear. It can't just be clear to you. Actually, it doesn't matter that it's clear to you.

What matters is that it's clear to those you're called to serve, and I want to show you how to do that today. So get ready. I want to talk about how we implement. How do we make this thing happen?

If you have your Expansion and Action Worksheet—remember, I want to make sure we have this all together—pull out your worksheets. We're going to be in Section 1 and take notes.

My worksheet looks a little different than yours, though. It has all this writing on it because I like to write, but pull out your worksheet and let's just start with Section 1.

So what we want to talk about, the first thing you need to do, I have 4 principles that, if you implement these

principles, if you get them ingrained into your head, then reaching those you're called to reach will not only be much more simpler...

Oh my gosh, it will be much more simpler, but you'll feel very confident that you're doing exactly what you're supposed to do, and that you're serving exactly who God called you to serve. That's the key, right?

Actually, that brings me to point Number 1.

Objective Number 1 and Step Number 1: In creating the message for your masses, you must identify those you are called to serve. So, identify those you are called to serve.

Now, that may seem very simplistic. You're like, "What?" I mean, I'm serious...you don't have to put them in an age group and say, "Oh, I'm called to serve those between the ages of 18 and 40."

That's great if that's who you're called to serve. That's wonderful, but if you don't have an age group attached to it, you still want to know, "Who is it that I'm called to serve? Who are these people I am called to serve?"

Remember we shared this before: I like to say, who are the people that are your best fit-for-you person? B-F-F-M, Best Fit For Me. "Who is the best fit for me? When I open my mouth, who will resonate with me?"

"Who will resonate with my experiences? Who will resonate with my story? Who will resonate with what I have to bring to the table with my personality, with what God has called me to do?"

I know, saying that means you must know what God has called you to do. I'm not teaching you that today, but I want you to know who will resonate with that.

Who do you resonate most with? Who is it that you resonate with when you open your mouth and you start talking? It's like these types of people come all the time.

It may not be an age group. It may be people with similar issues or challenges or concerns. It may be people who are at different stages in their life, but I want you to get crystal clear on exactly those that you are called to serve.

Now we look in a Bible, I can't identify any person, any leader of great significance, that didn't have a specific group of people they were called to serve. Moses was leading the children of Israel. It was very clear that's who he was leading.

Paul was called to the Gentiles. Not the whole wide world, just the Gentiles. Now we know, he reaches many people, but his call was to the Gentiles.

Even Jesus said He was called to the lost sheep of the house of Israel. Remember what He told the woman, the one with the dog, who said that even the dogs get the scraps from the table.

I told you guys earlier, for those of you who are new to the Ministry By Design program, I love Scriptures and I usually memorize them in the King James Version. By the time they get out of my mouth, they're the Janice version, so please excuse me, but I think you guys know the example.

The reason why you need to have such clarity and focus with your message is, if you're not clear, if you're not sure, if you haven't taken the time to identify those you're called to serve, you will try to create a message that's going to reach a whole bunch of people, and you're really going to reach no one.

Can you imagine having a generic message? Who likes generic cereal? Raise your hand. I do not like generic anything. There are few things that I like that are generic. But when it's specific, when it's custom-tailor-made to me, I just feel so important and I can easily say, "This is for me."

So before we can create your message, I need you to know: Who is that person that you're called to serve? Now for those of you, you're like, "Janice, I never thought of it," there's nothing wrong with you. You're not crazy.

Some of you just have a winning personality. You happened upon your job or your business, and you don't really know, you just do what you do and people show up.

Well, what I want you to do is think about five people that you enjoy working with in what you do. I call them my Fave Five. "Who are the Fave Five that I enjoy working with?" It takes some time to find out what similarities those Fave Five have in common. Then from that, I want you to design the person that you're called to reach.

Step Number 2 is to connect with that person. See, we think we connect all the time. We're on Facebook, we're on Twitter, we're on the phone, we're going to networking meetings and we're exchanging business cards.

We have church gatherings and we're talking to people. Yeah...that's not really connecting. I want to talk to you about a true connection.

Connection, for me, I found that when you're creating the message to the masses and those that you're called to reach, in order to do it effectively, you must establish a real-life connection—a true connection with the person.

That connection starts by giving them a name. Can you think about what kind of person you have ever connected with that you didn't know their name? See, if you give them a name, then it makes them real. It makes them alive and well to you.

