

# JUMPSTART!

21 Days To Creating A Rock-Solid Expansion Plan for Your Ministry

## **Training Call #2 Transcript April 7, 2011**

Course Taught by  
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Alright. Well welcome, everyone, to Class Number Two. This is Training Call Number Two in our Jumpstart! 21 Days To Creating a Rock-Solid Expansion Plan for Your Ministry.

I am Janice Johnson, also known as the Ministry Marketing Mentor. I'm so excited that you've decided to join me today for this course.

This has been an exciting journey so far. Last week, we had a power packed course and many of you have reached out to me on some form or another and told me how in-tactful it was to what you're doing.

I've been asking a lot, "Are you productive? Have you been productive or are you busy?" If you haven't had a chance to listen to Class Number One, listen to it. Replay it over and over again.

There are some great nuggets in there that are really going to change the way that you work and the effectiveness of your work if you decide that it's something that you have to do, decide to take action and make the change.

Today we're going to look at bulletproofing your brand, how to own how you're known in the marketplace.

I'm really excited about today's session. I'm actually excited about the entire course because this is something that's near and dear to me. I've been in the same place that many of you are in struggling and wrestling with exactly how to do what I do in a bigger way.

I even had some points of my journey where I was really questioning if it was the thing that I was supposed to do. We talked a little bit about this before, so I won't share with you everything about my story, but I will say this.

Many of you are probably on this call because you're looking for a way to reach more people with the message and the gift that God has uniquely gifted you with.

You have been searching for a way to get out there and to make a difference without sacrificing your integrity, without sacrificing your relationship with Christ, without sacrificing all of those things that are most important to you: your family, your loved ones, your time, all of the money that you have.

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You're just trying to figure out how do you get out there, and you don't know what to do. Or maybe some of you on this call have done a lot of things, and likely you tried thing after thing after thing.

It's a hot new gadget, it's a fun new toy, technology has advanced, and none of those things work because you didn't have a real plan. You just kind of went out there and you were chaos on fire. I've been there and I know exactly what that is like.

Some of you on this call, you're just beginning and you're not really sure what to do. You want to take the right steps because this is a big launch for you. This is a major step and you're like, "I'm doing this thing, I'm standing by faith, and I want to do it right."

Wherever you are, I'm so glad that you've decided to join us. I've been in all of those positions at some point or another in my journey, if it was my personal walk or if it was a walk that I walked alongside my clients.

I'm glad that you're here and I'm sure that I can support you. I want to let you know, making the decision to expand is the most important thing you could ever do in your life, not just in the life of your ministry or your organization, but in your personal life because when you step out there, what you're saying is,

"Lord, I accept the call that you have given me. I'm willing to do whatever it takes to allow you to receive glory from my life. Here I am, use me." That is a great place to be. I applaud you and I welcome you, and I'm glad that you decided to allow me to take this journey with you.

I'm going to recap a little bit of what we talked about last week, just because it was fun and I liked it. Then I want to get into what we're going to discuss today. If we have time, I'll highlight a little more of what's to come.

Now last week, we talked about getting out of "busy" and becoming more productive. In order to become more productive, what we discussed is we had to take charge of our mission. Now, I shared with you on the last call that taking charge actually is what the word "manage" means. "Manage" means "to take charge."

I feel like we've watered down the word "manage" and we've overused it. We've kind of forgotten the definition, so I wanted to make sure you know that it was something that you were going to have to decide to do.

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You were going to have to be proactive in taking charge, grabbing this thing around the horns and saying, “You know what? I am going to do this in the most effective manner possible.”

Last week we looked at ways to do that. We focused on three critical areas to take charge of our mission. That was our time, the task, which are the things that we do, and the team, the people who are alongside us in this journey.

We talked about some of the distracters, like that phone. Many of you emailed me, and some of you even texted me about that telephone and how challenging it would be to just get rid of it or to silence it. Others of you thanked me.

We also talked about just taking a look at your day and really getting clear on what you’re actually working on. Then one thing we talked a little bit about is batching. I want you to really go back and listen to Call Number One and start thinking about how you can incorporate this into your week.

Batching is very critical for me in being successful. I see that a lot of my clients and a lot of very busy leaders who batch their time, who group like paths on like days in like chunks of time, they’ve been probably about 50% more productive and a lot more refreshed.

For the women who are on the call, it makes you feel a greater sense of accomplishment because what you’ll realize is that we link everything together and it all just flows. Family time, work time, all the stuff just goes together. Men don’t have this problem as much as we do. They already kind of compartmentalize; they do that really well.

For us, it takes a little more training. What you’ll find, women, is you’ll find that there is only a certain amount of things that you realistically can accomplish in a day and during a certain amount of time. It’s okay if you don’t accomplish everything as long as you’re aware that you’re doing the most important things.

Make sure you take some time, go back down, load the worksheets, write out your weekly calendar. Look at what you’re working on. Look on what you can eliminate. Look at what you can delegate.

Look at what you can delay and batch the things that you can. If you need help with that, shoot me an email and I’ll see if I could probably do a little extra bonus on how to make that happen.

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Okay, so that was really important. We talked about the team, those people who walk alongside us. I'm not going to tell you everything on it that we talked about, but one of the key things we referenced was the fact that you need to have people on your team who share your vision and your same passion.

Most importantly, they serve the same God that you serve. Because these persons who we were talking about last week were not just the people who are helping us out, these people were doing tasks that were critical to our expansion. We call those people "expansion buddies."

We also talked about the things we do that take away from our ability to expand. It's work, but it's the work that really doesn't matter as much.

We talked about focusing on EYR tasks, Expanding Your Reach tasks, so only those things that are going to expand our reach for a specific block of time. I'm not saying all day long, all you need to do is expand your reach. I know that's crazy and it's not possible, but we want to block it off.

I challenge each of you to dedicate two to four hours a day focusing on activities that will expand your reach. Minimally, two hours a day you were to look at your calendar and block off two hours each day to expanding your reach.

I didn't say this on the call, but I will share this with you. If you know that two hours a day is going to be kind of challenging, then devote one day. I have one day where I know I'm focusing on business development, and I'm going to do those things that I would normally break apart.

If I don't get to do some things every day, we'll talk more about this in Class Number Four because there are some things you're going to have to do every day. Those things we can automate, and we'll talk about that in Class Number Four.

If you can't do things every day, set one day and say, "Okay, for four hours or eight hours on Mondays I'm going to work on business development and expanding my mission."

Those were the things we talked about in Class Number One. I'm excited to hear about how you guys are implementing this. I want to say if you want to give me feedback on the course, the best way to give me feedback is at [Facebook.com/JaniceJohnsonFans](https://www.facebook.com/JaniceJohnsonFans) with an S.

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That's a great place to give me feedback. I respond to my Facebook. It's not automatic, not all of it, and I'll be happy to hear how things are going for you.

Okay. Let's get down to today's course, Course Number Two, "Bulletproofing Your Brand: How to Own How You're Known in the Marketplace." This is something that's a hot topic, especially for believers in the marketplace today because we tend to get recognized for the things we do wrong rather than for the things we do right.

I want to talk about ways that you can control how you're known in the marketplace. Now, I made a startling statement at the beginning of this when I gave a brief overview of what we would cover, but I want you to be clear, and say this after me, "I am who *they* say I am."

Yes, I did say that correctly, "I am who *they* say I am." When it comes to your brand, it doesn't matter "really"—put quotation marks around that "really"—who you say you are, it's who they say you are. We're going to get into that a little bit on the course.

During today's call, what we're going to cover is five secrets to finding out what people are saying about you and your ministry, and yes, they are talking about you behind your back. If you thought they were, you're right. If you thought they weren't, you're wrong. They are talking about you behind your back.

