



# **7 ways to become a household name**

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We set out to have 500 in attendance at our launch Sunday service. In order to make that happen, we used a system that allowed us to reach people in 7 different avenues in order to see that kind of return. Today we are going to look at the 7 different avenues we used at Focus Church to attempt to become a household name.

## Your website

The website is the hub for all awareness. Every touch leads to the website. If your website is far from attractive or user friendly you can forget trying to reach the number of people you are trying to reach.

People ask two questions when they arrive at a church webpage:

1. What is it like?
2. Will I fit in?

Design and promote everything on your site to revolve around those 2 questions.

# **Social Media**

People spend the majority of their web time on the internet. If you don't have an active presence on Facebook/Instagram/TikTok, you limit your chances to be reaching your greatest audience. The great thing about getting the attention of someone on social media is that they are already online when they encounter you, possibly only one click away from your website. With one click from social media to your website you can have 2 touches in a matter of seconds.

# **Mailer**

The best way to get on the kitchen counters of every potential attendee is mail. The return rate is not amazing, but it is still working. A sharp mailer needs to direct people to the website. I recommend a picture of the pastor and his family on the back. People always want to know what three main things are like: The Preaching, The Music & The Kids Ministry. Your mailer should answer and show those three things are solid.

# **Yard Sign**

One of the greatest ways to get a good bang for your buck is a simple yard sign. People on your team can put them in their yards as great conversation starters for their neighbors. Yard Signs, when put in the right location, can grab plenty of attention.

## **Invite Cards**

Every car in the parking lot, every server at the restaurant, every interaction with every person around you can get handed a simple business card size invite. These are also easy for your team to keep with them as a way to invite others as well.

## **Google**

Once people move into a new town they use google to find everything. Having a solid handle on SEO (search engine optimization) is key. If you can be top ranked on google you are going to land some solid touches. The beautiful thing about google is that the person doing the searching is already online.

## **Sign Flipper**

We had the most web traffic come from a sign flipper. We strategically picked a busy intersection. We bought a domain name that was sticky - [www.IHateFocusChurch.com](http://www.IHateFocusChurch.com), and we started to see traffic on our website soar. More than one hit per minute. We became a household name. People talked about the church that has a sign flipper on the corner of Beaver Creek Commons.

In the end its not about the one secret formula that will bring the masses to your church but instead its about creating multiple avenues for people to find your new church.

## Action Steps

What are some other ideas you have that would help add to the 7 touches?

What would make your church a household name in your community?