It's like, "Ohhh!" You start empathizing with that person. So rather than, "Oh, I'm called to reach 18 to 40-year-olds," you say, "I'm called to reach Antoinette and I'm called to reach Marks." Or, what's a girl name? Janice or April.

Let me give you an example. When I say these names, tell me what comes to your mind. Mariah. Elvis. Whitney. Bobby. Kim. See, when you put a name to a person, an image comes up, and you immediately start thinking about different things about that person.

You come up with different character traits, different struggles that they may have, personality impacts or personality traits that they may have. The person then becomes real, and so now you're not called to reach millions of random names and random faces. You see every person as one.

A lot of times in our worship experiences, I've been hearing it a lot lately when people are talking about church: "I'm going to worship an audience of one!" It sounds really, really good, and it is good if you really embrace that principle.

But that principle actually applies to expanding your reach. You're serving an audience of one. So if you start with one, if you start with Joe, and you think about Joe and you think about the challenges that Joe has.

Give your person a name, and if you're called to reach women and men, or if you're called to reach children, give them a name. That's the first thing. Make it personal by giving them a name.

The second thing I want you to do is, I want you to get really intimate. I want you to get intimate with that person. I want you to go deep and establish a real connection, not just, "I know your name, I met you yesterday and I know your name."

I want you to get into the minds and the hearts of those people so that you can really talk to them and not talk at

them, and not talk about them, around them or talk about what's important to you.

See, when you're creating a message this is not something that's really easy, or, you know, you and me just sit there and bounce off creative ideas. I hate it. I hate it. I hate it.

I hate to see very influential leaders have these meetings in these boardrooms about people that they're called to serve, and none of the people they're called to serve are represented in the rooms.

Then what happens is, you have these meetings that are geared to board members who are serving regular people. I mean, it just doesn't match—and then you take whatever you've decided to the people. They don't understand, they don't agree and no one really considered how they felt.

So I've decided in that process...this is one of the things I actually do. Once I've given the person I'm called to serve a name, so I won't just be talking to the person I'm called to serve or the people down the street.

They actually have a name, so I'm talking to a Rodney, and I'm talking to Michelle. I have Rodney and I have Michelle, and then I take Rodney and I say, "You know what? I really want to connect with Rodney."

In order for me to connect with Rodney, I need to consider three things. I need to consider first, "What's going on in Rodney's head? What is he thinking?" Then, "What's going on in Rodney's heart? How's he feeling?"

And then I think about, "What's going on in Rodney's hands? What is he doing?" whenever I think about how I'm going to reach somebody, and how I'm going to share what it is that God has given me to share with them, whether it's a sermon series or whether it's products.

I love products, so if it's some makeup and I'm thinking about Michelle and I think about Michelle's skin. How to her, her face is everything because Michelle loves to be perceived as beautiful, and so beautiful things are important to her.

So then I stop and I do this, I say, "Okay. I'm called to serve Michelle, and Michelle is a woman who's concerned with her self-image." Because she's concerned with her self-image, what she thinks in her head is this:

"The fact that my skin is breaking out means that I'm ugly, and because I think that people see me as ugly, now I'm feeling insecure. And because I'm feeling insecure, I walk

with my head down. You know, I wear big clothes because my face is not cute anyway, so clearly my body is not going to be cute.

“And because I'm insecure and I'm wearing big clothes, now I hide out and I'm not stepping out to do the thing that God called me to do because I'm feeling insecure, because I'm thinking that I'm ugly, because I'm having this acne on my skin.”

So do you see? Your start is there. You have to get into their head. You have to connect with them. Let me just give you an example why. Let me share with you why we want to take these steps.

A lot of times we want to diagnose the problem, and we want to just go ahead and fix it right away. I met a guy here recently at the Road To Expansion event in Philadelphia and he said to me, “You know, I know what their problem is. The problem is, they need Jesus.”

That's so spiritual and so cute, too, and that probably is the problem, but they're not lying in bed at night, saying, “I need Jesus.” What I want you to do is, show me how the problem is manifesting itself in their life by connecting with them.

What's going on in their heads? What's going on in their hearts, and what's going on in their hands? What are they thinking? Because of what they're thinking, how are they feeling? Based on how they're feeling, what are they doing?

You do that for the people that you're called to serve.

Now, for those of you who feel like you're called to serve a thousand people; you've got to have a thousand names. That's just ludicrous.