We're going to also uncover the seven secrets to earn instant credibility, and guess what? It has nothing to do with your degree.

Then we're also going to look at the one lesson my grandmother taught me that immediately boosted my ability to reach a diverse audience without ever meeting them personally and, being a woman, it increased my productivity by 30%.

Now men, I don't know if it's going to increase your productivity, but I'm a little partial to the women. I was going to look at one strategy for staying on top of your image in the marketplace.

Number two, we're going to discover what your audience does that hurts you rather than helps your impact and then how we can seamlessly correct it.

We're going to look at ways we can get immediate media attention without a budget, without a building, and without a book. Yep, you can get the attention of the media without budget building or books, and we will talk about that today.

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Then lastly, we're going to look at ways your Web site can damage your brand and how we can fix it right now. You do not, so don't start panicking, you do not have to hire an overpriced Web developer. I don't even have one of those.

If you're ready, get your pen and paper. Get a sip of water. I'm going to get a sip of water today. It's kind of warm here in Georgia, so I want to make sure that I've prepared my water and then we're going to dive deep into the content for today.

Let's first start at, "I am who they say I am." Let's look at what our brand really is. A lot of us have this misconception when it comes to the word "brand," and we think that we control 100% of our brand, and actually we don't.

Our brand, if we had to break it down in percentages... I've shared it with you before that I'm a math person. I like math because it's concrete and it's one of those things that you know absolutely works, so if you say one plus one is going to be two, then I know it works. It's going to work every time.

It kind of gives me a hard time when it comes to my walk because you know things are not as exact like that. Sometimes I do one and I add another one, and two might not come for a while, but it works for this so I like to use formulas.

When it comes to building our brand, 75% of our brand is built on the perception of other people. Write that down, "75% of your brand is built on the perception of other people." Only 25% of your brand is built on what you project into the marketplace.

What you think, what you say, what you project is only 25% of your brand. That 75%, that perception other than the marketplace, that is pretty important because we want to look at how can we affect that perception.

The other thing is, knowing that 75% of what people think and "how they perceive me" is all on them, we want to really get into the minds of those people and figure out, "What are they thinking? What are they saying? How do they feel about who I am? Why does it even matter?"

Sometimes we think it doesn't matter because as believers, or even as leaders making a difference, we tend to, as my grandmother used to say, "smell ourselves." We are like, "I know I'm good. I'm great at what I do. Who cares what they think?"

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Well, you care what they think and you need to care what they think, because remember we talked about in the first session that expanding your reach has nothing to do with you, and it has everything to do with the people you're called to reach.

Since we're called to reach them, we want to know what they think. Let's start by defining "they." I have my quotation marks here in my office, I'm like, "They,' who are 'they'?"

I don't know if any of you have children. I do and I remember the first time Jasmine, my 11-year-old, came home. She was about seven and she would say stuff like, "Mom, everybody has this book-bag that has roller wheels and everybody is going to fun bowl this weekend, and they say..."

I was like, "Well, who is 'everybody' and who is 'they'?" As a mom, I quickly let her know that I didn't have a child named Everybody, nor did I have a child named They, so it didn't really matter what "everybody" and "they" were saying.

Well, in this case it does matter, and I want to talk to you about who "they" are. Number one, "they," the "they" that you are concerned about, are those people you are called to reach with your unique gift, service or message.

They also are those people you are called to reach with your unique gift, service or message. They also, number two, are those who will work and walk alongside you in your journey. Yes, you want to be concerned about the people who walk alongside you and work with you in your journey.

Then number three, not as important. I wanted it to be three and if we had colored pens and you were writing with colored pens or maybe you were using a pencil, I would write this in pencil because "they," number three, are your competitors.

We're really not as concerned with them as much. The only time we're concerned with what our competitors are saying about us is, if and only if, they're using our ministry as a reference point for attracting our audience.

Do you remember in the Bible when Jesus went up to the mountain to be tempted by the Devil, and how he was using Jesus and the Word as part of his argument? He said, "If you're the Son of Man, do this," and Jesus always counteracted with the Bible, but what he did was he used him against him.

That's the only time you're really concerned about what your competitors say. Any other time we don't care about them. We don't care about



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competition at all unless they're talking about us to the people we're called to reach, and then it kind of does matter what they say. Alright?

Here are the things that we're concerned about with "they," the people we're called to reach, those who work alongside us, and our competitors when they're talking about us to people who we care about.

We really care about what they think, what they say, and what they know. You ready? There are three things. We care about what they think, what they say, and what they know.

I want you to go back. People who we're called to reach and those who are called to work alongside us, they think their thoughts are based on what they see and what they hear.

Their thoughts are first based on what they see and what they hear. What they say out of their mouth about us is based on what they see and what they hear.

What they think about our ministry is based on what they see with their eyes and what they hear with their ears. What they say about our ministry is based on what they see with their eyes and what they hear with their ears.

Now number three, and this is really key. They also make decisions based on what they know, but they only make the decision based on what they know—here's what goes under that one—after they've experienced us, after they've experienced our ministry.

Because they don't know anything at that point, everything else is hearsay. If we know that people are making decisions, our brand is being affected. That 75% is being affected by what those we're called to reach see and hear about our ministry. It's important that we affect what they see and what they hear. Make sense?

A lot of times we get caught up in what we know, rather than what they know. Because in the beginning, all they're making decisions on is what they see and what they hear. What can we do?

This is a math equation. What will we say if the decision, the perception is  $S + H$ , see + hear? Then we need to impact  $S$  and  $H$ , right? Let's impact what people see and what they hear about our ministry.

A lot of you did the same thing with me. You didn't know a lot about me. Some of you joined the call because you saw some of my work. You may have seen my emails, you may have seen my Web site, you may have

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seen my business card. You may have seen me in person, but all of those things were obviously attractive to your eyes.

Then you heard. Now, did you hear me personally or did you hear what others were saying about me? There was something that you heard. Now that you're in the course, if you were in Class Number One, and now you've decided to come back to Course Number Two, then it's what you know.

What you know was created by the experience that you had. Does that make sense to you? I'm feeling like you guys are nodding your head and light bulbs are going off, and you're like, "Oh, this is so good!"

I'm excited about it and once we understand that that's stuff on the list for building a bulletproof brand, building a bulletproof brand hinges on controlling what people see and what they hear about us, until they get to know us.

Because they're not going to know you until they experience you, so everything else is hearsay. Let me give you an example. Do you guys remember David in the Bible? King David, a man after God's own heart, that's how we know him now, right?

Remember in the beginning, David was described as a young rowdy young man. He was appealing. He was nice to look upon. He had lots of descriptions for him; he played the harp, but he was not really good enough. He wasn't the tough guy.

He was not based on the perception of those that, at the time, he didn't even know he was called to serve. He wasn't qualified to do the job. His brand was built on what they saw and what his brothers and his father were saying about him.

When did his brand shift? When did his perception in the marketplace shift? It shifted after David created an experience for people to reference. Remember when David killed the lion and the bear and then he killed Goliath, everything shifted. People started seeing things a little bit differently about David.

Okay, so let's look at that transition a little bit. Let's go a little slow. First, he was considered puny because he looked puny. He was nice to look at. He was a little frail dude who was out with the sheep.

That's how the people judged him, based on how he looked. That's the reality. They're going to judge you based on what you look like, so it's important that you control what you look like.

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Although David, on the inside, he himself had no doubt in his mind of his ability and who he was, his perception to other people was, he was puny, he can't fight, he's this and he's that. It was not very positive. It was not one that was very credible or one that was highly recommended or was someone that they would call to fight on their behalf.