You're going to be doing this all day long and you're never going to get any work done, because you're going to try to get in the hearts and minds of all these different people.

So for the sake of today's assignment and just for the sake of these next 30 days, if you're a ministry leader, I want you to think about the people in your ministry.

That means if your ministry is a marriage ministry, then I want you to tell me, name the people or the couple. Give the couple a name. Michelle and Obama.

Let me come up with a new name, too. So, some other people, Kim and... What's a boy name? Michael. So, Kim

and Michael. You've got Kim and Michael as a couple you're called to serve. Talk to me about Kim and Michael.

What's going on in their heads? What are they thinking about right now? What are they thinking in regard to their marriage? Do you hear? Specific to the ministry that you are over, please, what are they thinking in regard to their marriage?

"She's not fun anymore. Oh, this is not what I thought it was going to be—it's a lot more work. Gosh, I like dating! Man, is this going to be boring?"

You know, what are they thinking? Because they're thinking these things, what are they feeling?

"Oh my gosh, I made a horrible decision! Why did I get married? That was just like the dumbest thing I've ever done. Is there a way to get out of this marriage? Does it ever get any better?"

What is it that they're feeling? They're feeling regret? They're feeling discomfort? They're feeling trapped? Go through the list of emotions. Put yourself there. What are they feeling?

And then, because they're feeling this, what are they doing? Are they isolating themselves from their spouses? Or are they being mean and lashing out? Are they not communicating? Are they rolling their eyes or stomping their feet?

What are the behaviors that are showing up as a result of what they're thinking, and what they're feeling? Okay. So got that? All right, so you do that.

As a business owner, you do it for the people that your product is designed to serve. As a Pastor...now Pastors be careful. Don't try to do this whole conglomerate, exhaustive thing on every particular person in your ministry. I want you to take this exercise and do it for every *specific* thing you're working on, at the time.

You would do it for the sermon series you're creating right now; then you'll do it again for the event that you're going to do next. And then you'll do it again for when you're going to speak to a group.

You don't get to do this one time. We do this process for everything that we create. This is how you stay connected, because every message is not going to resonate with everyone.

It's not just one general message for everybody. It's one that's going to work for teens; one that's going to work for women; one's going to work for married couples; one's going to work for the children.

Is everyone following me? Nod your head. I know you can't see me, but nod your head "yes." Okay, great. Once we've identified who we're called to serve, then we've established a connection.

Remember, we're giving them a name, and when we connect, we're thinking about what's going on in their head, their heart, and their hands. What are they thinking, what are they feeling and what are they doing.

The third thing I want you to do is, now that you know where they are right now, I want you to see where they can be. See what's going to happen after God works through you to change their life.

What does the transformation look like in their life after they come to that service and they listen to that series and they do the work?

After they buy that product and Michelle starts applying that cream on her face, and she is taking care of her face and she's taking care of her skin for the next six weeks, what's happening?

See Michelle, after she's done. What does her after look like? Now listen. It's important that you, as the leader, see the after before they do. You've got to see it! You have to see that,

"You know what? You're going to have flawless skin. And because you have flawless skin, then you're going to feel very proud, you know."

I mean, think about it. You go through the process again. What do they look like?

They have clean skin, so because they have clean skin, they think that they are pretty. Because they think that they are pretty, they feel very confident about who they are.

Because she feels very confident about who she is, she's showing up at work with boldness and she's working diligently because she knows she's doing a good job at what she does.

Now, she already had all the skills all along, but now that she feels that she looks the part, she can actually, easily live the part.

That is not something that you're going to be able to do. You're not going to come up with these words, come up with these feelings, and these actions and all this stuff. I'm just throwing things out there.

You really have to stop and think about it. Now that God has moved in this person's heart, and they understand that they can have a life without worry through faith... Wait, I'm not even going to tell you how. (I'm sorry, I was talking to a client yesterday and we talked about that.)

Now that they can have a life without worry, what does that mean for how they think? How does that show up? Now that they're not worrying, what are they thinking now?

What are they feeling now, because the worry is gone? You have something that's going to take away the worry. So what are they feeling now that is not worry? Because of that feeling, what are they doing?

How are they, showing up? You go through this whole process again. You're highlighting the "after," so you're highlighting what will happen once we've done whatever we're going to do.