You guys are following me. Even though he knew inside and he'd never doubted himself, so even though you don't doubt yourself, it doesn't matter right at this point what you say about yourself because it's the perception of others.

Now, David started building a more reputable brand. It wasn't even after he fought the lion and the bear. It wasn't until he fought Goliath, it wasn't until he fought in front of a lot of people. You see, he had built up in his mind, "Man, I can beat that lion. I beat the lion, I beat the bear. Surely I can beat Goliath!"

People are thinking he's crazy at this point, but he feels good about himself. Him feeling good about himself does not impact his brand at this point. This just impacts his ability to make the next step. You do need to feel good about who you are, but that is not going to impact people's perception of you until you make that next step.

Now, after David killed Goliath, things changed. What do you think happened in between the lion and the bear and Goliath? I'll tell you. David achieved results. That is the key.

I don't know if I'm going to say it's the number one strategy for staying on top of your image in the marketplace, but if you want the number one thing that your brand is built on, your brand is built on the results you deliver.

Write that down. "My brand is built on the results I deliver." There are stages. "The stages of the brand is what they see, is what they hear, and then it's the results that I deliver," also known as the experience.

If you want to know how to build a bulletproof brand in the marketplace, you want to control as much as you can what people see. Make sure you impact what they hear, but ultimately your brand, a bulletproof brand, is going to be built on the results that you deliver.

Let's dig deep into how we can control and how we can impact what people see, hear, and then ultimately we're going to talk about this more in Class Number Three. We're going to talk about creating the encounters that are going to change and transform lives.

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We won't get deep into that today, but we are going to look at a little bit how we start impacting the results and how we create results. Ultimately, what I want you to take away from today's class is your brand is built on the results you deliver.

Results are not what you know. It's not your degree. It's the results. That's good for those who are struggling and thinking, "I need to go get one more degree. I need to go and take another class." No, you don't. Do what you do, do it well, the results will build your brand.

Alright. Let's find out what people are saying. Let's look at the five secrets and find out what they're saying, and how they're saying it and how can we impact, if we can at all, what they are saying. Okay.

I like to do the first three steps: ask, seek, and knock. I get that from the Bible, it's really easy. It's ask, seek, and knock. If you want to find out what people are saying, ask them. Look at what they're saying, go search them out, and then knock on the door. Find out where they are. "What are they saying about me? What do you think?"

Do you remember Jesus? I like to give Biblical examples. A lot of my case studies are Biblical references because some of my clients, out of confidentiality, I have to keep their names private. I can't tell you their names, but you can go to my Web site and you can check out some of their stories.

Then the ones who say, "Yes, you can tell about me," then I'll share them with you. We have some very solid examples in the Bible as well as a few practical examples I'll be able to share with you during our time together.

There was a point in the life in the ministry of Jesus where he asked the disciples, "Who do men say that I am?" That was the weirdest question to me. I'm like, "You're Jesus. Why are you asking that? Don't you know who you are? What does it even matter what people say you are?"

It does matter because he wanted to see what was his brand in the marketplace. "What are they saying about me?" Because it didn't matter that he knew he was God if they didn't know he was God.

I think if Jesus can ask that, it's very important that we ask that, "What are people saying about us?" I have the five secrets, which are also called My Faith Five. The five secrets to finding out what people are saying is, finding out what these five people are saying about you.

Number one, what are your customers saying about you? The customers are the people who pay you for something. Even if you are in a ministry

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where there's nothing that's paid, but there's something that's exchanged, if people are exchanging their time for time with you, we're going to say they pay you in time.

If they're listening to you, if you're teaching them, if they come to your session and it's free, if they visit your Web site and continue to do that, if you're a blogger and they visit it, what are those people saying?

We're going to say, for the sake of this conversation, that those people are your customers. What are they saying? What we need to know is, why did they purchase from you? Why did they come to you? If they're a customer, why did they come to you? You want to know that and you want to ask those types of questions.

Number two, you want to know what your visitors are saying. "Visitors, when you went through here, what made you come visit? What made you stop by my Web site? What made you come by my Facebook page?

"What made you come by my organization and just walk through the door? Why did you come to church today, to this church, when there are so many others?" I live in a Bible belt. There's a church on literally every corner. "Why would they stop by this particular ministry?"

You want to ask yourself that question, and actually you want to ask them that question and allow them, not you, to answer in their own words. We'll find out why in Class Number Three, but we want to hear exactly what they say.

Then you also want to know the members. Those people stick with you.

If you are online, it's those people who have subscribed to your newsletter and they did not unsubscribe. Why are they there? What is it? What makes them continue to read your newsletter and not unsubscribe?

If you have a local church, why have they joined your ministry? You want to know that. You want to know exactly what is it about your ministry that makes them come there. When you ask this question, and I'm not saying... What is it when it's not a real question you don't want to answer?

Okay, you guys are saying the word and I wish I can hear you, but I can't because you're on mute. "Rhetorical," yeah! This is not a rhetorical question. What I will like for you to do is ask this question literally. Literally ask, "Why did you come?"

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You can do that and then I'm going to wait an hour and include a handout on the site of ways that you could do it in a non-threatening way and a way that people will give you a response. I'll give you some ways that you can ask.

Surveys are good ways. You call people. Depending on where you are in your ministry and your business, I really think if you're in the beginning and this is the first plan that you've ever built, or you're really trying to make it solid, I think it's important that you have personal engagement.

I will send you the script that you need when talking to these five people and finding out what drew them to you. It's important that you ask that and you write down or record exactly what they say as they say it.

Then the fourth person you want to know is a friend. We got the members, which are your family, and then you have your friends.

Now, with your friends, the thing is they like you. They kind of support you and they're kind of loyal in their loyalty in administering your business, but they haven't made the connection. They haven't really joined in covenant with you in your ministry. They're frequent fliers.

They're like, "Okay, I got you, but I don't want to make any dead-set commitment because, you know, I'm not ready for that," but we like friends. They hang out, they buy gifts, they support you when they can, but they're not obligated under any circumstances to do that.

What I would like for you to do is ask those people, "What do you like about me?" Now, that's for people who have a ministry or a church.

Or if you have a business, your friends are people who have a little bit of interest in your business. They kind of support your business. They really haven't purchased yet from you, but they make little comments about what you do. They're kind of peering in on what you're doing and they weigh in a little bit.

You know if you called on them they may support you financially, but they haven't really made that commitment just yet. What is it that draws them to you? You want to know what they're saying.

Lastly, those people who love you no matter what you do. It doesn't matter. My mom is that person for me. I'm the greatest at everything. It doesn't matter. I can write the most horrible newsletter ever, but because I'm her daughter, it sounds great to her.

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My husband is the same way. "That was phenomenal!" Actually, today I was preparing for this session and he said to me, "Go take over, baby!" I was like, "What? Do you really know what I'm doing? Do you know how much goes into this?"

Those people, you want to know what they say just for moral support. They're more than likely not your ideal audience, and they're not your target. They're not the people who you're definitely called to reach, but it's good to hear what they have to say and what they see in you.

For person number five, don't weigh heavily on what they're saying. It's a little bit skewed because they like you a whole lot.

I want you to hear what they have to say, because occasionally those who like you a whole lot can shed some insight on a situation. They actually can help you see something that you may have not seen before. It may be something good or bad, but that's important.

You want to get them in the mix, but you're not putting all the eggs on what number five says because people number five, that's your family, those who really, really love you. They love everything you do.

Those are the five secrets of finding out what they're saying behind your back. We're going to just ask them, we're going to seek, we're going to be strategic about how we ask them. I'll give you a hint on some of the ways that we can ask.

Number one, you could do a survey. I like surveys. People think that they're outdated and when you ask a bunch of questions, if you ask more than ten questions, you've asked too many.

Surveys are pretty good. Reward people for taking surveys. If you do one online, or if you do a phone survey, if you have a third party do it for you, give little gifts, just something free, a free service, a free CD, a gift card to Starbucks.

Give something that doesn't cost you a whole lot, but it's of value to the person who's taking the survey. You want them to know that their time is valuable. I think that is awesome to do, and it'll help you get more feedback from your audience.

Another good way that you can do it is, like I said, meet one-on-one with people. I've done that in building my business, I've actually met with people. We do Skype now that we have people who are not in my same city; we do Skype and we talk on Skype.

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“Hey, what drew you to me? Tell me what you like,” and I’m just like, “Be honest.” Here’s a little bit. I’ll put the direct script on the forum for you, but one of the things you ask is something like this:

“I want to meet more people like you. You are the person who I feel God has called me to reach. The things that you have, the qualities, I really resonate with you. Can you just give me a little of your time to tell me why you were connected to me, what drew you to me? If I wanted to attract more people like you, where would I need to go?”

If you are very new in your ministry, you’re new in your business and you don’t have anyone—you don’t have any members, you don’t have any clients or customers, this is brand new for you—what I would like for you to do is still ask, speak, and knock.

Instead of people who’ve already done business with you, instead of people who have come to your church, I want you to ask people who you want to come. What you will say to them is very similar.

“You know, I’m building my ministry. I feel that I really resonate and connect with people like you, and I want to connect with more people like you. What would it take for you to be a part of what I’m doing? What are the things that you like? If you wanted to join forces with what I have going on, what would you look for?” You ask those types of questions.

To be quite honest, when I was building my business and I knew I wanted to work with Christ and our leaders, I knew I wanted to work with the entrepreneur and I also really had a big burden in my heart for pastors and church leaders.

I knew that there was a certain type of church leader that I wanted to work with. I knew that I resonated most with people who were forward-thinking, I knew the age range, I knew that I wanted people for whom Christ was the center, not just the fact that they were Christians.

Even though I hadn’t worked with some of them, what I do is I’ll say, “You know, I want to reach people like you. What do you do?” I actually emailed some people, Facebooked some people, called some people and asked could I just have 15 minutes of their time to ask them a few questions.

Do you know that no one told me no? Everyone was very honest on what they were looking for in a person who was going to help them expand their reach.



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They told me all their fears, they told me what they didn't want to hear, and they shared with me exactly the things that would be of great benefit to them. I didn't offer them anything, I just asked for 15 minutes of their time.

If you want to know what people are saying about you in the marketplace or you want to start impacting what they're saying, you need to ask these types of questions.

That's one of the things you need to do. Make an appointment today to talk to at least five people. Five is a good number to start with. If you have a list already, then you want to pull your current list.

This is going to be important when we get ready to create an outgoing grow plan in Class Number Four, because we want to make sure that we're saying the things that they're saying.

This is very simple. I'm so excited. You're going to find that expanding your reach is so simple if you take these steps. It's not something that you have to just figure out. You don't have to rack your brain, you don't have to beat your head on the pavement.

It is very, very, very, very, very, very, very simple if you're guided in the right direction. Because you're here with me today in this Jumpstart program, you have a great start and I'm so excited about it.

Okay, so let's look at ways to earn instant credibility. I've already told you one of the ways, and it's results.

Just really honestly, your degree doesn't matter. Degrees these days, people are getting them at the drop of a hat. They don't even mean as much as they used to mean before. The reality of it is, with there being so many online degrees and online programs, the bar to me is not the same.

If you were hinging your success on how many letters you had behind your name, I want to let you know, save yourself the time. Only take classes that you know are going to benefit you and are really going to empower you for you, not for your audience because that doesn't matter.

What people want today is results. They want to know that, "My life is going to be transformed," they want to know, "My family's going to be brought together." You guys are here not because I have an MBA of certification. I didn't even mention all those things. It didn't matter.

You want to know, am I going to be able to help you get to the next place, am I going to be able to help you reach more people with the gift, service

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and message that the Lord has given you? If I can show you that—the other secret is to show those results—if I show you the results, then you're on board.

Let's talk about those seven secrets. The first thing is produce results. That means you got to be good at what you're doing. That is Biblical. We're supposed to work with excellence. Our works should not be halfhearted or sub-par or for my urban community bootleg.

As believers, our work should be very excellent. It should speak before us. It actually is the work that when tried by the fire, it remains. One way to gain credibility is to produce excellent work.

The second way to gain credibility—and actually the second, third and fourth I have in this, and we're going to talk about it more in Class Number Three—is what I call Create, Capture, and Share. It's my Create, Capture, and Share system.

You want to create a remarkable experience, you want to capture that experience in as many ways as possible, and you want to share it shamelessly with as many people as possible.

Let's go back. You want to create a remarkable experience that has everything to do with your result. It's not just the results; the experience, the journey is really critical to those results.

All the women who are listening to this, if you had a baby, it was not very fun, was it? It probably hurt. The result was a beautiful child who you probably love with all of your heart. I love my children with all of my heart, they're so sweet; I just care everything about them I would just sacrifice all for them.

I promise you, getting to those results was so tough. I don't even curse, and when I think about it I probably said a curse word because it hurt, and some parts of it were very uncomfortable. Getting to those results was tough. That experience was tough for me, and I had a good one compared to some other people.

What you want to do is you want to create a remarkable experience, and if possible we want to avoid pain as much as we can. When you're creating the remarkable experience, it has to do with being you.

Like for me, I love to talk. Part of me creating remarkable experiences for those who I'm called to reach entails talking, because I'm good at that. I'm fun and I can connect with people when I talk to them. Just yesterday

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someone said, "I like to hear your voice." I'm like, "Really? That is great, I'm kind of excited about that!"

If you're not a good talker, talking is not what I want you to do along your road to expansion, because it's not going to create a remarkable experience. You're really not good at it, you don't really like it, and you do it because everybody says you have to do it.

Some of us do things because everyone says and the industry standards say we must do X, Y, and Z, like videos or social media or television or radio.

The industry is not your standard for you. I want to go ahead and dispel that myth right now. The industry is not the standard. You are your standard and the people you're called to serve are your standard.

If anyone promises you, "I can tell you 100 things. If you do them exactly like this, I promise you, you will reach 1 million people in 12 months or less," they are lying. Save your money and your time and run the other way, because there's not a cookie-cutter mode.

We were all created uniquely and there are unique gifts, services, and talents that we all have. When we use our unique gifts, what I like to refer to is embracing our grace, and when we embrace our grace and operate on the grace that God had given us, we easily and effortlessly draw others to us.

If you're not a person who speaks eloquently, it's not really fun for you, and you don't really get a kick out of it, breathe right now, like a sigh of relief. "Janice just said I do not have to be called like this in order to reach more people with my message."

That's not the thing that you're great at. What we want to do is, when you create the remarkable experience, you create experiences based on your gifts and what you're good at. We'll explore some of that in Class Number Three when we talk about the encounter. You want to create remarkable experiences.

The second thing you want to do is capture those experiences. Now, the thing about these remarkable experiences is they're not really good if no one knows about them but you and the other person.

One of the things I'm going to talk about in a few moments is, if the person doesn't know how to share that experience, it could mess it all up.

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I'm going to tell you guys, as mental note to remind myself, how I've messed up so many opportunities by talking about my experience. If you have people like me talking about what you do and the experience they had, I could've messed you up, so you just pay attention to what I'm going to share with you about that in a second.