What will happen after they've had this fun? After they bought the product? After they've come to several services and finished the series?

Hear me on this. Do you see now, those of you who understand that the expansion process the way that I've taught it to you is a three-step process? It occurs with the encounter, the experience, and then a journey in direct transformation.

Do you see, now, why it's important that you don't make one-time things? That you don't try to be a one-hit wonder? The truth of the matter is, there's not anything you can do one time that's going to transform a person.

It can begin them in their journey to transformation, but there's nothing you can do one time. Our salvation is not a one-time thing. You make the decision, but this is a continuous process of becoming cleansed and made more like God.

The sanctification process is ongoing, day-by-day by day. It's the same with whatever work you're doing with those you're called to serve.

I met a guy who had a security system, and it's not that you install the system and all the security problems are

over. No! They have to turn the thing on. They have to plug it in; they have to make sure it has its regular maintenance.

There's a consciousness. There's a conscious effort that needs to take place. They have to still make sure they close the window at night.

You know, there are still things that go on, but you've begun them along their journey. If you see what you do as a journey and not a one-time thing, I guarantee you, you will reach more people, and you'll serve more people.

Because you're not selling them some hype, you're selling them truth, you're offering them an opportunity to really be transformed. So if that's truly what you're offering, you need to be, as a leader, aware of the transformation.

I want to go back because I want to make sure that I'm not rushing you through this process. I'm not making it super complicated because it is very simple, but it does take time.

I want to share this with you: what I realize is, because a lot of principles that I share are super simple—I love that, I love to keep things super simple—because they're super simple, they're often discounted and they're often overlooked, and they're often mistaken as not important.

But it is something. In order to make a difference, in order to truly serve consistently those that you were created and designed to serve, you really have to take the time to create the message and talk the language that they're speaking.

To say what they are saying, to look and think about how they feel, not how you feel. See, if you've noticed, I've never told you the solution. I have yet to tell you, the solution.

Creating the message has nothing to do with the solution. They're not asking you to fix their problem right now. They just want to know that you understand it.

I like to use a couple of things. I think about how Jesus, who I still believe... is master marketer, the best one in the whole wide world. I look at Him, and He's wise. He's God; sure He's wise.

But even in His practicality and the practical way in which He reached people, He was very intentional to always identifying the problem, or the challenge the person was having, and to ask them a really great question, which is going to lead us into Step Number 4.

But He always identified where they were. Now here He is, God. He can clearly say, "I see into your problem, and your real issue is you have no God, you have no faith. You know, you lost your way."

He could've easily said that, but He always started with what was most important to them at the moment. "Are you blind?" You know what I'm saying? "Will you... Would you like to see? Will you be made whole?"

It's like, "Man, do you want the demons out of you?" He always dealt with the thing that was important to them at that moment, which meant to me that He put Himself in their shoes.

Remember the guy who had several demons, the legion of demons inside of him? He was throwing himself to and fro and his dad was all upset because he was hitting himself against the rocks, throwing himself off cliffs and doing all this stuff.

Imagine that tormented life! Imagine how scattered he was. I know that I'm mixing stories, but I'm just trying to give you a whole bunch of examples...you remember, even when He saw the multitude and said He was "moved with compassion"? The compassion is not because He's God and they're men.

The compassion is because He looked in and He saw right where they were, and He imagined how unfortunate, how confusing, how frustrating it must be to be so tormented by this life. To not know where you're going to eat, what you're going to wear...I mean, how tormented they must be!

And then, His heart just was moved with compassion to do something. Part of feeling compassion for someone is first identifying with where they are, and I think often what we do is we look straight over people as human beings.

We see a mass of opportunity for business owners, or a mass of lives, or a whole bunch of stuff. I'm sitting in my office and all I can just see is a whole mass of things.

What I would like for you to do, whenever you're creating your message, any message, that you want to extend and you're trying to attract those that you're called to serve to you, remove the mass, M-A-S-S, and see one person.

Think about what's going on in the heart. Think about what's going on in the mind, and what's going on in the life "what-are-they-doing," of that person. I want you to speak

to those things, so I've created a couple of charts on your paper.

I want you, every time you think about what you're going to do—any project, any group activity that you're about to do, a class or a program that you're going to launch. If you're a business owner, you're launching programs, or if it's an event that you're going to host at your church, I want you to think about:

Who is this for? What is their name? What are they thinking? What are they feeling and what are they doing? And after they leave this thing, what will they be thinking then? What will they feel then, and then what will they do?

So you write down those things. I want you to write down one word, they're: "frustrated," "confused," "tired," "lonely," "sleepy," "happy," "sad," "overeating."

Write down those words. Right now is not the time to be pretty, not the time to be clever and very creative. This is just a time to be specific and just get down to the raw truth, because listen, this is exactly what I do.

Do you want to know how Janice comes up with these words? I actually put myself in the shoes of those I'm called to serve. And if I don't know...

Big red flag here: If you don't know what's going on in the lives of those you're called to serve, I want to challenge you that you're probably not called to serve them.

I got quiet on purpose. If you don't know—if you have no clue what's going on in the lives, in the hearts, the minds, and even what they're doing—the behaviors of those you feel that you are called to serve...you are probably not called to serve those people.

The people that we're called to serve are people that we can resonate and identify with. I shared this with a couple of my friends, we were talking about this journey of expansion, and how we do so many things and...oh my gosh, all the things we go through.

I said, "You know, God has a funny way of making sure that you can really identify with those you're called to serve," and the person was like, "Well, what do you mean, Janice?"

I was like, "You know, if I would've known that it was going to be this challenging, I think I would've picked a different group of people to serve," and so she was like, "Janice,

what are you talking about?" You know, I'm always saying something or thinking through things.

I said, "Because in order for me to identify and to be able to serve Pastors and Christian leaders—in order for me to be able to serve them and serve them well—I first must be able to identify with them. I have to establish a connection."

Which means, more than likely, I'd have to have gone through some of the things that they're going through. And leaders...you guys know, you're right here with me. You go through a lot of stuff, and you don't want somebody who's going to tell you what they read in a book.

You'll hear them, but you want some practical application. You want some people who have walked through some things, and that's how the people you serve are going to feel.

They're going to want to know that "Hey, you know not because you read it in a book, but because you've walked through it, you've lived through it, you've experienced it." So when I was telling my girlfriend that, I said,

"Yeah, if I knew it was going to be like that, I probably would've picked five-year-olds because it's not much they could've gone through. You know, they're only five. What's the hardest thing? I mean... do they have the colors right? Are they holding their pencils the right way?" I could handle that.

I know I'm being funny and I'm laughing, but I really want you to know, if you have no clue what those who you're called to serve are going through, I would like to say the technical thing. The thing they teach you in school and in the books and all this stuff is: Go ask them!

Ask them what they're going through. Ask them what they're experiencing—and I wholeheartedly believe that. I do! But I want to encourage you that if you have no clue, like zero clue, those are probably not the people you're called to serve.

Because with the people I'm called to serve, I know exactly what they're going through because I'm either there or have been there. Okay, I digress, so come back.

You've identified those. You gave them a name. You're working with Michael, Michelle, Shelley, Kendra, Kevin, Mark. You know who you're called to serve, they have a name, you see them in your head, there's not just a mass—it's a person.

Then you connected with them, and the connection is not just meeting them, but it's knowing what's going on in their head, what they're thinking. It's what's going on in the heart, how they're feeling, and what are they doing with their hands.

What are they doing? What are the behaviors that show up? So we do that exercise twice, actually. We do that when you're first trying to figure out what the challenges are that they're facing.

Then you go to when you see their future, that's Objective Number 3, to see their transformation, see what God is going to do through you and see how their life looks like on the other side. You have to see it first.

If you don't see it first, they're never going to see it because you're forcing them to see it. Let me say that that is the biggest challenge many leaders face is, you leave it up to the people to see how this deliverance is going to work in their life.

What? No, no, no, no, no, no, no. Even Jesus said, "You know, do you want to be made whole?" He was like, "Whole is a good thing. Do you want to be made whole? Okay, this is what you need to do. Do you want to have everlasting life? You know, you want to live forever?"

What about in Deuteronomy 28, when He talked about "All these blessings." He showed you, "If you obey, this is what life looks like." He showed you the good stuff. He painted an elaborate picture of what it would look like if you did what you needed to do.

He didn't leave it up to you to say, "Oh, you know, after we do this stuff that we're going to do, it might be good." No, you got to know, you have to see that there is something and translate it.

Don't be deep and spiritual and, "Oh, you know, and we'll live and abide by..." I don't know what "abide by" means and what that looks like.