What you want to do is talk to those experiences. Here are three ways you can capture experiences. Photos. Photos are excellent ways to capture experiences if they're taken correctly.

I want to say one thing about photos, or I may say two things about photos. The first thing is, a photo is supposed to be a representation of a moment. A good photo makes you look at it and you feel a connection with that moment.

Write that down. "A good photo, one that's going to get results and is going to build my brand, is going to allow me to connect with that moment."

Having said that, a lot of times you see photos that try to capture the entire experience in one picture. That's the busy picture that has a whole bunch of stuff going on, or a collage of 20 pictures. That is the worst way to build your brand, because it confuses the person who's watching it.

Now, you were there, you remember that, "Oh, I remember when so-and-so did this! Oh, I remember when she started crying when she raised her hand and got just moved." You want to share all of that all at once.

Resist the temptation to show everything at once. Go for capturing a moment, because that's what you want. People connect with moments. They're not going to be able to connect with the entire experience through a picture.

The first thing you want to do is focus on one. One is good. One is a good number when it comes to photos.

Another way to capture the experience is through video. Video is great. We're going to talk more about videos, I think, in Class Number Three when I give you some hints on how to make very compelling videos without ever being in front of the camera, if you're not a cameraperson. I'm excited about that.

When you look at a video, the same rule applies. Go for the moment. Look for the experience. Don't try to capture it all at once. Just go from moment to moment.

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I used to work in the media ministry, and I worked on the camera, and I served as a switcher and these are technical terms that you may not know what they mean.

Although there was a lot going on, I remember when I was doing it one of the things that I realized was, the best most compelling video for our ministry—those that drew people who were watching all across the world or streaming online—was when we focused and zoomed in on a compelling moment and shared that moment with our audience. It just changed everything.

Now, clearly in the middle of a church service, there are several things going on. We had several shots we could've taken and I could've just pressed the button and gone from shot to shot to shot to shot to shot and confused everybody. In my mind I was thinking:

“Oh, I got to get this, I got to get that, they got to see this, they got to see that,” until I really stopped and realized that it only takes a moment, just one moment. If I'm able to capture one moment and share that one moment, it can change someone's life forever. It can be the beginning of a remarkable experience for them.

You want to look, even with videos, in capturing moments. Let's talk about those moments. You're capturing moments that tell the story that's going to reach the people you're called to reach.

Let me tell you what is not a good moment to capture. Let's say you are a life coach. You're teaching and you had a video done of you teaching. You're writing on a flip chart because that's what we do, we like to see things visually.

That's not a great video to show. I'm not sitting here thinking, “Oh my God, I want to write on a flip chart.” If you capture a video moment and you highlight it on your Web site or on a DVD reel and if you're writing on a flip chart, I think you just lost the opportunity.

You want to capture the moment that connects with the need that the person you're called to reach has had. It might be the student connecting with your writing or connecting with the word that you're saying or the “Uh-huh,” or the sense of accomplishment.

The experiences that we capture and that we ultimately share have nothing to do with us. I want you to remember that, it has nothing to do with you. Your brand expanding, it has nothing to do with you, but it has everything to do with the people you're called to reach.

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The reason why the woman at the well was so affective, she wasn't even talking about all the stuff that Jesus said. She was talking about her own experience. "Oh my God! I met somebody that told me everything all about me." It was all about her, and because of her experience, others wanted to experience the same thing.

I hope you guys are resonating with me and this is connecting. Nod your heads "Yes" if it is. Okay, great. I see you guys saying "Yes" in my head. Great.

Alright, so remember when we captured these experiences and we captured them on photos and videos. I'm going to tell you how to do it in print as well. I think I'll give you four ways: photos, videos, print, and then I'm going to talk about audios as well.

When you do that, make it focused on the people you ultimately want to reach, not on you. I've seen a lot of people do these next two things. The next two I'm going to sum up in one word, which is "testimonials." Remember, a testimonial is an eyewitness account. It's a testament, it's my version of what I just experienced.

A lot of times when we get people to give us testimonials, we make them so driven and focused on us that the people reading it, seeing it, or hearing it don't really get the impact that they possibly could have if you changed it just slightly to focus on the person. We'll talk about that, so let's just go into testimonials.

Now, we have two types of testimonials. You have the written testimonial, "Oh my God, I tried this product, I lost 500 pounds." We know those. We see those all the time. It's on the weight-loss boxes, the Slim Fast stuff.

I did this and they have a picture of some spray-painted person, and it worked, but it works because if testimonials didn't work, I would not have every workout equipment possible downstairs.

Every video, every infomercial, facial stuff, I would have all that stuff and I would have to try to hide boxes from my husband because I've had something ordered late-night because of an infomercial. They actually work. (Laughter) They work, and I'm not the only person because those people have been in business for a long time.

There is a way, there's a formula that we need to use that we need to implement when getting those testimonials. The first is written. Written stuff's good when you're sending out print materials, if you're inviting someone to an event.

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I want to say this to churches this is something we don't do, so if you are a leader of a church or a pastor, I want to share this with you.

The best way to engage others, draw them in, and attract them to your ministry and to a program, or to participate in a conference or some type of event or happening that you're having, is to share the results through testimonials that other people who've gone through that have had.

That's one thing that we miss a lot. We miss a lot of people just because we don't communicate the results. We don't share their experience. What we do is we talk about what you're going to get.

"You're going to get four classes and you're going to get three DVDS! I'm going to put it to you on this, I'm going to give it to you and you're going to get it all for \$199." I'll know what I'm getting, I'm getting four DVDs and I'm busy. I don't need four DVDs to watch.

I don't need a bunch of papers and I don't need another binder. If you look in my office right now, I have 100 million books, lot of binders and several DVDS, and I have no time. People are very busy today. They're not buying the package.

I have a mentor and what she says is, "Stop selling people the plane, they're buying the destination!" I was like, "Oh, that's right! I don't care about the plane. I don't care how I get there. I just want to know what I'm going to get when I get there. Where am I going?"

When you're focusing on these testimonials and the results, the results are the destination, what is the destination that you're arriving to? That's really critical.

We're going to really talk about that a lot in Class Number Three. I'm going to get clear with you. We're going to actually do some exercises on how we get clear on what the destination is. We're going to make it so super simple.

That's what I want you to know, that when you're capturing things you're capturing the destination. I could see some of those ads for Barbados and Turks and Caicos and all those exotic islands. They're not talking to us about the plane and a three-night stay.

They're saying: "Three-night stay in a luxurious hotel and the beautiful water." Can't you just see it? It's all about the destination. That's what you want to focus on. It's all about the results.

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"When I get there, I'm going to be so relaxed and refreshed and everything's going to change. When I go to this ministry I'm going to have such a great time. What's going to happen with me is, I'm going to leave, encouraged and empowered."

A hint, again, for ministries, I know I've been using it for those who are leaders in the church. Man, you're getting a lot out of this one today because I'm giving you a lot of good examples. For those who are in church, I want to say another thing.

When it comes to the destination and it comes to the experience, if you're called to reach the lost, those are the people who do not know Christ, or the people who may have been in the church, but they've been turned off or something for some reason or not.

Maybe the mom made them go when they were younger and now they're like, "Oh my God, I'm never going to church again," or whatever. If that's the case, trust me on this one. They're not laying it dead at night, saying this:

"Oh my God, I need a new worship experience." They're not saying that. I go to church and I'm not saying that. I love God and I'm not saying that. What I'm saying is, whatever my need is:

"Oh, I need a way to get out of this. I need to get over this pressure. I need to solve a marriage. I need to know how to parent my children. I need that connection, that community. I feel so alone."

Don't focus on the things that are important to you. Focus on the things that are important to them. That's why you want to ask them those questions.

Okay. I talked about testimonials briefly. I got a little caught up in that because I see that all the time. It's so frustrating.

My husband and I have now made it a game, whenever we go somewhere I take my flip camera and I hold it outside of the car. Whenever I pass a church that has a billboard, because we do it all the time, I record it. Then I make a video of what the message says.

There's this one church, they are great at doing this. It's not good so don't get excited. What they say all the time is, "Gas is high. Imagine the price Jesus paid for your life. Which is more?"



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I'm like, "What? Why are you saying that? What does that mean? Is that going to make me come to church?" It's not going to make me come, and I'm a believer. If I'm not a believer, what in the world does that mean?

It's like we speak in these church languages and this Christian jargon and this holy hyperbole all the time that mean nothing to us, to regular people. We wonder why people are not coming to our ministry.

It's just a lot of fun to me now I made a game, I just want to go and just look at the boards. You're going to spend all that money to have a board, at least communicate a message that's going to attract the lost. That's all I'm saying.

Okay. We have to create, capture, share. Let's talk about testimonials. I'm going to speed this up a little bit. When you have a written testimonial, what you want to do is you only have a little bit of time with words. They can either hurt you or they can help you.

When you're looking for written testimonials, you want to focus on the results. If you work with me, every time we get a testimonial I ask someone to share their experience and I will say, "If you need a little help, here's what we could do to start you off.

'I receive this result. Prior to working with Janice I had this happen. After working with Janice, this had happened. The results are this. I recommend this.'" You have to kind of guide them a little bit, otherwise they're going to do what I did.

Remember, I told you guys that I was messing up stuff? Okay, so here's this thing. Every time I see something go somewhere I am so totally excited, when it's great, like the conference that I went to last week, it was phenomenal. Oh my goodness, I was just like "Thank you! It was great!"

I'm only going to talk about the thing that was most important to me, so it might not be result focused. I didn't realize that I wasn't talking about results until my sister told me. She said, "I don't want to go to anything you go to because based on what you say, it doesn't sound exciting to me."

I was like, "What? That doesn't sound exciting? Girl, we were praising God and guess what, and then he said this, and I wrote down this and I have so many notes, and it was just good, it was just...I'm excited!

She was like, "Yeah, I don't want to write notes. Yeah, I don't want to jump around like that. Yeah, that's not what I'm looking for."

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I realized, because I was getting discouraged. I actually had an attitude with her. I want to be honest, I had an attitude with her. I wasn't going to share anything else with her. No teaching, no teleseminar, no class, because in my mind I had said, "She doesn't want to change.

"I've offered her several opportunities to better her life and she's not taking advantage." Well, what was happening was I was focusing on the delivery and not the results because that was exciting to me, because I'm a teacher, and I was just excited about the materials and I could go back and look at it again.

That's not how she is. She's not trying to go back and look at stuff. She wants to get it right now. You have to kind of guide your people and that's the way that people are talking about what you do and what happens as a result of their time with you.

If you're not careful, if you don't guide them a little bit, and I'm not saying to tell them what to say, but guide them. Seriously, because you've all been in churches where you had testimonial service and people went up there and they talked.

They talked for a very long time and you don't know what happened. You just know that sister Mary is talking and now it's ten minutes gone by and sister Mary is still talking about when she was a girl and she was five years old. You want to guide a little bit.

You guide a little bit when you have a written testimonial, and if you're holding a live event or if you're in person and you're asking someone, you direct them a little bit: "What happened? So you tell me that prior to this, what was going on?" Then you let them say prior, "Oh, okay. Then you came and then the Lord did what? Now what happened?"

Do you hear me how I'm guiding them? They're saying it, but I'm guiding them. "Before: this is where you were. After: this is what happened. Now: this is what's going on." Does that make sense?

When you're building your brand you want to make sure when you create these remarkable experiences and the Lord uses you to transform their lives: that you've helped them to share for you in a way that's effective, and not like how I was focusing on the delivery.

Or "Man, when I went in there, it was good. We only stayed in church for 30 minutes." (Laughter) For some people that's what they need. If it's 30 minutes, they're "I'm in," but it might be something transformative that happened in those 30 minutes and that's what you want to pull out.

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Okay. Let's look at... I hope I gave you seven. Let me look. Oh, yeah.

You've had produce remarkable results. Produce results, and that means being great at what you're good at. Create remarkable experiences, capture those experiences.

We've talked about the four ways: we've talked about the video, audio—no, we didn't talk about the audio—we talked about video, we talked about photos, I talked about written. The audio is the same. It's guided and it's short and it's some people who are excited.

It's the same formula, but audio is good. You guys are on this call and from what I can see, you're all still listening and that's great. The fact that if they have a great voice and they're captivating, if that's their gift, if they're good at it and can keep an audience, getting an audio testimonial is also pretty great as well.

Then we also want to share in as many ways as possible, and we're really going to get clear on the numerous amounts of ways that are available for us to share our experiences and the experiences of those we serve.

We're going to talk about that in Class Number Four, but if you don't shamelessly share, you're never going to grow and see, it's okay, it's not bragging about you, it's bragging about the results. That's what happened.

Gosh! As a result, one of my favorite stories is I have a client. When they came to me during year one of their ministry, probably less than 60 people who came. He had a big vision, a little budget, but passion, and that was year one. We developed a strategic plan.

They're now in year five, they're 6,000 members strong and they had not purchased any television time. Actually we're just looking into streaming online and that says a lot.

It says a lot about the power of an expansion plan and working the plan, and having the right team, and bringing someone on board to cut out all the time and energy that you would spend trying to figure it out by yourself. That's my best story.

It isn't even about me. Did you see that? He was in here. What? He didn't have any money, have any people, now he's in year five, it didn't cost him a whole bunch of money, he was not on television, he didn't have to get on the Internet. Can you believe it? They have over 6,000 members! Oh my goodness!

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Can you see that? It doesn't have anything with me though. I can shamelessly share that because those are results. That means that...what are you doing? Number one, God was in him. Number two, it works. Number three, planning is essential to growth that's sustainable.

Alright. I don't know what number I'm on.

Teach others how to share, as you share shamelessly, all the time in everything you do. We touched on this in our preview call a little bit. I talked to you about ways that you can share and ways that you can mediate encounters, like through your email, your business cards, and we're going to talk about this more in Class Number Three.

Your email, your business cards, other things that allow people to experience you or have a brief encounter with you, share a little bit. Communicate: lead them to their next step. Then when you're working with people, don't wait and let time linger the moment they have phenomenal results.

The moment they experience a result, that's when you ask them, "Would you mind sharing that with other people? Because I know there's someone's life can be richly blessed by that." It's okay, and be shameless about it.

We see it countless times in the Bible whenever someone was healed. Even Jesus sometimes said, "Don't tell anybody. They will run and tell everybody, 'I was blind, now I can see!'" It's okay to do that. That's a great way to build a brand with no budget.

Now let's talk about the way, the one lesson my grandmother taught me that immediately boosted my ability to reach a diverse audience without ever meeting them personally. I'm kind of excited, but I'm a little bit embarrassed about this.

Remember, I told you guys I am from Georgia. I'm from Savannah, the beautiful coastal empire and my grandmother is "country," most of my family is.

I'm kind of embarrassed to say this, but it works. One of the things she used to say was, "Baby, don't leave this house looking all kind of ways, honey," and I was like, "Yes, ma'am." "Comb your hair. Fix your clothes." You know, like, "Okay, grandma." Here's the reason why. Now this is what got me.