If you tell me I can live a life like, as Dave Ramsey says it, "Like no one else." You can live like no one else, free of debt, buying what you want to buy, when you want to buy it, without feeling stressed or strained: "I'm trapped."

Without arguing with your wife about money, stressing about what your kids want that you can't afford, if you want to know what life looks like after that...do you want to look at what a great life looks like?

I remember, oh, I can't remember his name he's so country. I thought I saw his series the other day. I'll come up with his name in a minute, but he had this long, 12-part series called "The Good Life."

I thought it was such a great title. I was like, "Man, the good life! Who doesn't want the good life?" But I think he probably figured out that people are tired of living the horrible life. They're tired of living the struggling life.

They're tired of living the day-to-day, moment-to-moment, check-to-check life. They want the good one, and so when he first identified with what people didn't want, it was easy to tell them and share with them "Hey, 'The Good Life.'"

That brings us to the last part, the last step, which is now that you identify, now that you're connected, now that you can see, compel your audience to take a specific action. Listen. Write that down: Compel your audience to take a specific action.

There are so many keywords in that one statement. The first word I want you to know is "compel."

Now, we remember from the scripture when Jesus was talking about going out and getting people and bringing them from the highways—compelled them from the highways and byways to come in.

A lot of times, when we think about the word "compel," we think about the word "force" to make them come! To be so strong that they say "yes!" No, that is not what I want you to do.

You guys know me! Those of you who know me by now, you know I love to research. I really try to dig deep and make this as practical as it possibly can be for you, so you can really wrap your hands around it, and do what I'm saying that this thing is supposed to do.

Compel means to make irresistible. Can you believe that? To make it irresistible, you have to come at them in a way that is so compelling or is so specific, and it's so grabbing and attention-getting, that it is like,

"I can't not do this. I mean, I cannot! It's irresistible, I can't pull away from it!" So rather than forcing them, what I like to do is ask them a question that is so irresistible they have to say "yes."

Listen, we want to be compelling, which is extremely irresistible, but do you want to compel them to take a specific action? You've identified with who they are. You've

identified with what's going on in their hearts, in their hands, in their heads.

Now you know what it's going to look like even later. Now you want to ask them. I do "compelling." The way that I compel people—the best way to compel people to take action—is to ask them a question.

But you ask them an irresistible question, you ask them a question that's like, "Wow, how can I say 'no'? I can't say no." So let me give you some examples. The woman at the well, you guys remember her?

Remember...read her story, go read it again, and look at what Jesus asked her or the question He inferred. He didn't ask her, He actually inferred. He said, "I can give you water that you'll be thirsty no more."

When she heard that, what did she think—naturally, not spiritually? Don't go deep on me.

When she heard that statement, she thought, "Gosh, I'm embarrassed by having to come to this well, everybody knows all of my business, I don't fit in, and I'm extremely thirsty and this is a lot of work pulling this water from the well.

"So if He's going to give me water...that I'm not going to be thirsty anymore...and I never got to come back to this well? Yes, that's irresistible for me." See, "Do you want some water?" That's compelling. "Yes, because I'm here, I do want some water. I'm thirsty."

But irresistible? "The kind of water that never makes you have to come get anymore?" "Yes, that's what I want." So when you're asking people, when you're talking to Michelle, "Do you want beautiful skin?" "Yes, I do want beautiful skin."

"Do you want ageless skin, timeless skin, that you can have and..." this is extra, you guys know how I am, because she's like, "I do want this stuff, but because I want this skin, is it going to take me..."

Is it going to make me have to take a long time to get it, or all this stuff...?" No, no, no, no. So you tell Michelle, "Do you want beautiful skin?" "Yes." "Do you want ageless skin? That means it never ages."

"Oh my gosh, yes!" "Do you want ageless skin in less than three minutes a day?" "Absolutely!" That's irresistible. That's what you do. Listen people. Don't pick a lot of

questions. Pick about three questions, three to five questions.

When you're doing the assignment, you can write it down. I think you have a box now that says, "What is your compelling question?" and then "What is the one solution?" So, you can write down 3 to 5 questions.

On a Q&A call, you can ask me about questions that would now arise as a result of the issues or the challenges that you've seen in the boxes before. They're usually opposite the pain point.

So either you're going to take the road of, "Are you tired of..." and then you go to the chart, where you have the bad feelings and the bad thoughts that they're having. If that's what you want them to say, "Are you tired of feeling ugly? Lacking confidence, or being passed over for jobs?"