"Because life forbid you get hit by a bus and end up on the news. We don't want you embarrassing our family!" "What!" Can you believe she

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said that, like “For real grandma, you want me to look good in case I get hit by a bus, not that I don’t die, but if I get on the news, you don’t want me to embarrass the family?”

I thought that was the craziest advice. When I was a kid I said, “Yes, ma’am,” but now that I’m an adult, it’s like that was weird, but it actually helped. When you put on your best face, whenever you’re presenting yourself online, on your business card, in person, it helps your brand and it builds instant credibility.

There are some people that solely are attracted to me first by my pictures, but let me just say not just my pictures. My pictures are on Facebook: that gives me instant credibility. The rule of the thumb they’re on social media, on your business cards, on your fliers.

What are the other places that we have pictures? As well as your billboards, any place where someone can see you outside of your home and really gather some type of perception of who you are. I want you to ask yourself this: “If this image was on the news, would my family or my ministry be embarrassed?”

That is critical. Ask yourself, would you embarrass your family or your ministry if this piece, if this flier, if this piece of paper, if this print ad, if this email, if any of these things were to get into the news today? Would you be embarrassed? Ask that all the time.

I have a couple of notes, Post-It notes and I have a dry erase board that’s right about my computer, a little bit right above eye-level in my office. What I do is I write things that I want to keep on top of mind.

One of the things I ask myself is, “If this is on the news, would I be embarrassed?” That’s with anything that I do. “If this was on the news, would I be embarrassed? If this photo hit the news, would I be embarrassed?”

“If this flier went out and it was on the news and it was representative of my company and the God that I serve, would I be embarrassed and would I embarrass my God?” You should ask that about everything and before you do everything.

That’s the number one lesson my grandmother taught me that has really gotten me into so many doors. Some of you have mentioned to me that you’ve really liked my marketing materials and I want to thank you so much, because it’s crazy that I’m ready to redo them and I’m not real pleased with them sometimes.

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It's good seeing here that other people like them, so great. Would it look good on the news? Would you be okay if mainstream media got it? That's important, because these days, mainstream media is getting everything. YouTube can really blow you up or take you down.

You want to be careful about what you put out there. One of the things I want to caution about social media, when you have images with your face turned to the side, or when you use images of your logo or of your pets, what you're saying...

If you're on social media, and some of you found me on social media—that means that it works, because this class was paid and you paid based on what you saw on social media—if I had a picture of my dog Rocky, what I'm essentially saying is I'm a dog. No, I'm not a dog.

I don't even look like Rocky. Rocky may be nice to me, but he's not my profile picture. You kind of get it? If you want it on the news and it's representative of you and your Lord, would you be happy with that? Be mindful in starting engagements and starting forums.

We'll get really clear in Class Number Four—I'm not going to go really deep—I have a separate product that I dedicate just to social media and how to use it effectively, but we'll talk a little bit about it in Class Number Four.

Let me talk about ways to maximize social media and what do we do in each forum and each platform and how do we get the most out of it. Lots of you are on Facebook and you use it. It's a big party and I love it. I've gained a lot of clients from Facebook.

It's wonderful, but we can damage our brand using those things if we're not careful. Let's see, I told you guys what your audience does that hurts you and that helps you. That's because they're seeing all the wrong stuff.

"How to Get the Media Attention Without a Budget, Ability or a Book." Oh, I'm so excited about this. This is for all of my people who are using online strategies. It works offline, but you have to do a lot of work when you do it offline. We're going to talk about a little bit offline and then a lot about online.

Today, in case you were wondering, the media is constantly looking for content. They really are looking for stories to cover. They're looking for people to cover. I'll make sure I include this site. I'll give you a list of sites of people who are looking for stories, and they're looking for a good story.

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What they do is there are some services—they're all completely free, I love free stuff—they're all free and they're looking for specific topics. I'll make sure I send them to you. I'll post them on the forum. You register to their database and then when they put a topic out, you can put your keywords in and they'll call you and see what you have going on.

With some people, what you can do is you can submit an article to them or a newsletter or some kind of message of what you're doing, and if it's a story that they think is interesting, then they'll give you free publicity. Pretty cool, huh?

You have these services that you can send their data to, you can register your stuff to, and they'll seek you out. You have those people, and I think I may know about five services that we can use and I'll make sure we post them on that resource guide.

The other way to get media attention is through your Web site and your blog. We're going to talk about Web sites in Class Number Four, but if you have a Web site the content is continuously being updated—and I know if you have a Web site your content is continuously being updated.

What's happening is search engines, companies like Google, Yahoo, Bing, those places where people click in and they put a word in to search something, a topic, if your Web site is built correctly and you embed the right keywords, it will come up whenever someone searches a particular keyword.

You can do this very inexpensively. Now when Mr. Reporter, who needs a new story to cover, and I know they need new stories because I'm looking and it's like ridiculous stories that they're covering now—Charlie Sheen, just really random stories.

How many new stories can we see about the coupon moms? It's not even a new phenomenon anymore, but they're still covering it because they're looking for content, and when you give them something good or something juicy or something exciting, they'll come to you and they will promote you for free.

The search engines searches for certain keywords or the reporter looks for certain keywords, your site comes up, they read what you have, they call you, you get free publicity. Easy enough, right? Here's how we do that. Let's talk about ways that we can make it tangible and practical and how can we do it.

I'm going to start first with your Web site, and I only have a few more minutes so I'm going to make this quick. On your Web site, I want you to

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look at your audience who you're called to reach, and I want you to develop a list of ten keywords, keywords that relate to your audience.

Some of you are called to you, some of you are called to underprivileged, some of you are called to professionals, some of you are called to trainers. What I want you to do is actually write a list of 40. I know that's a lot. "What? Forty?" and then I want you to narrow it down to top ten.

If you could only have ten keywords that you know when people search this word, you want your Web site to come up. That's what I want you to do. Write that down, write those 40 words down, then circle the top ten and I would like for you to embed those words, which means to place them strategically throughout the pages of your Web site.

If you have a Web site that has built-in Flash components, search engines are not going to come to you because Flash kind of kicks the search engine off. Sorry if you have it, you've just missed a chance on that one. You have to get them another way.

That's the long way. Just embed it within the pages. "Ministry," "marketing" and "mentor" are on every one of my pages. "Leaders," "Christ," "sinner," "leaders," "Christian leaders." Those are some of the keywords that I want. When people search "Christian leaders," I want to make sure that I come up somewhere in that mix. Identify and integrate those into your Web site.

Then the second I would like for you to do is for your blog, and if you don't have a blog, I really want you to get a blog, and the reason why I would like for you to get a blog is because it's the way to keep your content changing consistently.

One thing about a static Web site or what we used to call a brochure Web site—that's the Web site where you just go and you have a whole bunch of pictures and words about what you do. Nobody cares about that anymore, only the people who already go to your church or your ministry or your business.

It's just like after I look at it one time, I don't need to look at it again because there's nothing changing, but if I have a blog, then I'm coming back and I can stay on your page longer, and I might buy something from you. You get the picture.

Sorry, that's not the discourse, but I'm excited about that. On your blog, I want you to do the same thing. I want you to look at those keywords, but this is what I want you to do this time. Oh my gosh, guys, I'm so excited about this idea!



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This is something that really is going to change how people find you, and this is really going to open up your reach and it's a very subtle shift. Each blog post that you have I want you to focus on one keyword.

I want you to make sure that you use a keyword about two to three times in the first 50 words of your blog and the last 50 words of your blog. That will make your blog come up more for the search engines when that particular word is shown. Here's an example.

I wrote a blog post about releasing and refreshing, and I was so excited. I was just talking about how when you develop systems and plans and stuff, you can really get bogged down into it. Every now and then, every so often you need to step away.

Well, the problem was I kept writing about iTunes, because I was saying that when I step away, I play my favorite song on iTunes because it's one of the programs that I pull up. I probably said "iTunes" about ten times. My page was pulled up for iTunes.

I don't want people to search my page for iTunes! You want to be careful about the words that you use, because you're going to get the publicity or the press or the attention of people based on certain keywords, and you want to make sure it's the ones that have to do with what you deliver. Again, the results.

As we're moving into the home stretch, I hope you don't mind if we go a little over. I want to make sure that I give you everything that I promised. I don't want to rush it because these are valuable things that we can do.

They're really subtle changes, but it can make a big difference in how you're known in the market place, because you really can control it. That 75% number, you really can control it if you do the right things. If you control, remember what people see and what they hear.

They say based on what they hear, and then once they get to know you, you get the phenomenal results. Hey, it's easy and it just happens automatically. You get the media's attention; it's all about the words. It's all about the words! Isn't that something? It's all about the words!

Well, the Bible says the power of life and death is in the tongue, so hey, I guess it's not something new. Let's make sure that you know the words that have to do with what you're focused on and you'll really get great results.

Now ways that your Web site can damage your brand, I've already hit it on one of those ways and that was use of Flash. The reason why it

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damages your brand is because it may look good to your colleagues and to your friends, and maybe you think it's pretty cool, but it's not very effective for you because it doesn't allow you to be easily searched.

Unless a person knows exactly what the name of your business is, and in my case many people don't know how to spell it, don't know how to say it, and I'm going through a rebranding because of that. I want to still keep the Moruwa name, but it's hard to say.

It meant something to me, but it didn't mean anything to the people that I'm serving because they don't know the story, so I'm going to use something that's a lot more memorable, and simple, and easy to say and understand. That's a hint that I wasn't even going to give today.

Just know that sometimes things that are important to you means nothing to your audience, and steps to expand your reach are not about you. It's important that you communicate what's important to them.

The Flash, having pop-up Flash, random things, and music that plays instantly hinders your ability to be easily searched and for people to find you who don't know you.

The other way that your Web site can really damage your brand is by having mediocre pictures. We talked about this earlier on the call today, having subpar pictures and having too many pictures. Having too many pictures that don't capture moments but just try to tell everything all at once.

That can really damage your brand. Here's one that you probably did not think about, but trying to tell everything that you do on your Web site, communicating everything that you do on your Web site really damages your brand.

The reality and the truth is it's been shown that people stay on the Web page now 1/20<sup>th</sup> of a second. They're not reading it anyway, and it's not attractive and it's not changing, so why would I come back?

A lot of times we think we need to tell them everything we do, but you don't need to tell them everything that you do. You want to tell them what they need to know and lead them to their next step.

Your Web site, this is the key component and this is really—I don't know that I planned on talking about this today. Your Web site and every other communication that you have should always lead to a next step.

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What I want you to do today when you get away from this call is, let's take three communications that communicate your brand. It can be your Web site, your business card and maybe a flier of an event or something, just three things.

I want you to look at those things and I want you to look at the image that you see. What are your eyes first immediately drawn to? Is that where you want your audience to go?

The second thing I want you to ask is what is the next step: "As a result of this, what is it that I want my audience to do?" Then I want you to say to yourself: "Are they doing it? Have I told them how to do them?" Then the third thing I want you to ask is "How do I measure that they've taken that next step?"

With your Web site, ideally your Web site could do this for you. Number one, your Web site is a tool. That's what I want you to write down. Your Web site is a tool, and the Web site for you should allow you to connect with people so that you can further engage with them and allow them to experience God working through you.

Your Web site should serve as a connection that allows people to engage so that they can ultimately experience God working through you. Tangibly, your Web site should help you get more names.

Because when you get more names, you can engage with them through email communications, or you can mail them a card or you can send them a gift. That should be the first thing you should do is be able to capture their names and their emails so that you get engaged.

We talk about the ways that you get engaged and I just briefly shared those with you, and then it should lead them to an experience. Because I'm here in Georgia, many of you couldn't experience me in person because I'm here in Georgia and you're in different places.

You purchased an opportunity to experience me, right? For those, remember, we talked about in Class Number One—if this is done correctly as we expand our reach, it should also increase our income, because we're only one person and we could only be in one place at a time.

However, that is not the only way that people can experience God through us. If you are able to create an experience that's really going to transform the lives of people, they will pay for that transformation and that's what you all did.

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If your Web site is not working in a way that it kind of leads people to a next step, you really want to contact our team and maybe you want to look at do you want a ministry marketing makeover or a ministry marketing Web site makeover because that's key to really expanding your reach and being effective online.

That same principle applies with all of your communications. Let me make sure here—we have a couple more minutes and I want to make sure I cover everything. I hope this was good and I hope this was exactly what you need.

I'm excited about this because it's like, "Oh my gosh, finally we can do things that matter and now you can get the message out about who you are, and what you're called to do and people will know!" Because they won't be, "Look at Janice! This is all about her!"

No, it's all about what I can help you achieve and what results you get, so I hope you're getting those things. I want to make sure that I gave you everything you need. What I'm going to do as a bonus, I'm going to list out—something I said I was going to give you, I don't remember—I'll have to listen to the replay, sorry.

I'm also going to give you the minimum equipment needed to bulletproof your brand. I'm going to talk to you about ways that you can use the equipment, very simple equipment you can use to create videos, equipment you can use to create audios.

Most of them you already have. If you're on this call, you have everything you need just about, ways you can do things. I was going to give you the script, that's what I said. I was going to give you a script for getting testimonials and finding out why people want to connect with you.

Then when we meet next week, we're going to talk about creating those encounters, but it's important, it's important, it's important! That when you come to the call next week that you have already started asking those questions about why people are connecting with you.

Because what we're going to do is we're going to find other people just like the ones that are already connected and we're going to use what they say. See, it's really simple to formulate. It's very easy. Wow them, find out what wows them, and wow them again, and then they just tell everybody they know. Sounds really simple.

I'm going to show you how to do it and we're getting closer to making sure that we have a ROCK-Solid Plan. Class Number Four, I want to let

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you know it's going to be really power-packed and we're going to really cover a lot.

Email me if you can stay a little over, because I really want to make sure I cover those roads and those paths that you can travel to expand your reach, because all of us are not going to be online, all of us are not going to talk on the phone. We're going to use other ways and I want to make sure I give you a clear overview of each.

I'll probably go over maybe three to seven paths that you can take. I think seven is good. If you tell me that we can go over a little bit, I'll give you seven paths that we can take and I'll show you how to maximize those paths

If there was something that you want to know more about this session, feel free to email us at [Support@Moruwa.com](mailto:Support@Moruwa.com). I want to remind you it is not too late for others to register for this course. They can simply go to [Moruwa.com/JumpStart](http://Moruwa.com/JumpStart).

I guarantee you that all of the recordings and everything will be up on the site on time this time. Thank you for bearing with us with the glitches before. This has been really, really great. I hope you're getting everything that you expected, and I'm definitely what you need from this course.

If you have any questions, feel free to email us at [Support@Moruwa.com](mailto:Support@Moruwa.com). It is not too early to send your questions, so go ahead and send your questions.

We will have a live Q&A on Thursday, April 28<sup>th</sup>. I'm going to answer your questions live. Have them ready, I'm excited, and if you know them in advance, go ahead and email me.

This has been Janice Johnson. Thank you so much for joining me for this Jump Start Course. I look forward to seeing you on next week. Be blessed!