That's when you take the not-so-good slant, or you can go the other way. "Do you wish that you can go to the other things? You know, be confident in all situations and circumstances, no matter where you are?"

"Do you wish, when you walked in a room, all heads would turn? You know, do you wish... are you hopeful that..." I'll do a ministry example. "Do you wish you knew how to live a life free of worry and stress, no matter what's going on?"

Because you've taken the questions that you've identified, you've taken the things that they were thinking, the things that they were feeling, the things that they were doing, and now you've just turned it into compelling questions.

You write down a bunch of those questions so you can kind of feel for them. One other thing that I didn't include in this worksheet, but I will include in the worksheet are some good question starters. So I will email you that—mental note—email you guys.

I will add it to the Forum. We'll send it on an email before the Forum gets back up. Ask them questions, add the compelling questions. So those are the good question starters.

Now you're writing those sentences and those questions, and then you have one solution. One solution. One solution. You know there's ten thousand solutions, you know that your solution probably may be real deep, like "Get faith, get Jesus."

Don't tell them to "Get faith." I don't want you to tell them to "Get Jesus." You do know that's what they're going to

need, but I want you to tell them something that is very compelling:

“Join me for this series!” “Click here to buy now!” “Watch this video!” “Read this newspaper!” “Call this number!”

Don't solve their problem. You're going to solve the problem when they get to you. I just want you to get them to take action, and so taking action is not “Get faith,” because I don't even know how to get faith.

Taking action is “Join me!” Taking action is “Come!” Taking action is “Click!” Taking action is “Buy! Read! Walk!” That's what taking action is, and it's only one action you want them to take.

When you put this all together, the beauty of it is, once you've identified the questions, once you've identified the struggles, once you've identified the connection...

What's going on with these people and you see their vision, you see their future, and you have it all written down, you only have to do the messaging one time.

And then you just lay it over every piece that you want: your Web site, your business cards, your flyers, your videos, your announcements at church, the product packaging. Anything! I mean, isn't it cool? Isn't that great?

Now, I know we got to wrap up, and you know I always try to go over, but many of you are saying, "Janice, how in the world am I going to do all this, for all this stuff? Do I have to recreate everything that I've done?" No.

Just like with every part of the expansion process I've talked to you about, it's very simple—it is very simple, and is not easy. What you do is take your time. Why don't we just start with the next thing that you're going to do?

Over the next 30 days, let's just start applying this particular principle to the communication pieces that you're going to create over the next 30 days.

I would love it if you just take the next week, or the next two weeks before our Q&A call, and just apply what you've learned today to some of the pieces and let's just test them out.

I even want to take you a step further and when you join the Facebook group, if you want to test out some of those taglines or test out some of the things that you want to say, type them in there. I'll even get in there and respond, and we'll talk about them in a Q&A call.

Nailing down your message does not happen overnight. It took me a long time to really get into this frame of thinking and to stop being selfish and thinking about what I want and what I want people to learn and what I want people to get.

I started giving them what they needed, and I realized in giving them what they needed, or giving them what they wanted, I was really giving them what they needed. I was setting myself up to give them what they need.

See, Jesus knew that if He gave the lady the water like she wanted, He would be able to later give her life like she needed. It's the same thing with the blind people. If you gave the blind man sight, then He can now give him life.

So I don't ever want you to think that you have to water down your message, or that you have to water down your brand.

But if you want to attract people you have to give them what they want, and what they want is their needs met or their desires met. Once they get there, you're going to really take them on their journey and show them how to have their needs met as well.

So this has been wonderful. I'm so excited! I want to thank all of you for today's call.

I look forward to our Q&A call, and it actually is going to be—I'm looking at the calendar—on the fourth Thursday, which is March 22nd at 2PM Eastern Time.

So bring your questions to that call, March 22nd, 2PM Eastern Time.

I'm so excited about that. I look forward to seeing each and every one of you there. If you're unable to make the call for some reason, you just can't make it, email your questions to:

support@Moruwa.com

I'll be sure to read your question live and answer it for you. All right, until the next time, remember: Expanding your reach is not optional—it's mandatory.

Failure to do so is not modest. It is absolutely selfish. When you fail to expand your reach, you are denying others the opportunity to experience God through you.

Until next time, be blessed!